



EXHIBIT CONTRACT

Annual Meetings 2014

San Diego, CA • November 22–25



COMPANY NAME (TO BE LISTED IN PROGRAM)		CONTACT PERSON
ADDRESS		
CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY		
TELEPHONE	FAX	EMAIL

BOOTH CHOICE (PLEASE ENTER BOOTH NUMBERS FROM DIAGRAM)					
1ST	2ND	3RD	4TH	5TH	6TH

BEFORE MAY 1			NUMBER OF BOOTHS			TOTAL
REGULAR 10'x10'	\$1800	X		=		\$
PREMIUM 10'x10'	\$2300	X		=		\$
AFTER MAY 1						
REGULAR 10'x10'	\$2050	X		=		\$
PREMIUM 10'x10'	\$2500	X		=		\$
EXTRA PER CORNER BOOTH	\$250	X		=		\$
TOTAL COST						\$
10% DISCOUNT IF BOOKED ONSITE						\$
TOTAL DUE						\$

PAY IN FULL PAY 50% DEPOSIT (\$ _____)
 (BALANCE DUE MUST BE PAID BY MAY 1, 2013. IF NOT PAID BY DEADLINE, YOU WILL FORFEIT THE 10% DISCOUNT)

MOBILE MEETING GUIDE LISTING OPTIONS AD OPTION FOR EXHIBITORS ONLY	STANDARD: COMPANY NAME, BOOTH NUMBER, AND WEBSITE LINK LISTED	INCLUDED WITH EXHIBITION
	ADVANCED: STANDARD PLUS LOGO, COMPANY DESCRIPTION, AND EMAIL	\$150
	PREMIUM: STANDARD & ADVANCED PLUS A MEDIA ITEM SUCH AS A CATALOGUE, ORDER FORM, OR COUPON.	\$250

PAYMENT OPTIONS		
<input type="checkbox"/> CHECK (MAKE CHECK PAYABLE TO ANNUAL MEETINGS. INDICATE PAYMENT IS FOR EXHIBIT SPACE)		
<input type="checkbox"/> CHARGE		
<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS		
CARD #	SECURITY CODE	EXPIRATION DATE
CARDHOLDER NAME	SIGNATURE	

IMPORTANT: AAR & SBL reserves the right to determine which exhibiting companies are consonant with the character of the Annual Meetings. This is not a binding contract until proper deposit is received and this contract is accepted. AAR & SBL have the right to void this contract if full payment is not received prior to May 1. No deposit will be reimbursed after May 1.

I have read, understand, and accept all terms and conditions of this contract and will abide by the Terms and Provisions accompanying this contract. I will abide by the terms of the Exhibitor Service Kit and memos prior to the Annual Meetings.

Signature _____ Print Name _____ Title _____ Date _____

Send contract and payment to: SBL & AAR Exhibits and Advertising, Annual Meetings 2014
 The Luce Center, 825 Houston Mill Road, Suite 350, Atlanta, GA 30329, USA.
 P: 1-877-336-6798 Outside US: 404-727-2315 F: 404-727-3101 E: AdEx@annual-meetings.org



EXHIBIT CONTRACT
Annual Meetings 2014
San Diego, CA • November 22–25



BOOTH ASSIGNMENT

Booths are assigned according to priority points, date of receipt of application, and number of booths requested. Initial placement will take place onsite at the Annual Meetings 2013.

FEES AND PAYMENT SCHEDULE

A 50% deposit for space assigned during the initial round of placement onsite must be received by January 15, 2014 to hold space and receive the 10% discount. All contracts received after the Annual Meetings will be placed as they are received. A 50% deposit per booth must be enclosed with this application if made after the 2013 Annual Meetings. The balance of the rental fee is due by May 1. **If the balance is not received by May 1 you will forfeit the 10% discount.**

The price of each 10' x 10' booth depends upon placement in the Exhibit Hall. For corner booths throughout the hall, add \$250 to the prices listed.

