



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 Corporate Participation Terms 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 _____

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 Transfer 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 of 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 _____