

# AIMSE 35th ANNUAL

April 22–24, 2012

## Marketing & Sales Conference

Corporate  
Sponsorship  
& Exhibitor  
Opportunities

Turnberry Isle Miami | Aventura, Florida



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## Marketing & Sales Conference

### What IS the AIMSE Annual Marketing & Sales Conference and Who Attends?

The 35th Annual Marketing & Sales Conference offers roundtable discussions with plan sponsors and consultants, keynote speakers: Jim Angle, *Chief Washington Correspondent, Fox News Channel*; David Harmston, *Albourne Partners Ltd*; David Shukis, *Cambridge Associates*; and Larry Kantor, *Barclays Capital*, as well as educational workshops on current "hot" topics. If you are in the institutional sales or client service business this is the conference you cannot miss. The conference also offers professional enhancement courses that provide key resources to AIMSE members in this challenging environment. It is the preeminent educational conference in the institutional investment industry.

Attendees at the Annual Marketing & Sales Conference include decision makers such as Managing Directors and Vice Presidents of Marketing and Client Service for companies ranging from A.S.A.P. Advisor Services, Inc. to Zephyr Associates.

AIMSE has approximately 850 members and anticipates 275-325 of our members in attendance at the annual conference. The majority of attendees are from the US with 10% of the attendance from Canada and Europe.

## Influential Prospects You Want to Know

Influential prospects include Senior Marketing and Sales Executives, Managing Directors, Client and Consultant Relations Professionals, Plan Sponsors and Consultants.

Firm sizes vary from boutiques to the largest firms in the industry including Merrill Lynch, Angelo Gordon, Pershing Square, Paulson & Co., Russell Investments, T. Rowe Price, and Capital Guardian.

Member firms include equity, fixed income, hedge funds and hedge fund of funds firms who provide services to pension funds, endowments, foundations, family offices, and other large institutional investors.

2012 Non-Profit  
Industry Partner



CFA Institute has approved this program, offered by AIMSE, for 5 CE credit hours, inclusive of 1 hour in the content area of Standards, Ethics, and Regulations (SER). If you are a CFA Institute member, CE credit for your participation in this program will be automatically recorded in your CE Diary.

Please consult the CFA Continuing Education Reporting Form provided by the CFA Institute or call 800. 892. 4258 for additional information.

# 16 Great Reasons to Become an AIMSE Sponsor and Exhibitor

AIMSE has developed the following benefits to insure that our vendors maximize their exposure at the conference:

- 1 This conference is the ONLY opportunity to meet this targeted group of professionals on a one-to-one basis
- 2 Networking Opportunities within the Exhibit Hall
- 3 Welcome Reception
- 4 Day One Lunch with Investors & Exhibitors
- 5 Day Two Lunch with Keynote Speaker, Larry Kantor, *Economist and Head of Research, Barclays Capital*
- 6 Interactive Round Tables at breakfast
- 7 Morning and afternoon refreshment breaks
- 8 Relationship building opportunities throughout the conference
- 9 Designated time to introduce you and your company at the conference
- 10 Four complimentary conference registrations provided for each 8' X 10' booth purchased, including admission to all workshops, general sessions and food functions
- 11 Four AIMSE Associate one-year memberships for booth representatives
- 12 Electronic file of the pre- and post-conference attendee roster
- 13 Detailed listing in the final conference program including a description of your firm and contact information
- 14 Signage throughout the conference
- 15 Exhibitor-sponsored prize drawings that require attendee participation and visits to booths for eligibility. All prizes will be drawn at the conclusion of the conference on Tuesday, April 24th
- 16 Year-round listing on the AIMSE website and in the AIMSE Advisor newsletter

# You're in Good Company!

## Valued Supporters of the 34th AIMSE Annual Marketing and Sales Conference

A.S.A.P. Advisor Services

eVestment Alliance

Infinity Info Systems

Morningstar

Proposal Software

Sawgrass Asset Management, L.L.C.

Sunrise Capital Partners

Callan Associates

Financial Investment News

Institutional Investor

Pension & Investments

SalesForce CRM / Market Builders

Standard & Poor's Money Market Directories

## AIMSE Partnership Recognition Award

AIMSE will recognize and honor those sponsors and exhibitors who have participated at the AIMSE annual conference consecutively for past five+ years at the conference kickoff event on Sunday evening. AIMSE will be contacting eligible firms who will receive awards at the conference. We will also note award recipients through signs and in the conference printed materials. Remember, this award will be given to annual conference sponsors who have exhibited for at least five+ years consecutively, including 2012.