PRIVILEGES

Exhibitors accepted by June 1 are listed in the Pre-Conference Program, mailed to all AAR and SBL Members prior to the meeting. All exhibitors accepted by October 1 will be listed in the Onsite Program, distributed at the conference. Each exhibitor receives a confirmation kit which includes booth assignment, hotel information, and preregistration forms. Two complimentary preregistrations are allotted per booth, one Pre-Conference Program per booth, and one blocked hotel room per booth. Additional hotel rooms may be reserved for those registered. Copies of the Onsite Program may be picked up at the meeting.

TERMS AND PROVISIONS OF EXHIBIT SPACE

1. Eligibility to Exhibit

All new exhibitors are required to send information about their company and the material they plan to exhibit. Allocation of exhibit space is reserved for scholarly materials in either print or electronic media, journals, and other materials and tools appropriate for teaching and scholarly research that are judged to be consonant with the statements of purpose of AAR and SBL. AAR and SBL reserve the right to determine all booth assignments and to refuse exhibit space or to exclude any exhibit judged not to be consonant with the character of the Annual Meetings.

2. Restrictions on Use of Space

No exhibitor may sublet booth space or any portion thereof with out prior written consent from AAR & SBL. Exhibitors planning drawings in their booth space must request permission in advance from AAR & SBL Exhibit Management, by October 15, 2014, so that provisions can be made to handle any traffic flow problems. Receptions are NOT allowed within the booth space.

CANCELLATION OF EXHIBIT CONTRACT

1. Cancellations

Exhibitors must inform AAR and SBL in writing of intent to cancel; without written notification they will not be allowed to exhibit in the future. Exhibitors cancelling their participation in writing by May 1 receive a refund of the rental fee paid less a \$200 per booth administrative fee. No refunds issued after May 1.

