

CORPORATE OPPORTUNITIES



2013 AACRAO TECHNOLOGY CONFERENCE

INTEGRATING TECHNOLOGY
AND STUDENT SUCCESS ON CAMPUS
July 14-16, 2013 ■ JW Marriott Starr Pass ■ Tucson, Arizona

Sponsored by
OnBase
e-Records software solutions

A GUIDE TO EXHIBITING PRESENTING SPONSORING ADVERTISING

Tech and Transfer are Co-located. After careful consideration of our members' time and resources, we have decided to co-locate the AACRAO Technology Conference and the AACRAO Transfer Conference. Based on this decision, the timing of the Technology Conference remains the same as previous years; the Transfer Conference is now being held in July. Each meeting is considered to be independent; however, they will share plenary speakers, refreshment breaks, social events, and the exhibit hall.

What is the Technology Conference? Using technology to develop integrated student systems and services is critical to the success and survival of today's modern university. This conference addresses topics such as implementation of student services and best practices in information technology.

Attendee Profile

Approximately 300 participants attended the 2012 Technology Conference. The meeting is designed for professionals involved with technology on campus, particularly in the offices of registration, admissions, student affairs, information technology, and student services. Though many of these functions overlap, the following is a general breakdown of attendee titles and departments:

42%	Technology	6%	Admissions
22%	Registrar's Office	4%	Enrollment Management
16%	Corporate		
9%	Other		

Want to know more about AACRAO? The association's membership includes approximately 11,000 members and partners representing over 2,600 institutions, organizations, and education-oriented businesses in the United States and more than 40 countries around the world.

AACRAO represents institutions from every sector of the higher education community, from large public institutions to small, private liberal arts colleges. With an international network of resources and consulting expertise, AACRAO is a recognized authority in Enrollment Management, Admissions, Records, Registration, Financial Aid, Information Technology, and Student Services.

Membership in AACRAO has its privileges. AACRAO Corporate Partners have helped shape AACRAO's success through their continued involvement with the organization and its members. Committed to creating quality products and services that enhance the academic community, corporate partners are instrumental in keeping AACRAO members informed of the latest technology and developments that affect their professional lives.



CONTACT US:

AACRAO Marketing Department
One Dupont Circle, NW, Suite 520
Washington, DC 20036
PHONE (202) 263-0287
FAX (202) 822-8850
E-MAIL corporateinfo@aacrao.org
WEB www.aacrao.org/meetings.aspx

INSIDE

Exhibits	2
Exhibitor Application	3
Corporate Presentations and Application	4
Sponsorships	5
Sponsorship Application	6
Advertising Information and Application	7
Corporate Participation Terms	8



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, 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

Corporate Partner:	\$2,400
Non-Partner:	\$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

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 PRESENTATIONS AND 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 by faxing the forms to (202) 822-8850.

A limited number of corporate presentation slots are available to companies and organizations, and participation is on a first-come, first-served basis. Session times will be disbursed throughout the conference. Presentation slots will be confirmed via e-mail, and confirmed sessions will be listed on the Web and in the on-site program.

Note: Although Corporate Presentation slots allow you the opportunity to sell your products and services, we suggest that you have a university representative co-present the session, or that you make it an educational session.

Understanding and making technology work in higher education remains the goal and theme of AACRAO's Technology Conference. Attendees are interested in the effective application of technology to student services and systems.

Included in your presentation fee:

- Name and hyperlink on the conference Web site
- Session listing in the on-site program
- One complimentary registration to the conference

Price per Corporate Presentation

AACRAO Corporate Partner \$2,300 **Non-Partner** \$3,200

Corporate Presentation Application

(Deadline for session title, description, and presenters is June 3.)

Company _____ Web Address _____
 Presentation Contact _____ Title _____
 Address _____
 City _____ State _____ Zip _____ Country _____
 Phone _____ Fax _____ E-mail _____

Session Title: _____

50 word session description (you may attach a separate document): _____

Presenter: _____ Title: _____
 Company: _____ E-mail: _____
 Presenter: _____ Title: _____
 Company: _____ E-mail: _____

This presentation requires Internet access ☐ Yes ☐ No

This presentation requires audio-visual equipment in addition to an LCD projector, screen, and one wired podium microphone ☐ Yes ☐ No

If 'yes,' please specify _____

Cancellation/Refund Policy

Payment for corporate presentation slots will be refunded, less a \$500 per presentation 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. 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 corporate presentation fee, the company will be liable for paying the full presentation fee to AACRAO.

