



ADVERTISING CONTRACT

Annual Meetings 2019

San Diego, CA • November 23–26



| | | | |
|--|--|--|--|
| 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 | x | 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 | \$2250 | x | | = | \$ |
| | INSIDE BACK COVER | \$2250 | x | | = | \$ |
| | OUTSIDE BACK COVER | \$2500 | x | | = | \$ |
| AT-A-GLANCE | FULL PAGE | \$1250 | x | | = | \$ |
| DISTRIBUTED TO ALL MEETING ATTENDEES ONSITE | HALF PAGE | \$1000 | x | | = | \$ |
| | INSIDE FRONT COVER | \$2000 | x | | = | \$ |
| | INSIDE BACK COVER | \$2000 | x | | = | \$ |
| | OUTSIDE BACK COVER | \$2500 | x | | = | \$ |
| EMAIL BLAST | | \$2500 | x | | = | \$ |
| AAR & SBL WILL SEND A ONE TIME EMAIL BLAST TO ALL PRE-REGISTERED ATTENDEES AFTER 10/15/19. | | | | | | |
| TOTE BAG INSERTS | FULL PAGE | \$2500 | x | | = | \$ |
| THIS EXCLUSIVE OPPORTUNITY IS LIMITED TO ONLY (10) ADVERTISERS TO OFFER THE MAXIMUM EXPOSURE TO OUR ADVERTISERS | | | | | | |
| MOBLIE MEETING GUIDE | STANDARD (INCLUDED WITH EXHIBITION) | - | | | | |
| | PREMIUM | \$250 | x | | = | \$ |
| TOTAL | | | | | | \$ |

IMPORTANT - Payment is due with all advertsing contracts. Contracts are not accepted without payment. If you are paying by check please mail your contract along with your check.

When referencing the meeting, please ONLY use "**Annual Meetings hosted by AAR & SBL.**" You may not use "AAR/SBL." Thank you!



ADVERTISING INFORMATION
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| | | |
|---|-----------|-----------------|
| PAYMENT OPTIONS | | |
| <input type="checkbox"/> CHECK (MAKE CHECK PAYABLE TO ANNUAL MEETINGS. MAIL WITH COMPLETED CONTRACT) | | |
| <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) | 07/26/2019 | 08/09/2019 |
| At-A-Glance (Distributed at conference) | 09/06/2019 | 09/27/2019 |
| Email Blast | 10/15/2019 | 10/26/2019 |
| Tote Bag Inserts | 08/30/2019 | 09/25/2019 |
| Mobile Meeting Guide | 11/01/2019 | |

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. **If you reference the meeting in your ad, please refer to it as “Annual Meetings 2019, hosted by SBL and AAR.”** 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. When referencing the meeting, please ONLY use “Annual Meetings hosted by AAR and SBL.” You may not use “AAR/SBL.” Placement is at the sole judgement of SBL and AAR and will be made according to advertisers priority. We do our best to accommodate spreads but regret they cannot be guaranteed.

SEND TO

Send contract and full payment, along with completed contract, to Advertising, Annual Meetings 2019, 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. Fax: 470-745-0504. There will be a \$50 fee assessed for returned checks. All payments must be in U.S. funds drawn on a U.S. bank.



EXHIBIT CONTRACT

Annual Meetings 2019

San Diego, CA • November 23–26



| | | |
|--|-----|----------------|
| COMPANY NAME (TO BE LISTED IN PROGRAM) | | CONTACT PERSON |
| | | |
| ADDITIONAL COMPANY NAMES: | | |
| | | |
| ADDRESS | | |
| CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY | | |
| | | |
| WEB ADDRESS | | |
| TELEPHONE | FAX | EMAIL |

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

| |
|---|
| FINAL BOOTH NUMBER(S) (TO BE COMPLETED ONLY BY AAR/SBL) |
| |

| BEFORE MAY 1 | | | NUMBER OF BOOTHS | | TOTAL |
|--|--------|---|------------------|---|-------|
| REGULAR 10'x10' | \$1875 | X | | = | \$ |
| PREMIUM 10'x10' | \$2375 | X | | = | \$ |
| AFTER MAY 1 | | | NUMBER OF BOOTHS | | TOTAL |
| REGULAR 10'x10' | \$2050 | X | | = | \$ |
| PREMIUM 10'x10' | \$2500 | X | | = | \$ |
| EXTRA PER CORNER BOOTH | \$250 | X | | = | \$ |
| EXTRA COMPANY LISTED IN PROGRAM | \$150 | X | | = | \$ |
| TOTAL COST | | | | | \$ |
| (10% OFF WHEN BOOKED ONSITE) | | | | | \$ |
| TOTAL DUE | | | | | \$ |

PAY IN FULL PAY 50% DEPOSIT (\$ _____)
 (BALANCE DUE MUST BE PAID BY MAY 1, 2019)

| MOBILE MEETING GUIDE LISTING OPTIONS AD OPTION FOR EXHIBITORS ONLY | STANDARD: COMPANY NAME, BOOTH NUMBER, WEBSITE LINK. | INCLUDED WITH EXHIBITION |
|---|--|--------------------------|
| | PREMIUM: STANDARD PLUS LOGO, EMAIL ADDRESS, DESCRIPTION, A MEDIA ITEM (SUCH AS A CATALOGUE, ORDER FORM, OR COUPON), AND LINKS TO RELATED SESSIONS. | \$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 _____



EXHIBIT CONTRACT
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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 2018.

