

2012 INNKEEPING SHOW EXHIBITOR FORM

January 23-26 * Little Rock, Arkansas

Booth	Member	Non-Member	Total
10' x 10' (includes 2 staff)	\$1,895	\$2,495	
Additional Booth	\$1,495	\$1,995	
Additional Staff	\$200	\$200	
Premium	\$300	\$500	



- Each 10x10 booth fee includes 2 staff registration/meals, table, 2 chairs, pipe and drape and carpet
- Complimentary wireless internet provided.
- Electric provided by Little Rock Convention Center. Order form provided upon booth order.
- Cancellation: Should you need to cancel your booth for any reason, PAII will give you a full refund by November 30 - 50% by December 31 - No refund January 1 and after

Other marketing opportunities available:

Advertising in conference brochure:

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Full page \$750 <input type="checkbox"/> Half page \$500 <input type="checkbox"/> Quarter page \$250 <input type="checkbox"/> 15 sq ft Company logo suspended above booth \$400 | <ul style="list-style-type: none"> <input type="checkbox"/> Sample item in attendee welcome bags \$500 <input type="checkbox"/> Beverage Break Coffee Sponsorship \$1000 <input type="checkbox"/> Evening turn down gift at attendee rooms \$1500 | <ul style="list-style-type: none"> <input type="checkbox"/> Internet Cafe Sponsorship \$1500 <input type="checkbox"/> Hotel Room Door Hanger Sponsorship \$1500 <input type="checkbox"/> Room Key Card Sponsorship \$3000 <input type="checkbox"/> Transportation Sponsorship \$2000 <p>Custom packages available</p> |
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CONTACT INFORMATION

Company: _____

Contact: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

15 Word Description (to be included in with your exhibitor listing in the on-site program guide): _____

PAYMENT INFORMATION

Credit Card Visa MasterCard American Express Discover

Credit Card Number: _____ Exp: _____

Name On Card: _____

Signature: _____

Payment Received: _____

Terms of payment above and terms and conditions on page two are hereby made a part of this signed contract. Exhibitor agrees that he/she has read this contract, the conditions, rules and regulations and understands that they shall apply, unless amended in writing by mutual consent of exhibitor and the Professional Association of Innkeepers International.

Return by email or fax with signature and payment information to: PAII, Brook Patterson, Director of Vendor Services
Brook@paii.org ♦ Phone: 800-468-7244 x304 ♦ Fax: 856-895-0432

2012 Innkeeping Trade Show Exhibit Terms and Conditions

1. **CHARACTER OF EXHIBIT:** Management reserves the right to determine the eligibility of any company, and reserves the right to stop or remove from the show any exhibitor or his representative performing any act or practice which in the opinion of the management is objectionable or detracts from the dignity of the show.

2. **ASSIGNMENT OF SPACE:** Booths are assigned as quickly as possible after applications are received, subject to availability of space preferences, priority points, special needs and exhibitor compatibility. Every effort will be made to respect space choices, but PAII management decisions shall be final. PAII management reserves the right to transfer booth assignments when such action is deemed to be in the best interest of the total exhibit effort.

3. **MOVE IN AND MOVE OUT:** Management will notify exhibitors of dates and times of move-in and move-out prior to the show and shall be available during those times. In the event that exhibitor fails to respond to Management's request and causes an unreasonable delay, management has the right to remove exhibitor from the show and retain all funds as liquidated damages from breach of this contract. No exhibit booth may be dismantled or merchandise removed from the premises until the final closing, without express permission from management. Exhibitors will be fined \$500 for dismantling their exhibit prior to close of show without express permission from management. All exhibits, paraphernalia, merchandise, and supplies used in the exhibits shall be removed not later than the final move-out day and time as notified by management. Upon failure to do so, management may remove and dispose of said merchandise and materials, etc., at public or private sale, without notice to the exhibitor. All claims for damages or loss in connection with such sale or disposition are expressly waived by the exhibitor.

4. **ADMISSION:** No exhibitor shall be allowed in the exhibit hall without an exhibitor's badge. Such badges must be worn at all times and only those authorized by management shall be given badges. No switching of nametags will be permitted. Substitutions can be made only by registering at the exhibitor desk with appropriate badge.

5. EXHIBITOR REQUIREMENTS:

A. **Special Exhibit Requirements:** Electrical, additional furnishings, telecommunications connections, etc. Upon written request of an exhibitor, the show decorator or facility will make the necessary arrangements. It is best these be arranged before the show dates. Upon arrival at the facility for move-in, those who require special services shall report to the decorator service desk to properly sign and enter orders for all the work required. Be prepared to make proper financial settlement upon the entering of such orders. Management does not furnish nor collect for these requirements. All work done after 4pm on Saturdays, Sundays and holidays is usually charged at double time rates.