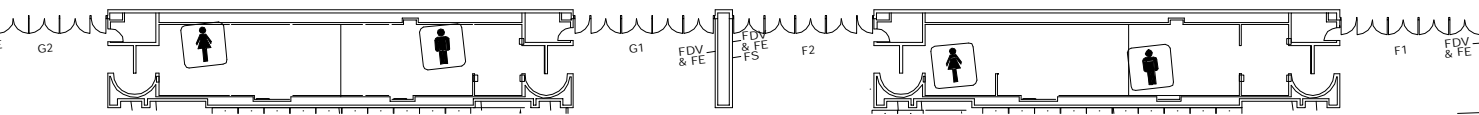
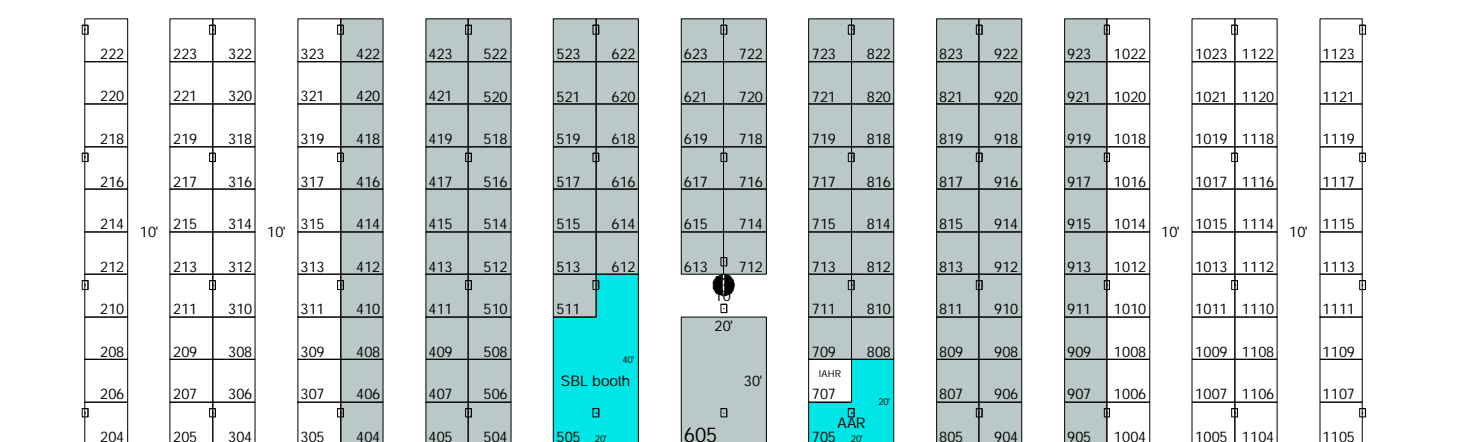
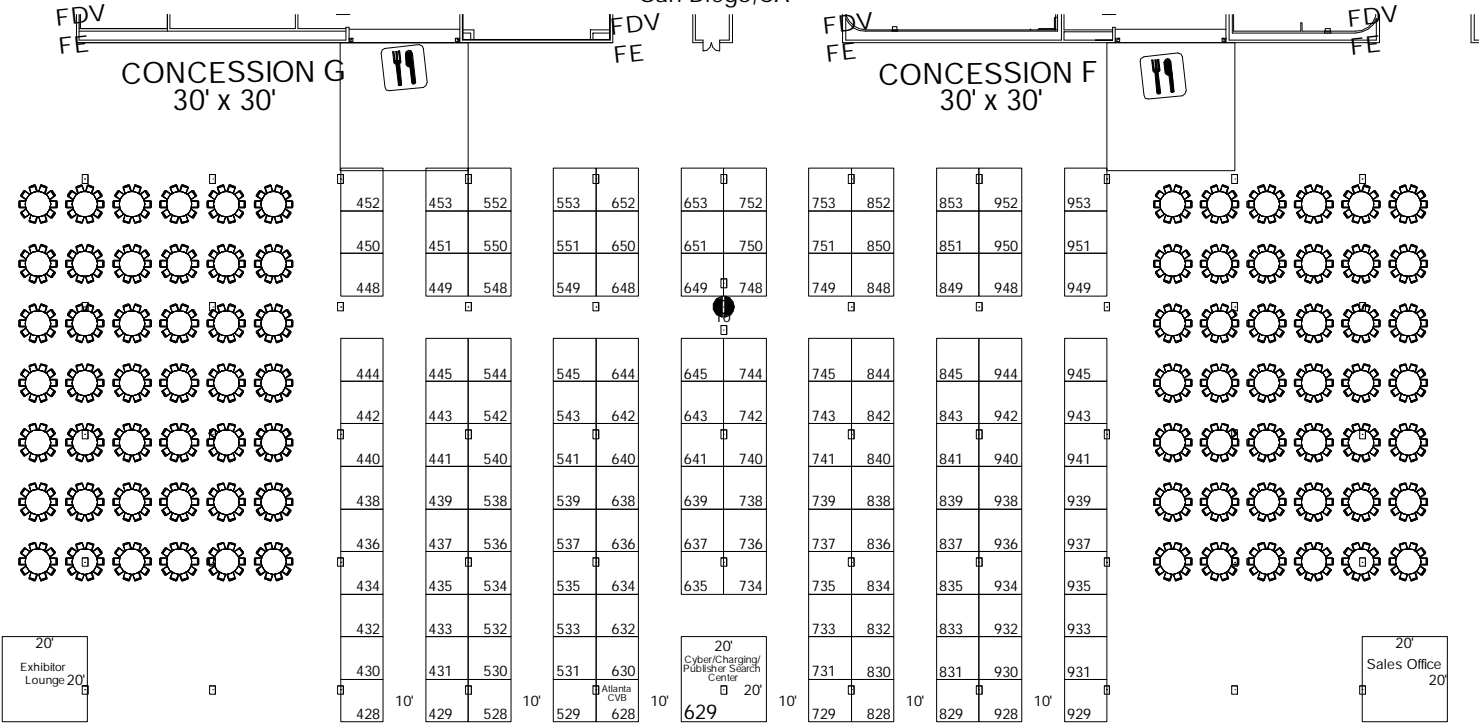
2. Failure to Pay

Full payment of rental fees for exhibit space must be received by May 1. Failure to remit payment by May 1 constitutes cancellation of the contract and space will be subject to resale without refund.