FEES AND PAYMENT SCHEDULE

A 50% deposit for space assigned during the initial round of placement onsite must be received by January 15, 2019 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 2019 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 & SBL registrants 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, and one Pre-Conference Program per booth. 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 & SBL. AAR & 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

Once approved by AAR & SBL, any shared spaces are limited to (2) companies per 10'x10' booth space. We will accept the contract with payment from only one company. If additional names are desired to be listed in the program there is an additional administrative fee of \$150 per extra company name. No exhibitor may sublet booth space or any portion thereof without 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, 2019, so that provisions can be made to handle any traffic flow problems.

Receptions and/or food and beverage are NOT allowed within the booth space.

CANCELLATION OF EXHIBIT CONTRACT

1. Cancellations

Exhibitors must inform SBL & AAR 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 2019 Mobile Meeting Guide

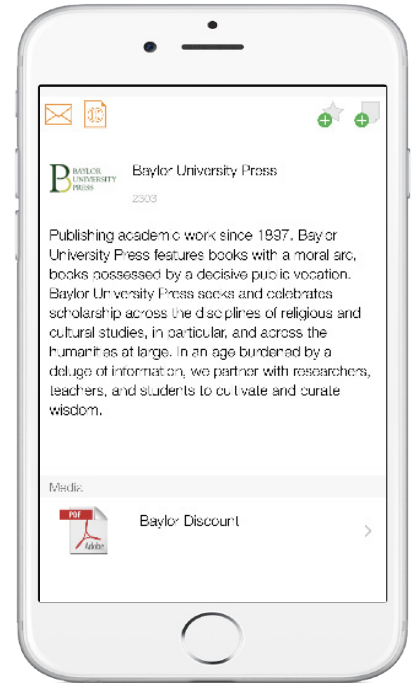
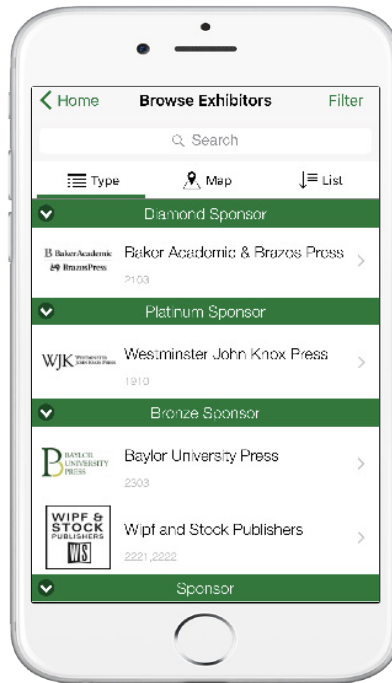
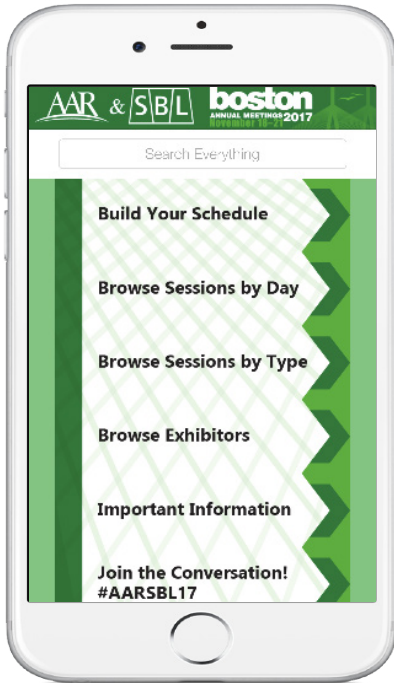


IMPORTANT: This form must be received by **November 1, 2019**

BENEFITS OF ADVERTISING

The Mobile Meeting Guide has advanced planning tools that make it simple for attendees to find exhibitors through the searchable database. This app will help you to maximize visibility onsite, by assisting attendees in locating your booth. More attendees download the app each year!

Total Annual Meetings 2016 Mobile Meeting App Downloads: 6,936



MOBILE MEETING GUIDE LISTING OPTIONS

AD OPTION FOR EXHIBITORS ONLY

STANDARD: COMPANY NAME, BOOTH NUMBER, WEBSITE LINK.

