

2010 Partner/Exhibitor Application Contract *(Page 1 of 2)*

Company Information

Company Name (as it should appear in all acknowledgements and printed collateral)

Primary Contact for Exhibit Hall

Primary Contact Title

Primary Contact E-mail

Primary Contact Phone

City

State/Province

Zip/Postal Code

Country

Phone

Fax

E-mail

Web site

Provide a 35-word description of your company, equipment, products and/or services for printing in the conference program. APRA headquarters reserves the right to edit copy as needed.

Booth Preference

Note that certain partner levels include priority placement. APRA makes every effort to accommodate preferences, but cannot guarantee specific placements. List preferred locations (specify booth numbers). Do not concentrate choices in only one area of the Exhibit Hall.

1st: _____ 2nd: _____ 3rd: _____

Names of companies you would prefer not to be next to or directly across from:

Names of companies you would like/prefer in close proximity:

Number of additional booth spaces: _____

Secondary Contact *(optional)*

First Name

Last Name

Title

Company

Mailing Address

City

State/Province

Zip/Postal Code

Country

Phone

Fax

E-mail

Partner Level

- Platinum Partner: \$35,000
- Gold Partner: \$20,000
- Silver Partner: \$12,500
- Conference Partner: \$5,000
- Conference Exhibitor: \$1,475; \$1,625 for corner booth

Conference-Specific Outreach

- Reusable Water Bottle: \$5,000
- Workshop or Track Sponsorship
 - \$3,000 per track
 - \$2,000 per Pre-Conference Workshop
- Distinguished Service Award: \$2,500
- APRA Professional of the Year Award: \$2,500
- APRA Scholarship: \$2,500
- Roundtable or Affinity Group Sponsor: \$2,000 per session
- Vendor Seminar: \$1,250
- Registration Insert: \$1,000
- Passport to Prizes: \$750

Onsite Program Advertising

- Back Cover: \$1,250
- Inside Front Cover: \$1,000
- Inside Back Cover: \$750
- Interior Full-Page Ad: \$500
- Interior Half-Page Ad: \$300

Looking for additional visibility?

Contact APRA Sales Manager Iain Thomas to learn about MARC.

Continued on next page >

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Company Name _____

Web-Based Outreach

Connections Advertising

- \$2,500 for four issues
Select issues: Spring Summer Fall Winter
- \$2,000 for three issues
Select issues: Spring Summer Fall Winter
- \$1,500 for two issues
Select issues: Spring Summer Fall Winter
- \$900 for one issue
Select issues: Spring Summer Fall Winter

Web Site Advertising

- \$1,000 per three-month ad period on the APRA home page:
Select timeframe(s): Jan–March April–June
 July–Sept Oct–Dec
Total: \$ _____
- \$500 per three-month ad period in the selected section(s) indicated:
Select section(s): Education Career Center
 Member Directory Sponsors/Partners
Select timeframe(s): Jan–March April–June
 July–Sept Oct–Dec
Total: \$ _____
- \$300 per three-month ad period in the selected **About APRA** section for each time period(s) indicated:
Select section(s): About APRA Join APRA
 APRA Community Professional Standards
 Chapters
(excludes sites maintained independently by chapter leaders)
Select timeframe(s): Jan–March April–June
 July–Sept Oct–Dec
Total: \$ _____

Payment Information

Exhibit space fees are US\$1,475 for each 10' X 10' inline space and US\$1,625 for each 10' X 10' corner booth space. A deposit of 50 percent of the total Exhibit and Partner fee must accompany the completed and signed contract. All space must be paid in full by **June 9, 2010**.

Payment Type:

- Check made payable to APRA
 American Express MasterCard Visa

Credit Card #

Exp Date

Name as it appears on the card (please print)

Signature

Do not sign this space application and contract without first reading the Contract Conditions/Rules and Regulations.

I am an authorized representative of the company named on this contract with the full power and authority to sign and adhere to the terms of this contract. By signing this contract, I agree to abide by all terms as printed in the Contract Conditions/Rules and Regulations. I further acknowledge that APRA headquarters reserves the right, in its absolute discretion, to reject this contract for Exhibit Space. This contract shall not become a binding contract until fully executed by both parties.

Name

Title

Signature

Date

Send Application and Payment to:

APRA • 1461 Paysphere Circle • Chicago IL, 60674
Fax to: (312) 644-0575

Questions:

Contact APRA Sales Manager Iain Thomas at:
(312) 673-4816 or ithomas@APRAhome.org

2010 APRA Exhibitor Rules & Regulations

APRA 23rd Annual International Conference • July 21–24, 2010 • Anaheim Marriott • Anaheim, California

All Exhibitors displaying at the 23rd Annual International Conference to be held July 21–24, 2010 at the Anaheim Marriott are required to execute contract for Exhibit Space and subscribe to the following official Contract Conditions/Rules & Regulations. APRA reserves the right to change and modify the Contract Conditions/Rules & Regulations at any time.