Annual Meetings 2014 San Diego Hosted By SBL and AAR

Nov. 23-26, 2014

San Diego Convention Center, Halls G & H
San Diego, CA



Premium Booths

Inventory as of 10/25/2013

Dimension	Size	Qty	SqFt
10'x10'	100	320	32,000
20'x20'	400	1	400
20'x30'	600	1	600
Custom	300	1	300
Custom	700	1	700
Totals:			324 34,000

GOODLEGEND:
 (E) = Exit (Door Type) (Bank Number)
 G = Glass Door (G = Hall - G = Glass Door - J = Bank #2)

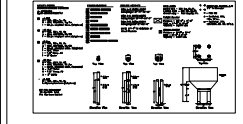
GOOD TYPES:
 = Glass Wall Doors
 F = Freight Doors
 G = Glass Doors
 X = Emergency Exit Doors
 SBL = Specialty Lobby Doors
 F = Freight Doors

Floor Loads: 350 lbs. per sq. ft.
 Clearances:
 Halls A, B & C: 27 ft. to the bottom of truss; 45 ft. to ceiling
 Halls D & E: 27 ft. to bottom of truss; 39 ft. to ceiling
 Halls F, G & H: 34 ft. to bottom of truss; 64 ft. to ceiling

Utility Boxes:
 Floor utility boxes are on 58 ft. centers; all boxes have phone and electrical (110 v. on 30 amp breakers, single phase; and 208 v. on 60 amp breakers, single phase)

COLUMNS - FOUR COLUMN TYPES

- COLUMNS
- AIRBALL COLUMNS A, B, C - 3" DIAMETER EACH
- AIRBALL COLUMNS BETWEEN HALLS C & D - 5' x 8'
- AIRBALL COLUMNS BETWEEN HALLS D, E, F, G, H - 5' DIAMETER
- ALL OTHER COLUMNS - 3" DIAMETER



Drawing Started on: 00/00/00 X.X.

REVISIONS		
NUMBER	DATE	INITIAL
1	00/00/00	00
2	00/00/00	00
3	00/00/00	00
4	00/00/00	00
5	00/00/00	00
6	00/00/00	00
7	00/00/00	00

FREEMAN
BOSTON

NORTH EAST REGIONAL DESIGN CENTER

File Name:	AAR & SBL
Show Name:	AAR & SBL 2014
Show Dates:	NOV. 2014
Facility:	SAN DIEGO Convention Center
Job Number:	XXXXXX
Acct. Exec.:	KELLY LYNCH
Acct. Loc.:	Freeman Boston

DISCLAIMER

EVERY EFFORT HAS BEEN MADE TO ENSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THIS FLOORPLAN. HOWEVER NO WARRANTIES, EITHER EXPRESSED OR IMPLIED ARE MADE WITH RESPECT TO THIS FLOORPLAN. IF THE LOCATION OF BUILDING COLUMNS, UTILITIES OR OTHER ARCHITECTURAL COMPONENTS OF THE FACILITY IS A CONSIDERATION IN THE CONSTRUCTION OR USAGE OF AN EXHIBIT IT IS THE SOLE RESPONSIBILITY OF THE EXHIBITOR TO PHYSICALLY INSPECT THE FACILITY TO VERIFY ALL DIMENSIONS AND LOCATIONS.

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ADVERTISING CONTRACT

Annual Meetings 2014

San Diego, CA • November 22–25



COMPANY NAME (TO BE LISTED IN PROGRAM)		AGENCY (IF APPLICABLE)	
ADDRESS		ADDRESS	
CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY		CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY	
TELEPHONE		TELEPHONE	
FAX		FAX	
EMAIL		EMAIL	
CONTACT		CONTACT	
SIGNATURE		SIGNATURE	
DATE		DATE	
<input type="checkbox"/> SEND ALL CORRESPONDENCE TO THIS ADDRESS		<input type="checkbox"/> SEND ALL CORRESPONDENCE TO THIS ADDRESS	