Full Amount Enclosed: \$ _____ ☐ Send Invoice for remaining balance
 Deposit Enclosed (\$500 per presentation): \$ _____ ☐ Check (**make payable to AACRAO**) Enclosed or ☐ Forthcoming
 Balance Due: \$ _____ ☐ 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 _____



Increase your exposure to this influential AACRAO audience by selecting one of these high-profile sponsorship opportunities. Each package includes the benefits listed below. Additional benefits are listed based on the level of sponsorship.

- Name and hyperlink on the conference Web site
- Recognition in the on-site program
- Company logo on exhibit hall entry unit
- Signage at sponsored event or area (if applicable)
- Pre- and post-conference attendee lists
- One complimentary registration to the conference (totebag inserts and certain sponsorships are excluded)

Please note that in order to sponsor an item or event at the meeting, you must exhibit or be a corporate presenter at the meeting.

Conference Totebags **\$6,000**

Every registered attendee receives a co-branded conference totebag.

- your logo on the totebag
- full-page ad (excluding covers) in on-site program

Badge Holders **\$4,000**

All attendees will be wearing their co-branded name badges throughout the conference.

- your logo on the badge holder
- full-page ad (excluding covers) in on-site program

Continental Breakfast and Presentation **\$4,000**

Sponsor the presenter and continental breakfast.

- verbal and signage acknowledgment at the event
- sponsor may place an insert in the totebag

On-site Program **\$3,000**

The on-site program contains session and workshop details, room locations, and exhibitor information. Attendees don't leave their rooms without it!

- logo and verbiage on front cover of program
- full-page ad (excluding covers) in on-site program

Opening Reception **\$3,000**

This reception will kick-off the meeting with light hors d'oeuvres and cash bar.

- signage at the event
- sponsor may distribute promotional item at event

Conference Luncheon **\$3,000**

Conference luncheon provided for all attendees.

- verbal and signage acknowledgment at the event
- sponsor may place an insert in the totebag

Cyber Café **\$3,000**

One of the most frequented and popular services is the Cyber Café. Attendees visit the café to check e-mail and keep in touch with their campuses.

- signage at the Cyber Café
- co-branded custom-designed portal page
- sponsor may display promotional materials at the Cyber Café

Continental Breakfast **\$1,500**

Help attendees to start the day off right.

- signage at the event

Pens* **\$1,500**

(sponsoring company provides pens)

- your pens are distributed in the totebag

Notepads* **\$1,500**

(sponsoring company provides notepads)

- your notepads are distributed in the totebag

Refreshment Breaks* (3 available) **\$500 each**

Attendees look forward to the refreshment breaks for an energy boost!

- signage at the break

Totebag Inserts*

AACRAO Corporate Partners \$500

All other companies \$800

Insert a promotional flyer or product (subject to approval) into the conference totebag.

* Sponsorship does not include complimentary registration

If there is an item you would like to sponsor that is not on this list, please contact the AACRAO Marketing Department at (202) 263-0287.

Corporate Name Recognition. Reaching Your Target Audience. Leads and Sales. If these are your goals, then AACRAO's Technology Conference is your one stop. Ready to sign up? Please complete the sponsorship application and fax to (202) 822-8850.



SPONSORSHIP 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.

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

Please check the item(s) or event(s) you would like to sponsor. You may also co-sponsor/partially fund an event or product. If there is an item you would like to sponsor that is not on this list, please contact AACRAO.

SOLD	Totebags	\$ 6,000
SOLD	Badge Holders	\$ 4,000
	Continental Breakfast and Presentation	\$ 4,000
	On-site Program	\$ 3,000
	Opening Reception	\$ 3,000
	Conference Luncheon	\$ 3,000
	Cyber Café	\$ 3,000
	Continental Breakfast	\$ 1,500
	Pens (sponsoring company provides pens)	\$ 1,500
	Notepads (sponsoring company provides notepads)	\$ 1,500
	Refreshment Breaks (3 available)	\$ 500 each
	Insert in Totebags (not considered a sponsorship item)	\$ 500 Partner/ \$ 800 Non-Partner

Cancellation/Refund Policy

Payment for sponsorships will be refunded, less a \$500 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 sponsorships. 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 fee, the company will be liable for paying the full sponsorship fee to AACRAO.