1. Official Show Management

APRA headquarters staff will orchestrate management of the 23rd Annual International Conference, acting as a liaison between the APRA Board of Directors and Committees and the Exhibitors and all official show contractors. Hereafter, APRA headquarters staff shall be known as Show Management. If you have any questions about your exhibit booth space, contact Show Management directly at:

APRA
401 North Michigan Avenue, Suite 2200
Chicago, IL 60611
Ph: (312) 321-5196
Fax: (312) 673-6966
E-mail: info@APRAhome.org

2. Eligible

Show Management reserves the right to determine the eligibility of any company for inclusion in the 23rd Annual International Conference and to prohibit a company from conducting and maintaining an exhibit. Show Management reserves the right to expel and eject any Exhibitor for conduct detrimental to the 23rd Annual International Conference, in its sole judgment, whose decision shall be binding upon the Exhibitor. Likewise, Show Management shall have the right to levy fines against Exhibitors who violate the rules and regulations outlined below in a monetary sum up to \$2,500 and reserves the right to eject the Exhibitor in addition to the assessment of the fine.

3. Exhibit Fees

Exhibit space will be rented at the rate of \$1,475 (USD) inline booth and \$1,625 (USD) corner booth. All booth spaces are 10' X 10'. This rate includes a 7" X 44" booth identification sign and pipe and drape for inline and perimeter booths. The Exhibit Hall is carpeted.

4. Payment Schedule

All funds are payable in USD to APRA. 50 percent of the total booth fee is due with a signed Contract for Exhibit Space. Contract for Exhibit Space submitted after April 16, 2010 must be accompanied by full payment of exhibit space fee. All space must be paid in full by June 9, 2010.

5. Cancellation or Reduction of Exhibit Space

Exhibitors desiring to cancel or reduce their requested space, after having submitted a signed Contract for Exhibit Space and the required booth fee, must do so in writing on company letterhead via certified mail, return receipt requested (see Section #1 for Show Management address). If the Exhibitor cancels on or before April 16, 2010, the Exhibitor will incur an administrative fee of \$100. If the Exhibitor cancels or reduces after April 16, 2010, the Exhibitor will NOT RECEIVE A REFUND. APRA will be entitled to all monies paid and owed as liquidated damages. Companies that cancel will lose all privileges designated for exhibiting companies.

No-shows and any exhibit space not installed by 5:00pm on Wednesday, July 21, 2010 will be treated as cancellations. There will be absolutely no refunds and all space contracted for must be paid in full. Show Management may cancel this contract for Exhibit space, upon reasonable cause, or upon the happening of events beyond its control, which makes performance impossible or useless, upon written notice to the Exhibitor by an authorized agent, employee, or member of Show Management. Show Management reserves the right to alter, reduce, or redistribute allocated space upon reasonable cause, or upon the happening of events beyond its control, which render previous space allocation impossible or useless, upon written notice to the Exhibitor by an authorized agent, employee or officer of Show Management. In the event of such cancellation or reduction, Show Management agrees to negotiate in good faith toward refund, reduction or alternate application of the sums paid by the Exhibitor as rental fees.

6. Assignment of Space

Space will not be assigned without appropriate booth payment. Space will be assigned on a first-come, first-served basis. Whenever possible, Show Management intends to make space assignments in keeping with the Exhibitor's preferences. Show Management, however, reserves the right to make the final determination of all space assignments in the best interest of the Conference. If space is not available, a waiting list will be developed in the order of the date of receipt by Show Management of each completed contract for Exhibit Space. Show Management will refund all monies received with contract for Exhibit Space to any applicant for whom space is not available.

7. Subletting of Space

Exhibitors may not assign, sublet or share their exhibit space with another business unless approved by Show Management in writing. Exhibitors must show goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operational or demonstration in an Exhibitor's display, identification of such article shall be limited to the usual and regular nameplates, imprint or trademark under which the same is sold in the general course of business.

8. Installation and Dismantling

Exhibitors will have reasonable time to erect and dismantle their exhibits. This process will be specified in the Exhibitor Service Manual, available to Exhibitors 90 days prior to the show opening. Exhibitors may use Exhibitor Appointed Contractors (EACs) for installation and dismantling of their display. EACs are required to abide by all Contract Conditions/Rules & Regulations outlined in this document in addition to all EAC guidelines published in the manual. After the cut-off time published in the manual, any exhibits not set-up may be set-up at the sole cost of the Exhibitor at the sole discretion of Show Management. In the best interest of the 23rd Annual International Conference, Show Management reserves the right to reassign any un-set exhibit space. Deliveries will be limited to the set-up time; deliveries will not be permitted during Exhibit Hall hours unless approved by Show

Management. No Exhibitor shall begin dismantling their exhibit prior to 2:30pm Friday, July 23, 2010.