OPPORTUNITY	ADVERTISEMENT	RATE		NUMBER OF PAGES		TOTAL
PRE-CONFERENCE PROGRAM BOOK	FULL PAGE	\$1500	x		=	\$
MAILED TO ALL REGISTRANTS IN OCTOBER	HALF PAGE	\$1000	x		=	\$
	INSIDE FRONT COVER	\$2000	x		=	\$
	INSIDE BACK COVER	\$2000	x		=	\$
	OUTSIDE BACK COVER (HALF PAGE)	\$2000	x		=	\$
AT-A-GLANCE	FULL PAGE	\$1250	x		=	\$
DISTRIBUTED TO ALL MEETING ATTENDEES ONSITE	HALF PAGE	\$800	x		=	\$
	INSIDE FRONT COVER	\$1750	x		=	\$
	INSIDE BACK COVER	\$1750	x		=	\$
	OUTSIDE BACK COVER	\$2000	x		=	\$
TOTE BAG INSERTS	FULL PAGE	\$2500	x		=	\$
MAILING LIST	PRE-REGISTRANT	\$1500	x		=	\$
EMAIL LIST NOT AVAILABLE	ATTENDEE	\$2000	x		=	\$
MOBILE MEETING GUIDE LISTING AD OPTION FOR EXHIBITORS ONLY	STANDARD: COMPANY NAME, BOOTH NUMBER, AND WEBSITE LINK LISTED		x		=	INCLUDED WITH EXHIBITION
	ADVANCED: STANDARD PLUS LOGO, COMPANY DESCRIPTION, AND EMAIL	\$150	x		=	\$
	PREMIUM: STANDARD & ADVANCED PLUS A MEDIA ITEM SUCH AS A CATALOGUE, ORDER FORM, OR COUPON.	\$250	x		=	\$
TOTAL						\$

* Payment is due with the contract. Ads will not be placed until payment is received.



ADVERTISING INFORMATION
Annual Meetings 2014
San Diego, CA • November 22–25



PAYMENT OPTIONS		
<input type="checkbox"/> CHECK (MAKE CHECK PAYABLE TO ANNUAL MEETINGS. INDICATE PAYMENT IS FOR ADVERTISING)		
<input type="checkbox"/> CHARGE		
<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS		
CARD #		SECURITY CODE
CARDHOLDER NAME	SIGNATURE	EXPIRATION DATE

	Contract Due	Artwork/Insert Due
Program Book (Mailed to all registrants in October)	08/01/2014	08/25/2014
At-A-Glance (Distributed at conference)	09/14/2014	10/03/2014
Tote Bag Inserts	10/01/2014	10/31/2014
PreRegistrant Mailing List	10/01/2014	
Attendee Mailing List	02/29/2015	

ADVERTISING COPY

Please submit artwork by email (AdEx@annual-meetings.org) as a high resolution PDF. Ads should be black and white with no bleeds. Note that artwork for facing pages must not bleed across the gutter. Please send explicit instructions regarding the order of multiple pages. Ad sizes are as follows:

Pre-Conference Program Book

- Cover Ads: Trim Size: 8.375" x 10.75"; Bleeds: .125"
- Full page ad size (no bleeds): 7.875" x 10.25"
- Half page ad size (no bleeds): 7.875" x 5.125"

At-A-Glance

- Cover Ads: Trim Size: 7" x 9"; Bleeds: .125"
- Full page ad size (no bleeds): 6.5" x 8.5"
- Half page ad size (no bleeds): 6.5" x 4.25"

CANCELLATION

Failure to submit advertising copy by the published deadlines for each publication will result in cancellation of space. Advertisers who cancel in writing by the published deadlines for a particular printed piece will receive a refund of the advertising fee paid, less a \$100 cancellation fee. No refunds will be issued after printed deadlines.

RETURN POLICY & CONDITIONS

Advertising materials become the sole property of the AAR and SBL. Artwork will not be returned. Advertisements or inserts deemed inappropriate will be declined.

SEND TO

Send contract and full payment to Advertising, Annual Meetings 2014, The Luce Center, 825 Houston Mill Road, Atlanta, GA, 30329, USA. Make checks payable to **Annual Meetings** or send credit card information with your contract. There will be a \$30 fee assessed for returned checks. All payments must be in U.S. funds drawn on a U.S. bank.



