



Racing to Succeed
26th Annual AIIP Conference
May 3-6, 2012
Indianapolis, IN
USA

2012 AIIP Conference Participation Application

The Association of Independent Information Professionals (AIIP) invites you to apply to participate at the 26th Annual AIIP Conference at the Hyatt Regency Indianapolis (1 South Capitol Street, Indianapolis IN 46204, USA) May 3-6, 2012.

Please consider one or more of the following options:

- ✓ **Corporate Sponsorship:** Four levels of corporate sponsorship-Platinum, Gold, Silver and Bronze-offer exciting opportunities for your organization to benefit from supporting our conference. Consult the attached Benefits at a Glance sheet for more details about corporate sponsorship.
- ✓ **Specialty Sponsorship:** Underwrite a session, reception, or other meal event to raise your company's profile at the conference. Especially coveted is the custom created cocktail!
- ✓ **Exhibiting:** Use the opportunity to talk with attendees in a venue that is more intimate than you will find at other conferences. AIIP provides the exhibit table and chairs - you don't have to deal with a big trade show booth. Receive a complimentary full conference registration with each tabletop unit. Set-up begins on Thursday May 3, 2012 at 7 am. Exhibits are open on May 3 from 4 pm to 8:30 pm and on May 4 from 7:45 am to 5 pm.
- ✓ **Vendor Training:** Share 75 minutes with attendees on a topic of your choice to demonstrate and provide training on your product(s). This is an excellent opportunity to turn attendee awareness into sales! Training date is Thursday May 3. There are three time slots ranging from 9 am to 2 pm (see below.)
- ✓ **Promotional Opportunities:** Keep your name in front of AIIP members by putting your logo on the conference bags, lanyards, badges, or other promotional items. Include your literature in the conference bag. Provide a door prize. All are wonderful ways to keep your brand in the minds of attendees long after the conference is over.

All the forms you need are included in this packet:

- ✓ Combined Application Form
- ✓ Exhibition Terms
- ✓ Vendor Training Terms

Completed forms may be faxed to 1.225.408.4422; mailed to AIIP Conference Coordinator, 8550 United Plaza Blvd. Suite 1001, Baton Rouge, LA 70809, USA; or emailed (with electronic signature) to office@aiip.org.

The AIIP Coordinator will confirm receipt and approval of the application and will send an invoice (if applicable).

The deadline for receipt of applications is **March 2, 2012**. If you have not received written approval by **March 16, 2012**, please contact the AIIP office at 1.225.408.4400.

If you have any questions about any of these opportunities, please contact Heidi@Longabergerinfo.com or ConferenceSponsorship@aiip.org.

Sponsorship Options	PLATINUM \$7,000	GOLD \$5,500	SILVER \$3,500	BRONZE \$1,800
Free exhibit space (an \$850 value)	√	√	√	√
Complimentary conference attendee passes, non-transferable (up to \$1,800 value)	Three passes	Two passes	Two passes	One pass
Three-minute presentation/greeting at opening reception	√	√	√	√
AV fees waived for vendor training	√	√	√	√
Participation in Industry Panel Session during conference	√	√	√	√
Keynote speaker sponsor (a \$2,000 value)	√			
Opening cocktail reception (a \$1,000 value)	√	√		
Close of conference (a \$1,000 value)	√	√	√	
General session speaker (a \$500 value)	√	√	√	
Additional visibility and recognition at conference (logo on all conference materials and general slides) - plus:	Bag (\$1,100) AIIIP Cocktail Name (priceless)	Packet for Attendees (\$900)	Break Sponsor (\$400)	√
Acknowledgement in all pre-conference marketing materials	√	√	√	√
Use of conference attendee mailing list	Two uses	Two uses	One use	One use
Acknowledgement in AIIIP's quarterly newsletter <i>AIIIP Connections</i>	√	√	√	√
Space in AIIIP's quarterly newsletter <i>AIIIP Connections</i>	2 Full Page (value of \$600)	1 Full Page (value of \$300)	1/2 Page (value of \$180)	1/4 Page (value of \$120)
Name / tagline / URL on AIIIP listserv signature block in January, February, March, and April 2012	Name, tagline & URL	Name, tagline & URL	Name & URL	Name & URL
Product announcements to AIIIP members via email blast in AIIIP President's monthly message	Four times per year	Three times per year	Two times per year	Once per year
Link from the AIIIP web site	For one year	For one year	For 6 months	For 6 months

Other Marketing Opportunities (subject to availability)

Specialty Sponsorships	Promotional	Exhibiting Only
Awards Dinner (\$5,000)	Conference Packet for Attendees (\$900)	AIIIP Industry Partner (\$450)
Lunches (\$2,100)	2013 Conference Pass Giveaway (\$300)	AIIIP Member (\$650)
Breakfasts (\$1,250)	Literature Distribution (\$225)	AIIIP Industry Affiliate (\$750)
General Session (\$500 each)	Promotional Items (\$225)	Regular Exhibitor (\$850)
Breaks (\$400 each)	Door Prizes (min. \$25 value requested)	Registration for add'l staff (\$400 each)
Awards Dinner Centerpieces (\$400)		
Internet in Meeting Rooms (\$375/day)		

Combined Application Form

Deadline for submission is **March 2, 2012**. In the absence of written approval by **March 16, 2012**, please contact the AIIP office.