9. Children in the Exhibit Hall

Children under the age of 16 must be accompanied by an adult and will not be permitted on the show floor during move-in and move-out times.

10. Photography in the Exhibit Hall

Picture taking, other than by official Show Management photographer, will not be permitted during set-up, dismantle, exhibition hours and non-exhibition hours. Only the Exhibitor may grant permission to have their exhibit and/or products photographed.

11. Exhibitor's Authorized Representative

Each exhibition must have at least one person to be its representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the Exhibitor shall be responsible, and Exhibitor assumes responsibility for such representative being in attendance for all periods of exhibition. Exhibitors and their representatives will be required to wear badges during the exhibition. Exhibitors should be conservatively dressed in business or business casual attire at all times of exhibition. Each Exhibitor will furnish Show Management with the names of its representatives **no later than Friday, July 2, 2010**. This contract for Exhibit Space will be binding on the Exhibitor's successors.

12. Exhibitor Services Manual

The 23rd Annual International Conference Exhibitor Services Manual will be sent to the primary contact name as stated on the Partner/Exhibitor Contract, approximately 90 days prior to show opening. The contractors will be selected on the basis of proper rates for their services and their ability to meet Exhibitor requirements. The Exhibitor Services Manual will contain all official contractor contact information and order forms for all services.

13. Sales, Soliciting, Samples, Costumes and Giveaways

Exhibitors shall not solicit business in aisles or in booths other than their own. Exhibitor's representatives wearing distinctive costumes or uniforms or carrying signs or banners separately or as part of their apparel may only appear in their own booths. Samples, catalogs, pamphlets, publications, etc., may be distributed by Exhibitors only from within their own booths. Show Management reserves the right to exclude any giveaways or samples during the week of the 23rd Annual International Conference. Robots or mechanical apparatus are prohibited from being used outside of each Exhibitor's own booth. Show Management reserves the right to restrict any giveaways from the show floor that are in bad taste or are considered offensive. If Exhibitors wish to distribute food samples from their booth, they must obtain pre-approval from Show Management. Show Management provides display space for companies to exhibit and demonstrate products and services on the basis of their potential informational and commercial value and not for the purpose of selling on the exhibit floor.

2010 APRA Exhibitor Rules & Regulations *(Continued)*

14. Promotion or Sales Schemes

Canvassing or attempting to make sales in the Exhibit Hall by anyone representing or connected with a non-Exhibitor is strictly forbidden and any person doing so will be promptly ejected. Exhibitors agree that they will not exhibit or display their equipment and/or products and services in any other location, besides their own space in the Exhibit Hall, during the 23rd Annual International Conference.

15. Entertainment During Convention Hours

Exhibitors expressly agree not to hold any activity that creates a material adverse effect on attendance during the 23rd Annual International Conference hours. If clarification is needed on a specific activity, please submit to Show Management for approval.

16. Sound Devices

The use of devices for mechanical reproduction of sound or music shall not be permitted unless approved by management in writing. Music, whether mechanical, vocal or instrumental, shall not be permitted in the Exhibit Hall except at those times specified by Show Management. In general, the employment of any method to project sound beyond the confines of any Exhibitor's booth is prohibited. Exhibitors must comply with all applicable copyright restrictions. Exhibitors must police their own booths to ensure noise levels from demonstrations, machinery, music or any noise device does not disturb neighboring Exhibitors. Please note: Exhibitors whose demonstrations, machinery, music or any noise device reaches a level above 80 dba will be required to turn down noise device or limit use of device. After initial warning regarding booth noise, Show Management reserves the right to levy a maximum fine of \$250. After the third warning, Show Management reserves the right to disconnect or remove the noise-making device.

17. Lighting

Show Management may restrict the use of irregular lighting effects at its sole discretion.

18. Alcoholic Beverages

The serving of alcoholic beverages by Exhibitors in any part of the exhibit area is strictly prohibited unless approved by Show Management.

19. Care of Building & Compliance with Local Ordinances

All display or exhibit materials and equipment must be reasonably located and fire-proofed to prevent fire hazards and personal accidents to spectators, Exhibitors, Attendees or any personnel in the Exhibit Hall. Exhibitors are liable for any damage caused by fastening displays or fixtures to the building floors, to walls, to columns, or to standard booth equipment or for damage caused in any other manner. Exhibitors may not apply paint, lacquer, adhesives or any other coating to building columns, floors or standard booth equipment.