SPONSORSHIP INFORMATION

Annual Meetings 2014

San Diego, CA • November 22–25



Enhance your company’s image at Annual Meetings 2014 through a variety of sponsorship opportunities. These high-impact items will give your company a competitive edge to get noticed at the Annual Meetings! All sponsorship opportunities include the following benefits:

- Company logo on sponsor recognition signage
- Sponsor recognition in printed materials and in Mobile Meeting Guide
- Sponsor ribbons for booth personnel
- Priority points for Annual Meetings 2015

SPONSORSHIP OPPORTUNITIES

<u>Level</u>	<u>Main Benefit</u>	<u>Rate</u>
Diamond Level	Tote Bag	\$20,000
Platinum Level	Lanyards	\$15,000
Gold Level	Mobile Meeting Guide	\$12,500
Silver Level	Cyber Cafe, Charging Station, Publisher Search	\$10,000
Bronze Level	Aisle Signs	\$7,500
Sponsor Level	Entrance Unit	\$5,000
Sponsor Level	Information Desk	\$5,000
Sponsor Level	Directional Signs	\$5,000
Sponsor Level	Welcome Banner	\$5,000

Diamond Level: Tote Bag (\$20,000)

Have your company logo printed (one-color) on each of the 10,000 Annual Meetings bags. This bag will be used by attendees throughout the Annual Meetings and long after. Extra benefits include:

- 10 Priority Points
- one tote-bag insert (\$2,500 value)
- two-page ad in the Pre-Conference Program (\$3,000 value)
- two-page ad in the Onsite Program (\$2,500 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- one-time use of membership mailing list (\$2,100 value)
- recognition in all printed and electronic materials

Platinum Level: Lanyards (\$15,000)

Your company’s logo will be printed on the name-badge neck cord for each Annual Meeting attendee. Extra benefits include:

- 8 Priority Points
- one tote-bag insert (\$2,500 value)
- one-page ad in the Pre-Conference Program (\$1,500 value)
- one-page ad in the Onsite Program (\$1,250 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials



SPONSORSHIP INFORMATION

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Gold Level: Mobile Meeting Guide (\$12,500)

Your company's logo will be featured on the conference Mobile Meeting Guide. Extra benefits include:

- 8 Priority Points
- one tote-bag insert (\$2,500 value)
- one-page ad in the Pre-Conference Program (\$1,500 value)
- one-page ad in the Onsite Program (\$1,250 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials

Silver Level: Cyber Cafe, Charging Station, Publisher Search (\$10,000)

One of the most popular services provided during the meeting are the Cyber Café/Publisher Search/Charging Stations. Sponsoring this package will enable your organization to have a presence before the eyes of the attendees each time they check email, search publishers or even need to charge their phone or mobile device. Sponsorship includes your company logo prominently featured in each area and screen savers. Extra benefits include:

- 8 Priority Points
- one tote-bag insert (\$2,500 value)
- one-page ad in the Pre-Conference Program (\$1,500 value)
- one-page ad in the Onsite Program (\$1,250 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials

Bronze Level: Aisle Signs (\$7,500)

Have your company logo and booth number on the Exhibit Hall aisle signs. Extra benefits include:

- 6 Priority Points
- one-page ad in the Pre-Conference Program (\$1,500 value)
- one-page ad in the Onsite Program (\$1,250 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials

Sponsor Level: Entrance Unit (\$5,000)

Have your company logo and booth number featured on the Entrance Unit to the Exhibit Hall. Extra benefits include:

- 6 Priority Points
- one-page ad in the Pre-Conference Program (\$1,500 value)
- one-page ad in the Onsite Program (\$1,250 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials

Sponsor Level: Information Desk (\$5,000)

Have your company logo and booth number appear on the Information Desk signage. Extra benefits include:

- 4 Priority Points
- one-page ad in the Pre-Conference Program or Onsite Program (\$1,250–\$1,500 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials

Sponsor Level: Directional Signs (\$5,000)

Your company logo and booth number will be printed on all directional signage throughout the meeting space. Extra benefits include:

