



## 2011 Fall Symposium Exhibitor Opportunities

Bayard's  
New York, NY  
November 14, 2011

### Exhibitor Rates

Early-Bird Registration (Deadline – September 30)	
___ Member - \$2,200	___ Non-Member - \$2,700
Standard Registration	
___ Member - \$2,700	___ Non-Member - \$3,200

### Exhibitors at NAIBD's Spring Symposium receive the following benefits:

- Attendance for up to 4 attendees
- Booth space with a 6'x 2½' table
- Listing as event exhibitor on NAIBD Symposium website including company logo and link to company website
- Listing as event exhibitor on printed NAIBD Symposium Event Brochure
- Complete list of all registered attendees emailed via Excel spreadsheet

### Sponsorship Add-Ons

	Member	Non-Member
<del>SOLD!</del> <b>Platinum – Keynote &amp; Lunch Buffet</b>	___ \$5,000	___ \$6,000
<b>Gold – Breakfast Buffet</b>	___ \$3,000	___ \$4,000
<del>SOLD!</del> <b>Silver – Hosted Reception</b>	___ \$2,000	___ \$3,000
<del>SOLD!</del> <b>Carrying Bags</b>	___ \$3,000	___ \$4,000
<b>Refreshment Break</b>	___ \$2,000	___ \$3,000
<del>SOLD!</del> <b>Event Brochure</b>	___ \$1,500	___ \$2,000
<b>Literature Sponsorship 1</b>	___ \$1,000	___ \$1,500
<b>Literature Sponsorship 2</b>	___ \$1,500	___ \$2,000
<b>Literature Sponsorship 3</b>	___ \$2,000	___ \$2,500

### Each of the above sponsorships includes:

- Listing as event sponsor in all event press releases and media alerts
- Logo on registration area signage/banner
- Attendance for up to two people (except the Literature Sponsorship)

For additional details on each sponsorship package, please see Page 2 of this packet.

## Sponsorship Add-On Details

### **PLATINUM SPONSOR: Gourmet Lunch Buffet/Keynote Presentation**

- Exclusive 10-Minute presentation to audience of Keynote Presentation
- Signage exposure on stage of Keynote Presentation
- Table for product-specific materials or literature distribution
- One large company or product sign on buffet tables, and two large vendor signs on easels at ends of buffet

### **GOLD SPONSOR: Breakfast Buffet**

- 7-Minute announcement of company/service
- Two large vendor signs on easels at ends of breakfast buffet
- One literature distribution

### **SILVER SPONSOR: Hosted Reception**

- 5-Minute announcement of company/service
- Two large vendor signs on easels at ends of hosted bar or hors d'oeuvres

### **ATTENDEE CARRYING BAGS**

- One full side for logo or advertisement on bags
- Opportunity to stuff bags with literature, demo, samples, promo items, etc. for handing out at registration booth

### **REFRESHMENT BREAK SPONSOR**

- Two large vendor signs on easels at ends of buffet

### **EVENT BROCHURE**

- Logo on front of program
- Opportunity to provide a **one page** sales slick or other single promotional item of your choosing which will be placed on the seats of all of the attendees

### **LITERATURE SPONSORSHIP - 1**

- Opportunity to provide a **one page** sales slick or other single promotional item of your choosing which will be placed on the seats of all of the attendees

### **LITERATURE SPONSORSHIP - 2**

- Opportunity to provide a **two-ten page** bound/stapled promotional item of your choosing which will be placed on the seats of all of the attendees

### **LITERATURE SPONSORSHIP - 3**

- Opportunity to provide a **ten+ page** bound/stapled promotional item – brochure, publication, magazine or a product demo of your choosing which will be placed on the seats of all of the attendees

## Additional Booth Supplies

\_\_\_ Electrical outlet - \$100

\_\_\_ Internet Connection - \$100

## Payment Information

Exhibitor Subtotal \$ \_\_\_\_\_  
Sponsorship Subtotal \$ \_\_\_\_\_  
Additional Supplies Subtotal \$ \_\_\_\_\_

**Total Payment** \$ \_\_\_\_\_

**Method:** Check  
(Select One)

**Credit Card (Visa/MasterCard/American Express)**

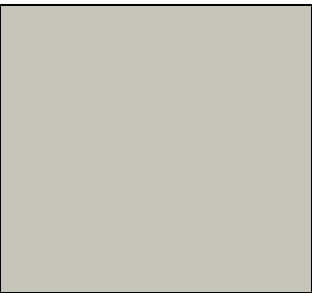
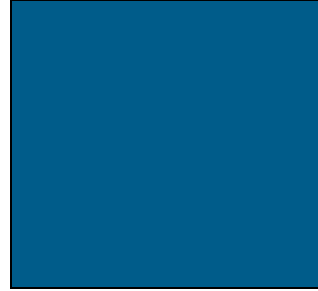
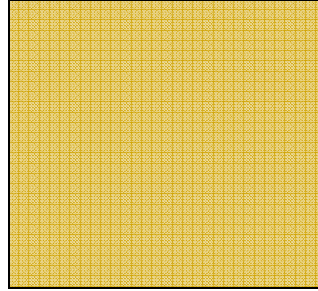
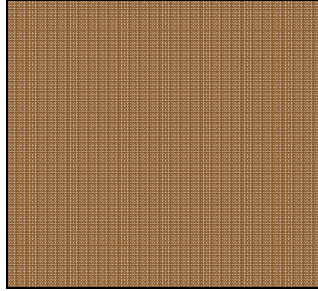
Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Please make checks payable to NAIBD and mail to 191 Clarksville Rd., Princeton Jct., NJ 08550.