If you have questions about the exhibition and sponsorship history of your firm, please contact:

**Lauren Papageorge**

**[lpapageorge@drohanmgmt.com](mailto:lpapageorge@drohanmgmt.com)**

**703. 234. 4052**

# AIMSE Corporate Sponsorship Program

AIMSE recognizes that the support of our exhibitors and sponsors is critical to the success of our conferences and to the organization. We have created a Corporate Sponsorship Program that offers a variety of high-profile sponsorship opportunities to maximize your participation at our conferences and to provide promotional exposure throughout the year with AIMSE members. This sponsorship program is your opportunity to become a prominent partner with AIMSE!

## Platinum Sponsor \$27,500

**As an AIMSE PLATINUM Sponsor you will receive the following benefits:**

- One complimentary exhibit booth at each of the following AIMSE conferences:
  - 2012 Annual Conference
  - 2012 Fall Conference
  - 2012 Hedge Fund Conference
  - 2013 Canadian Conference
- Welcome Reception at the Annual Conference
- Prominent exposure of corporate logo in all promotional literature for each conference, as well as year-round listing on the AIMSE website and in the AIMSE Advisor
- Full page advertisement in the final program book of each conference
- Pre- and Post-conference attendee lists
- Three complimentary guest passes to each of the conferences
- AIMSE Associate Memberships for booth representatives for one year
- Prominent signage at the conferences
- Company introduction at opening address
- One page flyer in attendee registration materials at each conference

## Gold Sponsor \$22,500

**As an AIMSE GOLD Sponsor you will receive the following benefits:**

- One complimentary exhibit booth at THREE of the following AIMSE conferences:
  - 2012 Annual Conference
  - 2012 Fall Conference
  - 2012 Hedge Fund Conference
  - 2013 Canadian Conference
- Prominent exposure of corporate logo in all promotional literature for each conference, as well as year-round listing on the AIMSE website and in the AIMSE Advisor
- Full page advertisement in the final program book of each conference
- Pre- and Post-conference attendee lists
- Three complimentary guest passes to each of the conferences
- AIMSE Associate Memberships for booth representatives for one year
- Prominent signage at the conference
- Company introduction at opening address
- One page flyer in attendee registration materials at each conference

## Please return with payment to:

Lauren Papageorge, Exhibits Manager  
AIMSE  
12100 Sunset Hills Road | Suite 130  
Reston, Virginia 20190

**Phone** 703. 234. 4052 | **Fax** 703. 435. 4390

**E-mail** lpapageorge@drohanmgmt.com

## Silver Sponsor \$17,000

### As an AIMSE SILVER Sponsor you will receive the following benefits:

- One complimentary exhibit booth at TWO of the following AIMSE conferences:
  - 2012 Annual Conference
  - 2012 Fall Conference
  - 2012 Hedge Fund Conference
  - 2013 Canadian Conference
- Prominent exposure of corporate logo in all promotional literature for each conference, as well as year-round listing on the AIMSE website and in the AIMSE Advisor
- Full page advertisement in the final program book of each conference
- Pre- and Post-conference attendee lists
- Three complimentary guest passes to each of the conferences
- AIMSE Associate Memberships for booth representatives for one year
- Prominent signage at the conference
- Company introduction at opening address
- One page flyer in attendee registration materials

## Sponsorship Level

- Platinum Sponsor | **\$27,500**
- Gold Sponsor | **\$22,500**
- Silver Sponsor | **\$17,000**

NAME OF COMPANY (PLEASE PRINT CLEARLY)

CORPORATE SPONSORSHIP LEVEL

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

NAME OF CONTACT PERSON

**▶ TOTAL PAYMENT \$** \_\_\_\_\_

### Method of Payment (Payments MUST be made in US Dollars)

- Check Enclosed** (made out to AIMSE)
- Credit Card** (please charge)  MC  Visa  AmEx

CARD NUMBER

EXP DATE

SIGNATURE

# Events to Be Held in the Exhibit Hall Include

- Opening Welcome Reception
- Breakfast
- Morning and Afternoon Refreshment Breaks
- Lunch

AIMSE will also sponsor several cash prize drawings to be awarded at the conclusion of the conference on Tuesday, April 24, 2012. Exhibitors may also conduct their own prize drawings at their booth. No drawings other than the cash prize drawings will be made in the general session hall.

In order to be eligible for these drawings, each attendee will be required to visit all exhibit booths and determine the answers to one specific question about the exhibitor and/or its products. An example of a question you may want to ask is, "How many plan sponsors are listed in the XYZ Directory?" Each attendee will be given an "Exhibit Quiz" with your question in their registration packet. They can only enter their "Quiz" in the drawing if they have answered all questions correctly. This exercise will not only encourage attendees to visit your booth, but also provides you with an opportunity to share information about your products and services.

Please submit the question about your firm and/or its product(s) **by no later than April 1, 2012** to:

**Lauren Papageorge**  
**lpapageorge@drohanmgmt.com**

## Exhibition Fee

The cost for each 8' X 10' booth is \$8,750. Multiple booths of this size are also available. Become an AIMSE Corporate Sponsor and save!