B. **Running Engines:** Engines may not be operated.

C. **Shipping Instructions:** Shipping freight and express shipment should be consigned directly to the exhibitor in care of the Decorator. Shipments made directly to the hotel may be refused.

6. SHOW RULES:

A. **Staffing a booth:** Each exhibitor is required to have the booth staffed during all show hours. Failure to comply will result in the removal of the exhibitor's display without refund.

B. **No children under the age of 18** are allowed on the trade show floor for any reason.

C. **Canvassing and Soliciting:** None is allowed, except as it relates to the exhibitor's product/service actually being offered for sale at the show. In addition, surveys of any type are prohibited.

D. **Sublet, Assignment or Transfer:** Exhibitor may not assign or sublet the rights conferred under this agreement without the prior written consent of management, or to display or advertise goods other than those manufactured or carried by them in their regular course of business. No other person, firm or organization will be permitted to display or demonstrate its products, processes or services, distribute advertising materials, or in any other way occupy or use the facilities. Any authorized assignment or subleases shall not release exhibitor of all liability under this agreement, but exhibitor shall remain jointly liable with the assignee or sublease as surety for full performance of all obligations in the agreement. In addition to recovery of all damages resulting there from, management shall be entitled to use self-help and/or all available legal means to remove from the show any assignee, transferee, or sublease who has not received prior approval.

E. **State and Local Regulations:** All exhibits must comply with all city, county, state and federal laws, ordinances, regulations and fire marshal instructions. Any and all licenses, inspections or permits required by law of any exhibitor in the installation or operation of the display shall be obtained by the exhibitor at their own expense prior to the opening of the show.

F. **General demeanor:** There will be NO SMOKING within the exhibition hall or any of its public areas. The serving of food or the running of contests of any kind must first be approved in writing by management. Exhibitor agrees not to schedule or conduct any

outside activities such as, but not limited to, receptions, seminars, symposiums and hospitality suites that are in conflict with the official program of management, whether such activities are held at or away from the conference facility, except with written approval of management.

7. **CANCELLATION OF CONTRACT:** If this agreement is cancelled by the exhibitor for any reason, or by management because of the exhibitor's default or violation of this agreement, funds paid to management, including deposits shall be retained by management and such exhibitors will pay any balance due upon demand. In such circumstances where management deems reasonable and appropriate, it may exercise the option to transfer such funds to management's next regularly scheduled show.

8. **INSURANCE and LIABILITY:** Exhibitor shall secure and maintain liability insurance, naming Professional Association of Innkeepers International and the facility as an additional insured indemnifying the same from claims that may arise out of or result from the activities of the exhibitor. A certificate of insurance is to be furnished to management. Neither management nor the facility shall be responsible for loss or damage occurring to the exhibit or sustained by the exhibitor from any cause. Exhibitor assumes all responsibility for and hereby agrees to protect, indemnify, defend and save the Professional Association of Innkeepers International (PAII) and the facility and their employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys' fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Professional Association of Innkeepers International. In addition, exhibitor acknowledges that management does not maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor. Neither the exhibit facility or PAII management, nor any of its service contractors will be responsible for loss or damage of any merchandise while in transit to or from the event or while at the facility. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the facility's premises and will indemnify, defend and hold harmless PAII and the facility, their agents, servants and employees from any and all such losses, damages and claims.

9. **LIABILITY OF MANAGEMENT:** The Innkeeping Show and PAII is held harmless with regard to failure of internet or electricity that is provided by the event venue, i.e. hotel, convention center, etc. Refunds for exhibit space will not be provided if this technology fails, but that refunds of internet or electricity fees may be in order. Management shall not be liable for any damages or expense incurred by exhibitor in the event the show is cancelled, delayed, interrupted or not held as scheduled for any reason. Exhibitor damages for breach of contract is limited to the refund of the cost of space.

10. **DISPUTES BETWEEN EXHIBITORS:** Management shall have no responsibility for settling any dispute between exhibitors. Exhibitors expressly release management from any liability for any disputes between exhibitors, including but not limited to violations of unfair trade practice laws or patent or copyright laws by any exhibitor.

11. **SECURITY and SPECIAL WATCHMAN:** Reasonable security will be provided; however, neither the facility nor management guarantees exhibitors against losses of any nature. Small and valuable exhibit material is to be packed away each night. Individuals wishing additional individualized security must obtain and pay for this security at their expense.