### Company Contact Info

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

\_\_\_\_\_

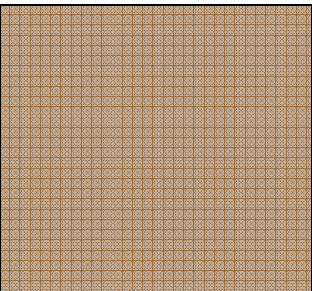
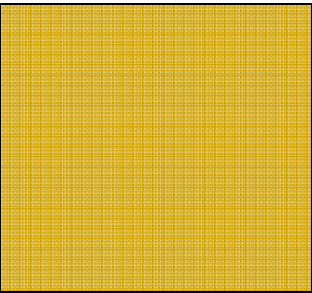
Website \_\_\_\_\_

Main Contact \_\_\_\_\_ Title \_\_\_\_\_

Email Address \_\_\_\_\_ Phone \_\_\_\_\_

Signature \_\_\_\_\_

**Please send a 50 word company description and a high-resolution file of your company logo to [events@naibd.com](mailto:events@naibd.com) for use in the event brochure.**



### Booth Worker Info

#### Booth Worker #1

Name \_\_\_\_\_ Title \_\_\_\_\_

Email Address \_\_\_\_\_ Phone \_\_\_\_\_

#### Booth Worker #2

Name \_\_\_\_\_ Title \_\_\_\_\_

Email Address \_\_\_\_\_ Phone \_\_\_\_\_

#### Booth Worker #3

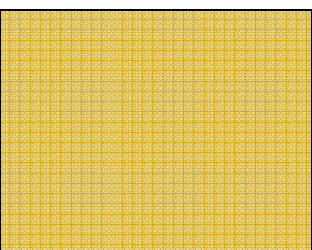
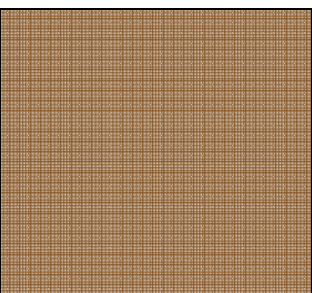
Name \_\_\_\_\_ Title \_\_\_\_\_

Email Address \_\_\_\_\_ Phone \_\_\_\_\_

#### Booth Worker #4

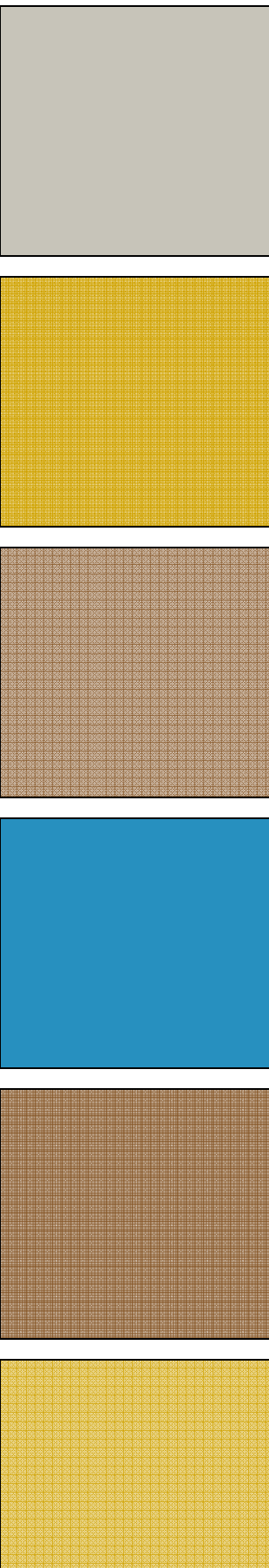
Name \_\_\_\_\_ Title \_\_\_\_\_

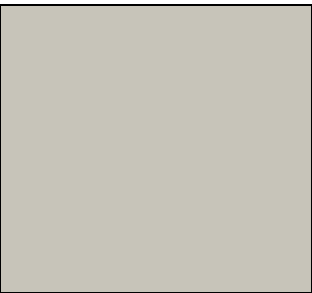
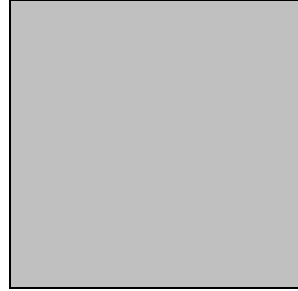
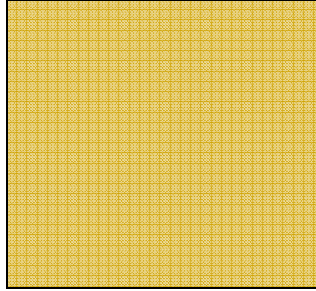
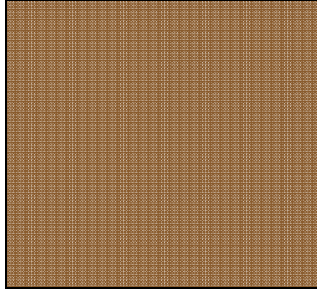
Email Address \_\_\_\_\_ Phone \_\_\_\_\_