## How to Reserve Your Space

The enclosed space application and contract should be completed and returned to the AIMSE office with your payment, in accordance with the rules and regulations as outlined. Please note that no space is assigned until the contract and full payment are received by AIMSE. It is important to note that all booth assignments are made on a first come, first served basis, so register early!

All fees are to be paid in US currency. Please indicate on the contract the names of any competing companies that you would prefer not to be located near. Due to the fact that most exhibitors are competitors, it may be impossible to honor all requests. AIMSE makes all space assignments and has the final say in all assignments. AIMSE reserves the right to modify the designated exhibit space in the event a change is necessary.

**Note:** Please carefully read the exhibit rules and regulations that are part of the application for space. It is important that the representatives from your company whom attend the conference are aware of the terms and conditions as well as the general information that affect the operation of the conference and exposition.

## Exhibit Staff

The exhibit fee entitles each Exhibitor Company to have four (4) representatives attend the Conference and participate in all activities except sports/tournament events at no additional cost. Exhibitors wishing to participate in sports events must pre-register for these events and pay applicable fees. Please note that in order to enhance the experience and opportunities, exhibitor companies must have a representative available to cover their booth throughout the Conference.

## Associate Memberships

The four representatives that attend the conference to cover the exhibit booth will each be given AIMSE Associate Membership for 2012.

## Additional Staff Who Wish to Attend

Additional staff members wishing to attend the conference must pay the discounted group registration fee plus any optional event fees. These individuals must be current AIMSE members.

## Active vs. Associate Membership

AIMSE Active Membership is open ONLY to those who devote all or a major portion of their time to the marketing or selling of investment management products/services. Membership is by individual only.

AIMSE Associate Membership is open ONLY to those who are regularly engaged in and devote a significant portion of his/her time to business activities directly relating to or involving the provision of goods and educational information and services to further enhance and promote the profession of investment management marketing and sales. Membership is by individual only. NOTE: Consultants are not eligible for membership in AIMSE.

## Registration Information

Upon acceptance of this contract, registration will be made available online in the Members-Only section of the website for the four designated company representatives. All exhibitors attending the conference must complete the online conference registration form for each representative.

## Guest Fees

Guest fees are applicable only for those individuals whom are not eligible for membership. Typically, these individuals are spouses of attendees. No individual whom is employed by an exhibiting company is eligible to pay the guest fee rate.

## Location

Turnberry Isle Miami | Aventura, Florida 33180

## Exhibit Show Dates

Sunday, April 22 – Tuesday, April 24

### Set-Up | Sunday, April 22

12:00 pm – 4:00 pm

### Dismantle | Tuesday, April 24

1:30 pm – 3:30 pm

## Exhibit Hours

**Sunday, April 22** | 6:30 pm – 8:30 pm

**Monday, April 23** | 7:00 am – 3:00 pm

**Tuesday, April 24** | 7:00 am – 1:30 pm

## Booth Description

Booth size is 8' X 10'

Siderails are 3' high

## Furnishings Provided

- One 6' Draped Table
- Four Chairs
- One Wastebasket
- One 7" by 44" ID Sign

***Please note that ALL other items needed MUST be ordered directly through the selected AIMSE service contractor – Show Management.***



## Hotel Information

### Turnberry Isle Miami

19999 West Country Drive | Aventura, Florida 33180

**Toll Free** 1. 888. 721. 3984 | **Phone** 305. 932. 6200

**Fax** 305. 933. 6554 | **Reservations** 1. 866. 612. 7739

**Online** [www.bit.ly/TurnberryBooking](http://www.bit.ly/TurnberryBooking)

The deadline for securing the AIMSE group rate is  
March 20, 2012

### Phones

Phones will not be provided at the exhibit booths.

### Official Service Contractor

Upon acceptance of this contract, Show Management will send you a service kit. They may provide additional rental equipment at the discretion of AIMSE. Audio-visual equipment and electrical power must be ordered in advance. Please use the order forms provided in your service kit by Show Management.

### Utility Requirements

Exhibitors will be provided with one (1) 500-watt electrical outlet and power (if needed) for the duration of the conference on a 24-hour basis. Electrical power must be ordered in advance from the Official Service Contractor – *Show Management*. All extension cords must be grounded 3 prong lines, 3-wire SJ cord or other approved type and not more than 20 ft. long. Exhibitors with special requirements should consult with the Official Service Contractor, Show Management, to assure the availability of needed utilities in their location.

### Hotel Reservations

Exhibitors must make their own hotel reservations. No hotel reservations will be made through the AIMSE office.

