



## EXHIBITS

### Benefits of becoming an AACRAO Corporate Partner include:

- Discounts on publications, advertising, and conference fees
- Reduced rates for exhibit space at AACRAO meetings and priority space assignment (based on a point system and timely sign-up)
- Significant discount on corporate presentation fees
- Subscriptions to *College and University* journal, as well as *Transcript*, *Memberlink*, *SEM Source*, and *SecureU* electronic communications
- Access to AACRAO's online *Member Guide*
- Corporate listing in the *Member Guide*, including company name and description, logo, URL, and contact information
- Access to a community of higher education administrators

**JOIN TODAY!** For more information on becoming a Corporate Partner, e-mail [corporateinfo@aacrao.org](mailto:corporateinfo@aacrao.org), or call corporate relations at (202) 263-0287.

### AACRAO 2013 TECHNOLOGY CONFERENCE JW MARRIOTT STARR PASS, TUCSON, ARIZONA

**CONFERENCE DATES:** July 14-16, 2013  
**EXHIBIT DATES:** July 14-15, 2013

### 10' x 10' Exhibit Space Rental

<b>Corporate Partner:</b> .....	\$2,400
<b>Non-Partner:</b> .....	\$3,000

### Booth Assignments

Exhibit space is available for a limited number of interested companies. Booth space is 10' x 10' (pop-ups are permitted, but MUST be confined to this space). Please note that space is limited and exhibitors will be assigned on a first-come, first-served basis.

**Confirmations will be e-mailed to participants.**  
**No security services will be available.**

### Payments/Cancellations/Refund Policy

Applications must be accompanied by a \$500 deposit per 10' x 10' booth; if the application is received after **June 14, 2013**, then full payment must be included. Applications received without deposit/full payment will not be processed.

Payment for exhibit space will be refunded, less a \$500 per booth processing fee, if a written request for cancellation is received by AACRAO no later than **June 14, 2013**. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due **June 14, 2013** for all exhibit space. No refunds will be made if the company cancels the contracted slot after **June 14, 2013** or if the company fails to attend the meeting. If a company cancels after **June 14, 2013** and has not already paid the exhibiting fee, the company will be liable for paying the full fee to AACRAO.

### Exhibitor Benefits

- Exhibitors receive one (1) complimentary full meeting registration and four (4) 'exhibit hall only' registrations per 10' x 10' booth
- Listing of company name, address, telephone, fax, e-mail, URL, contact person and up to 50-word company description in the Technology Conference Program to be distributed on-site (pending that information is submitted prior to publication deadlines)

- Name and hyperlink on the conference website
- One electronic list of pre-registered attendees to be distributed before and after the Technology Conference (excluding phone and e-mail)
- Invitation to the Networking Reception and several food and coffee breaks held inside of the exhibit hall

### Exhibitor Kit

Approximately 45 days before the Technology Conference, a comprehensive Exhibitor Service Manual will be available to all paid exhibitors. This manual will include various order forms from the show contractor and hotel to help maximize your tradeshow investment.

### Reserve a Booth by Contacting: AACRAO Marketing Department

One Dupont Circle, NW, Suite 520  
Washington, DC 20036  
Tel: (202) 263-0287  
Fax: (202) 822-8850  
E-mail: [corporateinfo@aacrao.org](mailto:corporateinfo@aacrao.org)

### Tentative Exhibit Dates and Times

#### SUNDAY, JULY 14

Set-Up: ..... 12:00 p.m. - 2:00 p.m.  
Hall Open:..... 3:00 p.m. - 5:00 p.m.  
Networking Reception in Exhibit Hall: ..... 5:00 p.m. - 6:30 p.m.

#### MONDAY, JULY 15

Hall Open:..... 7:15 a.m. - 11:30 a.m.  
Hall Closed: ..... 11:30 a.m. - 1:30 p.m.  
Hall Open:..... 1:30 p.m. - 3:45 p.m.  
Breakdown:..... 3:45 p.m.

# EXHIBITOR APPLICATION



**Instructions:** Please complete the application, sign the Rules and Regulations form on page 8, and keep a copy of the forms. MAIL the forms with a CHECK to AACRAO II, P.O. Box 37156, Baltimore, MD 21297. You may also fax credit card information or request an invoice for the balance by faxing the forms to (202) 822-8850.

## Person to Receive Conference Communications

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

## Company Contact Information to be Published in Onsite Program

Company Name \_\_\_\_\_  
Contact Person \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_  
Web Address \_\_\_\_\_

**50 word company description (for on-site program):** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list any companies that you prefer not be placed adjacent to or across from (we will do our best to accommodate your request):

\_\_\_\_\_

## Payments/Cancellations

**Applications must be accompanied by a \$500 deposit per 10'x10' booth; if the application is received after June 14, 2013, then full payment must be included. Applications received without deposit/full payment will not be processed.** See page 2 for the complete payment/cancellation/refund policy.