12. **COLLECTION OF PAYMENTS:** Should an exhibitor's check or credit card be returned to PAII management due to insufficient funds, or any other reason, the exhibitor is liable for a fee of \$100.00, collection fees and attorneys' fees incurred by management in pursuit of collection of the monies due. Further, the exhibitor will be charged and liable to pay interest on the balance due at a rate of 2% a month from the date the amount was due until the amount is paid in full.

13. **ATTORNEY'S FEES:** Should either party bring any action or court proceeding to enforce this agreement, the prevailing party shall be entitled, in addition to court costs, to recovery of its reasonable attorney's fees, and such amount shall be made part of the judgment against the non-prevailing party.

14. **OTHER:** PAII management reserves the right to interpret, amend and enforce these regulations as it deems proper to assure the success of the show. All matters not covered in these Terms and Conditions

VENDOR MEMBER DUES

<u>Revenue</u>	<u>Dues</u>
Up to \$250,000	\$295
\$251,000 - \$500,000	\$379
\$501,000 - \$1,000,000	\$489
over \$1,000,000	\$589



2012 Innkeeping Conference & Trade Show Little Rock, AR ♦ January 23-26

SPONSORSHIP OPPORTUNITIES

Be Creative!

Customized sponsorships tailored to meet your goals and budget. Brainstorm ideas with Brook Patterson, 856-310-1102 ext 304 or email Brook@paii.org.

BENEFITS OF SPONSORSHIP

All Sponsors:

- Priceless, repeated visibility that draws attention to your product or service and company
- Listing on entrance unit at tradeshow entrance
- Sponsor listing in PAII's monthly newsletter, *innkeeping*, and quarterly magazine, IQ before and after conference
- Sponsor listing in convention Program Guide

Sponsors of \$5,000 or more

All of the above plus...

- Full page ad in Program Guide (\$1000 value)
- Your web link as a sponsor on www.innkeepingshow.com

Sponsors of \$10,000 or more

All of the above plus

- Two full convention registrations to give away (\$978 value)
- Thank you from the podium at a general session

Sponsors of \$15,000 or more

All of the above plus

- One corner Trade Show booth (\$2125 value)

ITEMS TO SPONSOR

GREAT CONFERENCE STUFF

Keep your name in front of attendees at convention and beyond. Examples of items that can be customized with your logo:

- | | |
|--------------------|-----------------|
| ♦ Neck Wallets | \$4,000 |
| ♦ Conference Bags | \$5,000 |
| ♦ Mouse Pads | \$3,500 |
| ♦ Speaker Sponsors | \$1,500-\$2,500 |
| ♦ Beverage Breaks | \$1,000-\$3,500 |

ASPIRING INNKEEPERS

Aspiring Innkeepers Seminar full day, Monday, March 26
Reach this lucrative group of soon-to-be innkeepers.

- ♦ Exclusive Sponsorship
- ♦ Advertising in the Aspiring Innkeepers Seminar book

Inside front cover	\$500
Full page	\$250
Half page	\$125
Quarter page	\$75

DISTRIBUTION OF SAMPLES AND GIFTS

Get your product into the hands of prospective clients.

- ♦ Item in registration bag (qty: 800) \$500

SPECIAL PLACES

Your literature displayed outside one of the following rooms. (Your name on signage)

- ♦ Internet Cafe Exclusive \$2,000
- ♦ Internet Cafe Shared \$1,000
- ♦ Cooking Demo Room \$1,000

HOSPITALITY EVENTS

- Prominent sign with your company name during time and at place of sponsorship

- Listing in Program Guide next to your sponsored event.

- | | |
|---------------------------------------|----------|
| ♦ Monday Networking Cocktail Party | \$3,000 |
| ♦ Tuesday Trade Show Reception | \$5,000 |
| ♦ Beverage Break in Exhibit Hall | \$1,000 |
| ♦ Noon Lunch Tuesday | \$2,000 |
| ♦ Noon Lunch on Wednesday | \$2,000 |
| ♦ Noon Lunch on Thursday | \$2,500 |
| ♦ Noon Dessert on Wednesday | \$1,500 |
| ♦ Night Out In Charleston (exclusive) | \$20,000 |

EXHIBITOR TUTORIALS

Limit: One per day Tuesday, Wednesday and Thursday. Teach topics of your choice in a meeting room reserved for you. Your tutorial listed in the Conference Program Guide. Signage provided. A/V equipment is an extra fee.

Meeting room for one hour workshop time slot: \$950

PROGRAM GUIDE ADVERTISING

- | | |
|--------------------|---------|
| Outside Back cover | \$2,000 |
| Inside Front cover | \$1,500 |
| Inside Back Cover | \$1,000 |
| Full page | \$750 |
| 1/2 page | \$450 |
| 1/4 page | \$250 |

Please note: Sponsor Benefits do not apply to print advertising.