Licenses and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the Exhibitor. Typically, licenses and permits are not required by Exhibitors unless they are constructing two story booths, exhibiting heat producing devices or other unusual promotions. Each Exhibitor will be individually responsible for compliance with local health, fire, labor laws, safety ordinances and regulations. Show Management has no further responsibility to notify the Exhibitors

that this compliance is required. All products or services exhibited must comply with all state and local regulations and with all current FDA regulations, if required. Each Exhibitor must abide by all of the facility rules and regulations of the Anaheim Marriott. A detailed list of all rules and regulations will be included in the Exhibitor Services Manual, made available to Exhibitors 90 days prior to the show opening. To obtain an advance copy of these rules, please contact Show Management at (312) 321-5196. The Anaheim Marriott has reserved the right to update, change or amend their rules and regulations after publication in the Exhibitor Services Manual.

20. Americans with Disabilities Act (ADA)

Each Exhibitor shall be responsible for compliance with all applicable provisions of the ADA within its booth and assigned exhibit space, including but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless and defend Show Management, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses (including attorney's fees and expenses) resulting from or arising out of the Exhibitor's failure or allegations of Exhibitor's failure to comply with the provisions of the ADA. For more information on the Americans with Disabilities Act and how to make your exhibit accessible to persons with disabilities, please contact:

ADA
Civil Rights Division
U.S. Department of Justice
950 Pennsylvania Avenue, NW
Civil Rights Division
Disability Rights Section - NYAV
Washington, D.C. 20530
Ph: (800) 514-0301
Fax: (202) 307-1198
www.usdoj.gov/crt/ada/adahom1.htm

21. Liability

Neither Show Management, its employees, volunteers, staff and agents, nor the Anaheim Marriott, nor its representatives and employees are responsible for any injury, loss or damage that may occur to the Exhibitor, or to the Exhibitor's employees, visitors or anyone on the show floor, or property from any cause prior to, during, or subsequent to the period covered by the contract for Exhibit Space, and the Exhibitor signing this Contract for Exhibit Space expressly releases all of the aforesaid from, and agrees to indemnify and hold harmless them and each of them against any and all claims for such loss, damage or injury. It is the Exhibitor's sole responsibility to take all precautions necessary to prevent injury to persons and property as a result of their exhibit. Exhibitor shall assume all costs arising from the use of trademarked, patented and/or copyrighted materials, equipment, devices, processes, or dramatic rights used on or incorporated in the conduct of the exhibition. Exhibitor is liable for any damage caused to the hall floor, walls or columns or to standard booth equipment or to another Exhibitor's property. Any action arising out of this contract for Exhibit Space or the 23rd Annual International Conference must be brought in, Anaheim, CA, USA and governed by the law of that locale, exclusive of the choice laws of any jurisdiction, and the Exhibitor consents to the jurisdiction of such courts.

22. Unforeseen Situations

If for any reason beyond Show Management's control, the 23rd Annual International Conference must be

cancelled, shortened, delayed or otherwise changed, Exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of Show Management's directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to the 23rd Annual International Conference for space in the Exhibit Hall, as well as other costs and expenses it has incurred, including travel to the show, setup, lodging, freight, employee wages, etc.

Exhibitor agrees to indemnify and hold harmless the Show Management from any and all loss, which Exhibitor may suffer as a result of changes to the 23rd Annual International Conference caused in whole or in part by any reason outside the Show Management's control and releases Show Management, its directors, officers and employees and/or agents from any and all claims, including but not limited to lost profits, out of pocket costs and consequential damages.

23. Guard Service

Every reasonable precaution will be taken to protect property during installation, show and removal period. Neither Show Management, their employees, agents, representatives, the management service contractors nor the Anaheim Marriott and their employees, agents, representatives, or management service contractors are responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism or other cause.

24. Exhibitor's Use of Space

In compliance with this contract for Exhibit Space, the Exhibitor agrees not to assign, sublet or apportion space, or any part thereof allotted to it, without prior written consent of the Show Management. Further, the Exhibitor agrees not to exhibit, advertise, or offer for sale goods other than manufactured or sold by it in the regular course of business. No Exhibitor may display his products or conduct business for his company outside the confines of his assigned booth space in the Exhibit Hall. Exhibitors who violate this rule will be penalized in the following manner: Initial Infraction: Written warning and potential Exhibit removal by the close of the show day. Removal of exhibit is subject to the discretion and sole judgment of Show Management, whose decision is final and binding. Second Infraction: If an Exhibitor is found to be in continual violation of this rule, Exhibitor will be fined the amount equivalent to an 10' X 10' space. All fines must be paid in full before a booth assignment will be made for the next year's show. The use of materials in any form and/or equipment of non-exhibiting companies is prohibited.

25. General

Show Management reserves the right to restrict exhibits which become objectionable or unsafe in their opinion. This includes persons, things, conduct, printed matter or anything of a character which is objectionable. All matters and questions not covered by these Contract Conditions/Rules & Regulations are subject to the decision of Show Management. These Contract Conditions/Rules & Regulations may be amended by Show Management from time to time and the amendments shall take effect upon publication and notice to Exhibitors.