INCLUDED WITH EXHIBITION

PREMIUM: STANDARD PLUS LOGO, EMAIL ADDRESS, DESCRIPTION, A MEDIA ITEM (SUCH AS A CATALOGUE, ORDER FORM, OR COUPON), AND LINKS TO RELATED SESSIONS.

\$250

Be seen even offline: exhibitor details and banner ads are cached on the device for offline viewing!

PAYMENT OPTIONS

CHECK (MAKE CHECK PAYABLE TO ANNUAL MEETINGS. INDICATE PAYMENT IS FOR ADVERTISING)

CHARGE

VISA MASTERCARD AMERICAN EXPRESS

CARD #

SECURITY CODE

CARDHOLDER NAME

SIGNATURE

EXPIRATION DATE

Send contract and payment to: AAR & SBL Exhibits and Advertising, Annual Meetings 2019
The Luce Center, 825 Houston Mill Road, Suite 350, Atlanta, GA 30329, USA.
P: 1-877-336-6798 Outside US: 404-727-2315 F: 470-745-0504 E: AdEx@annual-meetings.org



SPONSORSHIP CONTRACT
Annual Meetings 2019
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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 2019:

- | | |
|---|---|
| ___ DIAMOND: TOTE BAG (\$20,000) | ___ PLATINUM: LANYARDS (\$15,000) |
| ___ GOLD: MOBILE GUIDE (\$10,000) | ___ SILVER: CYBER CAFE, CHARGING STATION, (\$8,500) |
| ___ BRONZE: AISLE SIGNS (\$6,500) | ___ BRONZE: INFORMATION DESK (\$6,500) |
| ___ BRONZE: PUBLISHER SEARCH KIOSKS (\$6,500) | ___ BRONZE: ENTRANCE UNIT (\$6,500) |
| ___ DIRECTIONAL SIGNS (\$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 & 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:
AAR and SBL Exhibits, Annual Meetings 2019
The Luce Center, 825 Houston Mill Road, Suite 350, Atlanta, GA 30329, USA
P: 1-877-336-6798 Outside US: +404-727-2315, Fax: 470-745-0504 Email: AdEx@annual-meetings.org



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TERMS AND PROVISIONS

| | Number Available | Contract Due | Artwork Due |
|------------------------------|------------------|--------------|-------------|
| Tote Bag | 1 | 03/30/2019 | 05/25/2019 |
| Lanyards | 1 | 03/30/2019 | 06/01/2019 |
| Mobile App | 1 | 06/29/2019 | 08/15/2019 |
| Cyber Cafe, Charging Station | 1 | 06/29/2019 | 08/03/2019 |
| Aisle Signs | 1 | 06/29/2019 | 08/03/2019 |
| Information Desk | 1 | 06/29/2019 | 08/03/2019 |
| Publisher Search Kiosks | 1 | 06/29/2019 | 08/03/2019 |
| Entrance Unit | 1 | 06/29/2019 | 08/03/2019 |
| Directional Signs | 1 | 06/29/2019 | 08/03/2019 |

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 AAR & SBL Exhibits, Annual Meetings 2019, 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 \$50 fee assessed for returned checks. All payments must be in U.S. funds drawn on a U.S. bank.



SPONSORSHIP INFORMATION

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Enhance your company’s image at Annual Meetings 2019 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 2020

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 | \$10,000 |
| Silver Level | Cyber Cafe, Charging Station | \$8,500 |
| Bronze Level | Aisle Signs | \$6,500 |
| Bronze Level | Information Desk | \$6,500 |
| Bronze Level | Publisher Search Kiosks | \$6,500 |
| Sponsor Level | Entrance Unit | \$5,000 |
| Sponsor Level | Directional Signs | \$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)
- 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)
- recognition in all printed and electronic materials



SPONSORSHIP INFORMATION

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Gold Level: Mobile Meeting Guide (\$10,000)

Your company's logo will be featured on the conference Mobile Meeting Guide and help desk, splash screen logos, banners and links to your site. 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)
- recognition in all printed and electronic materials

Silver Level: Cyber Cafe, Charging Station (\$8,500)

Your company's logo will be prominently featured in each area and on computer screen savers. Extra benefits include:

- 6 Priority Points
- one-page ad in the Onsite Program (\$1,250 value)
- recognition in all printed and electronic materials

Bronze Level: Aisle Signs (\$6,500)

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

- 6 Priority Points
- one-page ad in the Onsite Program (\$1,250 value)
- recognition in all printed and electronic materials

Bronze Level: Information Desk (\$6,500)

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

- 6 Priority Points
- one-page ad in the Onsite Program (\$1,250)
- recognition in all printed and electronic materials

Bronze Level: Publisher Search Kiosks (\$6,500)

Have your company logo and booth number appear on the Publisher Search Kiosks. Extra benefits include:

- 6 Priority Points
- one-page ad in the Onsite Program (\$1,250)
- 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:

- 4 Priority Points
- one-page ad in the Onsite Program (\$1,250 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 Onsite Program (\$1,250)
- recognition in all printed and electronic materials