Corporate Sponsorship	Exhibiting
<input type="checkbox"/> Platinum (\$7,000) <input type="checkbox"/> Gold (\$5,500) <input type="checkbox"/> Silver (\$3,500) <input type="checkbox"/> Bronze (\$1,800)	<input type="checkbox"/> Platinum, Gold, Silver or Bronze Sponsor (No charge) <input type="checkbox"/> Regular Exhibitor (\$850) <input type="checkbox"/> Industry Partner (\$450) <input type="checkbox"/> AIIP Member (\$650) <input type="checkbox"/> Industry Affiliate (\$750) <input type="checkbox"/> Conference registration for add'l staff (\$400/person)
Specialty Sponsorship*	Promotional Opportunities
<input type="checkbox"/> Keynote Speaker Sponsor (\$2,000) <input type="checkbox"/> Opening Reception (\$1,000) <input type="checkbox"/> Breaks (\$400 each) <input type="checkbox"/> Breakfasts (\$1,250) <input type="checkbox"/> Lunches (\$2,100) <input type="checkbox"/> Awards Dinner Cocktail Reception (\$1,000) <input type="checkbox"/> Awards Dinner (\$5,000) <input type="checkbox"/> Awards Dinner Centerpieces (\$400) <input type="checkbox"/> General Session (\$500) <input type="checkbox"/> Internet in Meeting Rooms (\$375/day)	<input type="checkbox"/> Conference Bag (\$1,100) <input type="checkbox"/> Conference Packets for Attendees (\$900) <input type="checkbox"/> Promotional Items (\$225) <input type="checkbox"/> Literature Distribution (\$225) <input type="checkbox"/> 2012 Giveaway (\$300) <input type="checkbox"/> Door Prize(s)
<input type="checkbox"/> *Check here for a 20 percent AIIP member discount on specialty sponsorships. To be eligible, you must be an AIIP member who owns at least 20 percent of an independent information business.	
Total Amount:	
Company Name, Billing Contact Name & Title	
Address	
Telephone, Fax, Email	
Badge Name for Company Representative	
Training Sessions 1. AV services must be arranged with, and paid to, the hotel. (<i>Metal level sponsors</i> are exempt from the payment but must still arrange for the service with the hotel.) 2. Total number of training sessions requested (no fee to hold training sessions) ____ 3. Session Time Slots (on the Thursday) Preferred Time Slot (indicate by A, B, or C) A 9:00 am - 10:15 am First Choice _____ B 10:30 am - 11:45 am Second Choice _____ C 12:45 pm - 2:00 pm Third Choice _____ Name(s) of trainer(s) for conference badge(s):	

Title(s) and Description(s) of Vendor Training Sessions:

Combined Application Form Signatures

Please note that opportunities will be reviewed and spaces allocated on a first-come, first-served basis.

Please sign as appropriate:

Corporate Sponsorship Signature: Date:

Specialty Sponsorship Signature: Date:

Exhibition Signature*: Date:

Vendor Training Signature**: Date:

Promotional Opportunities Signature: Date:

*Signature indicates you have read and agreed to the enclosed Exhibition Terms.

**Signature indicates you have read and agreed to the enclosed Vendor Training Terms.

Date received at AIIP Office:

AIIP Approval signature and date:

Exhibition Terms

These terms will be in effect only after AIIP has received your completed application and has approved it by signing and returning it to the applicant with an invoice (if applicable). Your signature on the combined application form indicates you have read and agreed to the terms.

Applicant agrees that:

1. All provisions included in this Exhibition Application and Contract are incorporated into and made a part of the Exhibitor Contract.
2. Cancellations prior to the deadline will be honored with a refund less a \$75.00 processing charge; after the deadline, no refund will be provided.
3. Assignment of space shall be on a first-come, first-served basis. AIIP reserves the right to reassign exhibit space as may be necessary in the best interests of the Conference.
4. One complimentary full conference registration will be provided for each tabletop unit. Additional conference registrations must be purchased.
5. AIIP reserves the right to determine the eligibility of any applicant. This reservation relates to the appropriateness of any proposed exhibit, company, person, conduct, articles of merchandise, printed matter, souvenirs, and all other things or conduct that, in the sole judgment of AIIP, may be deemed unsuitable for the conference.
6. AIIP reserves the right to modify the designated exhibit space in the event that a change in the original assignment is necessary.
7. Applicant agrees to the following additional terms:

TABLE TOPS - All exhibits will be provided with a six-foot draped table and two chairs.