- 4 Priority Points
- one-page ad in the Pre-Conference Program or Onsite Program (\$1,250–\$1,500 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials

Sponsor Level: Welcome Banner (\$5,000)

Have your company logo and booth number appear on the Exhibit Hall welcome banner. Extra benefits include:

- 4 Priority Points
- one-page ad in the Pre-Conference Program or Onsite Program (\$1,250–\$1,500 value)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials



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CONTACT PERSON (FOR EVENT AND BILLING)		
COMPANY NAME		
ADDRESS		
CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY		
TELEPHONE	FAX	EMAIL

PLEASE RESERVE THE FOLLOWING SPONSORSHIP OPPORTUNITIES FOR ANNUAL MEETINGS 2014:

- | | |
|-----------------------------------|--|
| ___ DIAMOND: TOTE BAG (\$20,000) | ___ PLATINUM: LANYARDS (\$15,000) |
| ___ GOLD: MOBILE GUIDE (\$12,500) | ___ SILVER: CYBER CAFE, CHARGING STATION,
PUBLISHER SEARCH (\$10,000) |
| ___ BRONZE: AISLE SIGNS (\$7,500) | ___ ENTRANCE UNIT (\$5,000) |
| ___ INFORMATION DESK (\$5,000) | ___ DIRECTIONAL SIGNS (\$5,000) |
| ___ WELCOME BANNER (\$5,000) | |

PAYMENT OPTIONS		
<input type="checkbox"/> CHECK (MAKE CHECK PAYABLE TO ANNUAL MEETINGS. INDICATE PAYMENT IS FOR SPONSORSHIP)		
<input type="checkbox"/> CHARGE		
<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS		
CARD #	SECURITY CODE	EXPIRATION DATE
CARDHOLDER NAME	SIGNATURE	

IMPORTANT: This is not a binding contract until proper payment is received and this contract is accepted. AAR and SBL have the right to void this contract if payment is not received.

I have read, understand, and accept all terms and conditions of this contract and will abide by the Terms and Provisions accompanying this contract.

Signature _____ Title _____

Print Name _____ Date _____

SEND CONTRACT AND PAYMENT TO:
SBL and AAR Exhibits, Annual Meetings 2014
The Luce Center, 825 Houston Mill Road, Suite 350, Atlanta, GA 30329, USA
P: 1-877-336-6798 Outside US: +404-727-2315, Fax: 404-727-3101 Email: AdEx@annual-meetings.org



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TERMS AND PROVISIONS

	Number Available	Contract Due	Artwork Due
Tote Bag	1	06/01/2014	06/15/2014
Lanyards	1	06/01/2014	06/15/2014
Mobile App	1	06/01/2014	06/15/2014
Cyber Cafe, Charging Station, Publisher Search	1	08/01/2014	09/02/2014
Aisle Signs	1	08/01/2014	09/02/2014
Entrance Unit	1	08/01/2014	09/02/2014
Information Desk	1	08/01/2014	09/02/2014
Directional Signs	1	08/01/2014	09/02/2014
Welcome Banner	1	08/01/2014	09/02/2014

Artwork specifications will be provided upon receiving contract. Items deemed inappropriate will be declined.

Please note that all additional advertisements for the session guide and program book included in the sponsorship packages follow due dates and guidelines as listed in advertisement contract. Failure to submit artwork for advertisements will result in loss of ad space. Please contact AdEx@annual-meetings.org for these forms if needed.

CANCELLATION

Failure to submit artwork by the published deadline for the sponsorship will result in cancellation of reservation. Sponsors who cancel in writing by May 1 will receive a refund of the sponsorship fee paid, less a \$100 cancellation fee. No refunds will be issued after printed deadlines.

SEND TO

Send contract and full payment to SBL & AAR Exhibits, Annual Meetings 2014, The Luce Center, 825 Houston Mill Road, Suite 350, Atlanta, GA, 30329, USA. Make checks payable to **Annual Meetings** or send credit card information with your contract. There will be a \$30 fee assessed for returned checks. All payments must be in U.S. funds drawn on a U.S. bank.