### 10' x 10' Exhibit Space Rental

**AACRAO Corporate Partner** \$2,400

**Non-Partner** \$3,000

**Total Amount Due:** \$ \_\_\_\_\_

Full Amount Enclosed: \$ \_\_\_\_\_

Deposit Enclosed (\$500 per booth): \$ \_\_\_\_\_

Balance Due: \$ \_\_\_\_\_

☐ Send Invoice for remaining balance

☐ Check (**make payable to AACRAO**) Enclosed or ☐ Forthcoming

☐ Credit Card (please check) ☐ Visa ☐ MasterCard ☐ AMEX

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as shown on credit card \_\_\_\_\_

*We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract. Contract not valid without signature.*

Signature \_\_\_\_\_ Date \_\_\_\_\_



# CORPORATE PARTICIPATION TERMS

## DISCLAIMER

1. AACRAO does not endorse the programs, products, or services of the participating organizations/corporations.
2. AACRAO reserves the right to exercise its sole discretion in the acceptance or refusal of applications.
3. AACRAO will be responsible for production of materials unless otherwise determined.
4. Exhibits for this meeting are informal and may not exceed the contracted space, as space is limited. AACRAO will not provide security services for the exhibit area.
5. Applicant agrees to pay all fees, charges, and/or expenses covered in this contract on demand. In the event that AACRAO is forced to seek legal remedy to collect amounts due from the Applicant, all charges related to the collection of unpaid amounts will become the sole responsibility of the Applicant. If an exhibitor fails to make due hereunder when they are due, the space assignment is subject to cancellation or reassignment at the option of AACRAO, without obligation for refund.
6. No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from show management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the exhibitor's display, parent or subsidiary companies excepted. Exhibitors must show only goods manufactured or dealt by them in the regular course of business. Should an article of non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular name plate, imprint, or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit areas.
7. Exhibits/Presentations/Sponsorships/Advertising/Other Marketing: Payment will be refunded, less a \$500 (per item) processing fee, if a written request for cancellation is received by AACRAO no later than June 14, 2013. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due June 14, 2013 for all corporate presentations, sponsorships, advertising, and other marketing. No refunds will be made if the company cancels the contracted slot after June 14, 2013 or if the company fails to attend the meeting. Failure to make payment by the aforementioned deadline will result in the cancellation of the sponsorship, and if the company is exhibiting, it will be prohibited from setting up until payment is made. If a company cancels after June 14, 2013 and has not already paid the required fees, the company will be liable for paying the full presentation fee to AACRAO. Until payment is received, the company's future participation in AACRAO conferences and meetings could be affected. The cancellation clauses remain in effect even if they do not appear on the contract.
8. Each exhibitor must name one person to be his representative in connect with installation, operation, and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned, and orderly at all times.
9. All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall, nor any of the officers, stag members, or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism, or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.
10. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars, and any other related activity scheduled by show management. Applicants may not schedule other events such as breakfasts, luncheons, or dinners during official AACRAO program hours or while the Technology Conference Program is in progress without express written permission by AACRAO. Contact AACRAO to reserve space for such events.
11. Applicant hereby agrees to indemnify, defend, and hold harmless AACRAO and the show management from any and all claims, demands, suits and liability for any damage, loss, harm or injury to any person or any property of the Applicant and its officers, agents, employees, or representatives. Applicant assumes responsibility and agrees to indemnify, defend, and hold harmless AACRAO and the show management and their respective employees and agents against any claims or expenses arising out the use of the exhibition premises, including but not limited to, any cost incurred as a result of alleged violation of copyright arising out of the use of mechanically or electronically reproduced music. The Applicant understands that neither AACRAO nor the hotel maintain insurance covering the Applicant's property and it is the sole responsibility of the Applicant to obtain such insurance.
12. Extremely loud noises, such as bells, sirens, buzzers, etc., will not be permitted in order to maintain a business-like atmosphere. If an exhibitor chooses to do demonstrations and/or use audio and visual displays, the company shall confine their actions to their booth space and maintain noise levels that are not disruptive to neighboring booths. AACRAO reserves the right to request that offending companies reduce their noise level if it interferes with other companies conducting business on the exhibit hall floor.
13. Promotional activity is limited to the confines of space assigned by AACRAO.
14. In order to maintain a professional atmosphere, prevent copyright infringement, and maintain a code of ethics, AACRAO does not permit the videotaping of sessions at the meeting without express permission from show management.
15. Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act to make their booths accessible to handicapped persons. Exhibitor shall also indemnify to hold harmless AACRAO, show management, and the facility against cost, expense, liability, or damage which may be incident to, arise out of, or be caused by exhibitor's failure to comply with the act.
16. This document and its attachments represent the entire agreement between the Applicant and AACRAO and may not be altered unless mutually agreed upon in writing.
17. In the event that any provision of the Agreement or the application of any such provision to either AACRAO or the Applicant is held by a court of competent jurisdiction to be contrary to any law, the remaining provisions of this Agreement will remain in full force and effect.
18. Should any of the sponsorship opportunities be partially funded, the sponsoring organization/corporation will receive the benefits outlined, but with the caveat "sponsored in part by [name of company]."
19. The right of first refusal will be extended to any sponsor who held that activity in the previous year, assuming that sponsor is in compliance with all other situations regarding the sponsorship opportunity. At that point, the sponsorship will open up to all eligible organizations/corporations and will be made available on a first-come, first-served basis.

Signature \_\_\_\_\_ Date \_\_\_\_\_