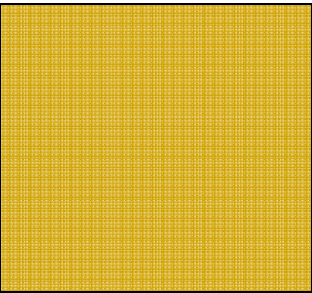
## Symposium Rules and Regulations

- 1. Show Management:** The term “Show Management” as used herein shall mean the NAIBD, its officers, committees, agents or employees, acting on behalf in management of the Symposium and its exhibitor/sponsorship opportunities.
  - 2. Definition of Sponsors:** Any organization that pays NAIBD to exhibit & display at the NAIBD Symposium.
  - 3. Eligible Sponsors:** Show Management reserves the right to determine the eligibility of any company for inclusion as a sponsor.
  - 4. Attendance:** Sponsor agrees to promote the NAIBD Fall Symposium through word-of-mouth and/or distribution of specified event promotional materials (without alteration). Agendas and information may be downloaded from the [www.naibd.com](http://www.naibd.com) website, or requested of NAIBD main office. Call (609) 799-6253 to request additional materials.
  - 5. Security & Insurance:** All vendors must be insured and bonded and provide written proof of such insurance. Neither Show Management nor the venue will assume any responsibility for sponsor’s property. It is recommended that the sponsor obtain adequate insurance coverage, at their own expense, against property loss or personal injury and for liability for property damage and personal injury to others.
  - 6. Character of Materials:** Distribution of samples and printed matter of any kinds, or any promotional material, is restricted to the specific event sponsored and/or to distribution in attendee tote bags by NAIBD staff. Anything not in keeping with the character and high standards of Show Management may not be distributed or utilized by any sponsor. No sign, banner or display shall be affixed to any part of venue; and damages caused to the walls, fixtures or carpet in space assigned will be billed to Sponsor.
  - 7. Rejected Displays:** Show Management reserves the right to reject, eject, or prohibit any materials displayed in connection with Symposium sponsorship in whole or in part, or any sponsor representative, with or without giving cause. If cause is not given, liability shall not exceed the return to the sponsor of the amount of sponsorship unearned at the time of rejection. If a sponsor is ejected for violation of these rules or for any other stated reason, no return of sponsorship payments shall be made.
  - 8. Fire Safety and Health:** Federal, State, and Local Laws covering fire, safety, and health must be strictly observed. Only fireproof materials should be used in displays and the sponsor must take all necessary fire precautions. Displays or signs must not block aisles and fire exits. Safety guards on equipment must be used where necessary. Sponsors must comply with all laws, rules, regulations and ordinances in force.
  - 9. Shipping Instructions:** Shipment details will be sent two weeks before the event.
  - 10. Set-Up & Breakdown Instructions:** Exact setup and breakdown times for the Symposium will be distributed closer to the event date. After the determined breakdown time, anything left in the exhibit hall will be discarded by the venue and will not be the responsibility of NAIBD.
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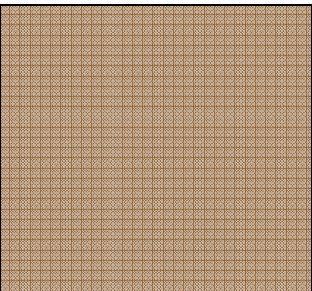


Return shipping labels must be brought individually as no shipping labels will be available onsite. Please make sure you pack, seal and adhere all labels on your materials that need to be shipped and leave it at your booth. Venue staff will transport your materials to their shipping/receiving department for ship out.

**11. Interpretation & Amendments:** Show Management reserves the right to interpret and amend these regulations, as it deems proper to insure the success of all sponsors and further the educational purposes of attendees and members.



**12. Termination of Sponsorship:** In the event the premises where the exhibition is to be held, in the sole determination of Show Management, becomes unfit for occupancy or are substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, emergency declared by any governmental agency, or by virtue of any ordinance of law or any Municipal, State or Federal governmental agency, or any other act beyond the control of Show Management, this agreement may be terminated by Show Management. In the event of such termination, the sponsor waives any and all damages and agrees that Show Management may, after deducting all costs and expenses, including a reserve for claims, refund to the sponsor, as and for complete settlement and discharge of all said sponsor's claims and demands his pro rate amount of all funds paid by the sponsor.



**13. Cancellation:** Once payment for sponsorship of any kind is received and accepted by NAIBD, any cancellation will result in forfeiture of the entire sponsorship amount.

Please note that by signing Page 3 of this document, you are agreeing to adhere to the policies set forth by NAIBD and the host facility.

