



# EXHIBIT CONTRACT

## Annual Meetings 2017

### Boston, MA • November 18–21



COMPANY NAME (TO BE LISTED IN PROGRAM)		CONTACT PERSON
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 SBL/AAR)

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		=	\$
<b>TOTAL COST</b>					\$
(10% OFF WHEN BOOKED ONSITE)					\$
<b>TOTAL DUE</b>					\$
<input type="checkbox"/> PAY IN FULL <input type="checkbox"/> PAY 50% DEPOSIT (\$ _____ ) (BALANCE DUE MUST BE PAID BY MAY 1, 2017)					

<b>PAYMENT OPTIONS</b>		
<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:** AAR & SBL Exhibits and Advertising, Annual Meetings 2017

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 2017

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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 2016.

#### **FEES AND PAYMENT SCHEDULE**

A 50% deposit for space assigned during the initial round of placement onsite must be received by January 15, 2017 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 2016 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**

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, 2017, 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 & 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.



**ADVERTISING CONTRACT**  
**Annual Meetings 2017**  
**Boston, MA • November 18–21**



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 MAILED TO ALL REGISTRANTS IN OCTOBER	FULL PAGE	\$1500	x		=	\$
	HALF PAGE	\$1000	x		=	\$
	INSIDE FRONT COVER	\$2000	x		=	\$
	INSIDE BACK COVER	\$2000	x		=	\$
	OUTSIDE BACK COVER	\$2000	x		=	\$
AT-A-GLANCE DISTRIBUTED TO ALL MEETING ATTENDEES ONSITE	FULL PAGE	\$1250	x		=	\$
	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 (EMAIL NOT AVAIL)	\$1500	x		=	\$
	ATTENDEE (EMAIL NOT AVAIL)	\$2000	x		=	\$
<b>TOTAL</b>						<b>\$</b>

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



# ADVERTISING INFORMATION

## Annual Meetings 2017

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<b>PAYMENT OPTIONS</b>		
<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)	07/31/2017	08/21/2017
At-A-Glance (Distributed at conference)	9/14/2017	10/02/2017
Tote Bag Inserts	10/02/2017	10/30/2017
PreRegistrant Mailing List (mailing list only, no emails will be provided)	10/02/2017	
Attendee Mailing List (mailing list only, no emails will be provided)	02/29/2018	

### 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 2017, hosted by AAR and SBL.” 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 2017, 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: 404-727-3101. 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 CONTRACT**  
**Annual Meetings 2017**  
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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 2017:

- |   |   |
|---|---|
| ___ DIAMOND: TOTE BAG (\$20,000)              | ___ PLATINUM: LANYARDS (\$15,000)                   |
| ___ GOLD: MOBILE GUIDE (\$12,500)             | ___ SILVER: CYBER CAFE, CHARGING STATION, (\$8,500) |
| ___ BRONZE: AISLE SIGNS (\$6,500)             | ___ BRONZE: INFORMATION DESK (\$6,500)              |
| ___ BRONZE: PUBLISHER SEARCH KIOSKS (\$6,500) | ___ ENTRANCE UNIT (\$5,000)                         |
| ___ DIRECTIONAL SIGNS (\$5,000)               |   |

<b>PAYMENT OPTIONS</b>		
<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 2017  
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**

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	Number Available	Contract Due	Artwork Due
Tote Bag	1	06/01/2017	06/15/2017
Lanyards	1	06/01/2017	06/15/2017
Mobile App	1	06/01/2017	06/15/2017
Cyber Cafe, Charging Station	1	06/01/2017	06/15/2017
Aisle Signs	1	08/02/2017	09/02/2017
Information Desk	1	08/02/2017	09/02/2017
Publisher Search Kiosks	1	08/02/2017	09/02/2017
Entrance Unit	1	08/02/2017	09/02/2017
Directional Signs	1	08/02/2017	09/02/2017

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](mailto: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 2017, 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.



# SPONSORSHIP INFORMATION

## Annual Meetings 2017

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Enhance your company’s image at Annual Meetings 2017 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 2018

### 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	\$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)
- 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

## Annual Meetings 2017

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

Your company's logo will be featured on the conference Mobile Meeting Guide and help desk. 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 (\$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 tote-bag insert (\$2,500 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 (\$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)
- one-time use of preregistrant mailing list (\$1,500 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)
- one-time use of preregistrant mailing list (\$1,500 value)
- 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)
- 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:

- 4 Priority Points
- 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: 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)
- one-time use of preregistrant mailing list (\$1,500 value)
- recognition in all printed and electronic materials