INSTALLATION AND DISMANTLING OF EXHIBITS - Exhibitors will have access to the Exhibit Area beginning at 7:00 am on the Thursday. Materials may not arrive more than 72 hours before the start of the exhibit period. All exhibits must be installed and ready for show opening by 4:00 pm on the Thursday, the first day of the Conference. Any tabletop not occupied by that time is subject to forfeiture with no refund. No display may be dismantled before 6:00 pm and must be removed and the reserved exhibit space completely cleaned no later than 10:00 pm on the Friday of the Conference.

INTERNET/EQUIPMENT NEEDS - Arrangements for equipment and/or Internet connectivity should be made in advance through the Hotel through AIIP's contracted vendor. Exhibitor is responsible for AV/Internet costs.

AIIP MEETING REGISTRATION - Exhibit fee includes one full conference registration providing access to all conference sessions and meals. Additional registrations are available at regular conference rates.

USE AND CHARACTER OF EXHIBITS - Each exhibitor shall display or exhibit only articles of merchandise of said exhibitor's own manufacture or for which said exhibitor is the representing agent. AIIP reserves the right to judge the appropriateness of any exhibit and to decline to permit an exhibitor to conduct or maintain an exhibit or proposed exhibit, if it shall in any respect be deemed unsuitable. This reservation relates to persons, conduct, articles of merchandise, printed matter, souvenirs, catalogs and, any and all other things, without limitation, that may affect the character of the Conference. In the event that AIIP shall determine that the conduct of any exhibitor, or its employees, agents, or attendant, is not in keeping with the character of the Conference, AIIP may at any time, without notice, terminate the contract for space entered into with said exhibitor, and, with or without due process of law, remove exhibitor, its employees, agents, attendant, and all of the property of the exhibitor from the space contracted for and from the Conference without refund. No exhibitor shall have any

right or claim against AIIP because of any action so taken. The determination of AIIP as to the suitability of any exhibitor, exhibit, or proposed exhibit, or as to whether any exhibit or the conduct of any person is in keeping with the character of the conference, shall in each instance be final.

SUBLETTING SPACE - The subletting, assignment, or apportionment of the whole or any part of the exhibitor's space, by an exhibitor, is prohibited. No exhibitor may permit any other party to exhibit in their space any goods other than those manufactured or produced by the contracting exhibitor, or permit the solicitations of business by others within their exhibit space.

SECURITY-The conference hotel has confirmed that it will lock the Exhibit Area overnight. However, the safekeeping of property shall remain the responsibility of the exhibitor.

LIABILITY-The exhibitor indemnifies and agrees to hold harmless AIIP and the conference hotel, and the legal entities which own, lease, and/or operate the property, their members, officers, directors, affiliated entities and employees, against any and all damage to the property and personal injury caused by the exhibitor or his/her agents, representatives, employees, or any other person. It is further understood and agreed that AIIP and the conference hotel, shall in no event be liable to an exhibitor for any lost profit, sales, business opportunities, or any other type of direct consequential damages alleged to be due from a breach of this contract.

Vendor Training Terms: Sessions to be held on the Thursday of the Conference

These terms will be in effect only after AIIP has received your completed application and has approved it by signing and returning it to the applicant. If you have not received written confirmation by **March 16, 2012**, please contact the AIIP office at 1.225.408.4400.

Your signature on the combined application form indicates you have read and agreed to the terms.

Applicant agrees that:

1. All provisions included in this Vendor Training Application are incorporated into and made a part of the Vendor Training Contract.
2. Applicant will handle all participant reservations and notices (e.g., confirmation, cancellation) associated with the training session.
3. Applicant will provide notice of cancelled session(s) to the AIIP Office and to registrants at least two weeks in advance.
4. Arrangements for equipment and/or Internet connectivity should be made in advance through the conference hotel or through AIIP's contracted vendor. Vendor is responsible for AV/Internet costs. Details to follow at a later date.
5. Applicant indemnifies and agrees to hold harmless AIIP and the conference hotel, and the legal entities which own, lease, and/or operate the property, their members, officers, directors, affiliated entities and employees, against any and all damage to the property and personal injury caused by the vendor or his/her agents, representatives, employees, or any other person. It is further understood and agreed that AIIP and the conference hotel shall in no event be liable to a vendor trainer for any lost profit, sales, business opportunities, or any other type of direct consequential damages alleged to be due from a breach of this contract.

AIIP agrees that:

1. All provisions included in this Vendor Training Application are incorporated into and made a part of the Vendor Training Contract.
2. AIIP will provide free meeting space with a classroom-style set-up.
3. AIIP will provide a free microphone (unless meeting room dimensions do not require it).
4. AIIP will assist in promoting the training session(s) via conference registration materials, conference web site, AIIP-L discussion list, and other outlets as appropriate.

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