Full Amount Enclosed: \$ _____

Balance Due: \$ _____

☐ Send Invoice

☐ 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 _____

Please keep a copy of this contract and mail or fax the completed form to:

AACRAO, Attn: Natalia Jimenez ■ One Dupont Circle, NW, Suite 520 ■ Washington, DC 20036

E-MAIL corporateinfo@aacrao.org ■ TEL 202-263-0287 ■ FAX 202-822-8850

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

Signature _____ Date _____

ADVERTISING INFORMATION AND APPLICATION

Technology Conference Guidelines for Ad Submission

TRIM SIZE	8.5" x 11"
LIVE AREA	7.5" x 10"
BLEEDS	.25"
INK	Text ads – 1 PMS (to be determined by AACRAO, not advertiser) Cover ads – 4cp (CMYK only)
FILE TYPE	Application file with all supporting fonts and links or Hi-res PDF
SUBMISSION	File(s) on CD (MAC or PC, either are acceptable) should be accompanied by hard copy proof for reference

Graphic images within the application files should meet the following guidelines:

VECTOR-BASED EPS

- this is the ideal file format
- either grayscale, CMYK or PMS specified
- minimum resolution is 266 dpi with 300 dpi or above being optimal

TIFF AND JPG

- either grayscale or CMYK
- minimum resolution is 266 dpi with 300 dpi or above being optimal

PDF

- the quality of reproduction will depend on how they were generated
- minimum resolution is 266 dpi with 300 dpi or above being optimal
- always best to receive the original source files rather than a PDF

NOTE ON RGB COLOR DESIGNATION

- RGB images would be converted to CMYK and may not match the RGB colors represented.

NOTE ON SCREEN CAPTURES

- save as TIFF or JPG files, **not** as GIF files. Colors within screen images may shift when RGB colors are converted to CMYK (4c process) for printing.

When submitting native files, please be sure to include all fonts. When submitting high resolution PDFs, please be sure to embed all fonts. Without the proper fonts, unpredictable reproduction may occur.

Please keep a copy of this contract and mail or fax the completed form to:

AACRAO Marketing Department
One Dupont Circle, NW
Suite 520
Washington, DC 20036
PHONE (202) 263-0287 ■ FAX (202) 822-8850

You may mail your ad to the address above or e-mail your ad to **corporateinfo@aacrao.org**

Advertising Application (Ad/File Submission Deadline: June 14, 2013)

AACRAO reserves the right to review and reject any advertising. This includes ads unsuitable in content: ads that discriminate according to race, gender, age, nationality, or religion; ads with erroneous information; ads that compete with AACRAO's meetings or programs; or ads that conflict with AACRAO's Professional Practices and Ethical Standards. Inappropriate ads will be returned whether or not a contract is in effect. The advertiser assumes responsibility and liability for the content of any advertising and agrees to indemnify and hold harmless AACRAO from any claims against it arising from the advertisement. AACRAO reserves the right to insert the word "Advertisement" below all ads, and in the case of ads on the back cover, AACRAO may use the bottom portion for address labels. The advertiser or agency must forward all materials to AACRAO in accordance with the deadlines provided, or as agreed with the AACRAO representative. In signing, the advertiser or authorized agency agrees to abide by the terms and conditions of the general advertising policies as stated.

Advertiser (or Advertising Agency) _____
 Contact Person _____ Title _____
 Address _____
 City _____ State _____ Zip _____ Country _____
 Phone _____ Fax _____ E-mail _____

Rates (For Black & White or PMS-Specified Advertisements)

☐ full page \$1,000

Cover Prices (Four-Color)

☐ four color inside front cover \$1,900

☐ four color inside back cover \$1,700

☐ four color outside back cover \$2,100

Cost

Cost

Amount Due \$ _____

Payment must be received by June 14, 2013.

☐ Send Invoice

☐ Check ☐ Enclosed or ☐ Forthcoming

(Please make check payable to AACRAO)

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

Card Number _____ Exp. Date _____

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

Signature _____ Date _____

The person signing this document understands that it is a binding agreement and represents and warrants to AACRAO that he/she is authorized to bind the above.



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 _____