**To make reservations please call 1. 888. 721. 3984**  
and request the AIMSE group rate.

OR visit the Turnberry Isle Miami website at  
**[www.turnberryislemiami.com](http://www.turnberryislemiami.com)**

Please note that the cut-off date to receive the AIMSE group rate is **March 20, 2012**.

#### AIMSE Hotel Room Rates

\$299 Fairmont Rooms for Single or Double Occupancy

#### Resort Fee

\$13.00 per room, per night

The resort fee includes high speed internet in the hotel guest room, gratuities for luggage handling, pool and beach attendants, complimentary in-room coffee service, admission to the Ocean Club, chairs and umbrella at the Ocean Club, local calls (30 minute max) and toll free calls, shuttle service throughout the resort and the Aventura Mall, and access to the fitness center at the Willow Stream Spa.

## Media Guidelines Policy

### AIMSE Mission

The AIMSE mission is to provide an educational forum for those employed in the institutional investment management sales and marketing services profession worldwide. AIMSE fosters high ethical and professional standards among our members regarding representation of investment products and services, with an educational emphasis on improving skills and enabling members to adapt to the changing needs of the marketplace.

AIMSE conference registration materials clearly state that executive recruiters, consultants and members of the "working press" are not eligible for AIMSE membership and therefore ineligible to attend AIMSE conferences. AIMSE conferences are not media events and therefore the organization does not issue media passes to any conference or event. AIMSE does recognize investment trade publications as useful tools to the investment management sales and marketing services profession and encourages participation by such organizations as associate members. In accordance with this stated policy, associate AIMSE members of these investment trade publications must comply with the statements of the policy to remain in good standing as members.

AIMSE conferences are off-the-record, to enable members and panelists to speak more candidly than they may when their comments might end up in print, possibly with their organizational affiliation listed as well. The presence of the press

could impede open discussion during these educational sessions. AIMSE members as well as guest speakers have expressed this concern. The free exchange of ideas is a vital part of AIMSE. The attendance of "working press" could have a dampening effect on open discussion. Members of the media are, of course, free to interview participants outside of AIMSE conference sessions, as long as they clearly identify themselves and indicate that the participant may be quoted in print.

Discussions occurring in AIMSE conference sessions are off the record out of respect for personal and corporate policies over public attribution. It is up to each attendee and/or speaker whether he or she wishes (his or her own) statements made in the course of a session to be quoted in the media.

In the course of the customary self-introductions at the outset of each conference session, the moderator will ask if any such person is in attendance, and if so, out of fairness, will insist on compliance with the off the record rule.

### For More Information, Please Contact:

**Kathy Hoskins**  
AIMSE Executive Director  
**703. 234. 4130**  
**khoskins@drohanmgmt.com**

## AIMSE Media Guideline Policy Agreement Form

I hereby certify that I, \_\_\_\_\_, (name of booth representative)  
representing \_\_\_\_\_, (name of exhibiting company) have read and  
agree to the above AIMSE Media Guideline Policy. I will distribute this policy to \_\_\_\_\_  
\_\_\_\_\_ (name of exhibiting company) colleagues attending the AIMSE conference and  
will make certain that all company representatives adhere to this policy while attending the conference.

SIGNATURE

DATE

# Exhibitor Contract (Please print clearly)

NAME OF COMPANY

Please list any competing companies that may participate whose booth you would prefer not to be located adjacent to:

**Note:** Due to the fact that most exhibitors are competitors, it is not always possible to honor all requests. AIMSE makes all space assignments and will have final say in all space assignments.

ADDRESS

CITY / STATE / ZIP

PHONE FAX

EMAIL

## Requested Exhibit Location:

1ST CHOICE

2ND CHOICE

Every attempt will be made to give you your preferred location, but space is assigned on a first come, first served basis.

NAME OF CONTACT PERSON

**Disclaimer:** Exhibitor assumes responsibility and agrees to indemnify and defend AIMSE and the Turnberry Isle Miami and their respective employees and agents against Payment Information any claims of expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither AIMSE nor the Turnberry Isle Miami maintains insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance. I shall be bound by the terms and conditions printed above and recited in the Exhibitor information material.

I enclose the amount of **\$8,750** per 8'x10' exhibit booth. I understand that AIMSE will not accept deposits or partial payments.

NUMBER OF BOOTHS

▶ **TOTAL COST \$** \_\_\_\_\_

AUTHORIZED SIGNATURE

DATE

## Please return contract with payment to:

▶ Lauren Papageorge, Exhibits Manager  
AIMSE  
12100 Sunset Hills Road | Suite 130  
Reston, VA 20190  
**Phone** 703. 234. 4052 | **Fax** 703. 435. 4390  
**E-mail** lpapageorge@drohnanmgmt.com

## Exhibit Staff Personnel | Names for Badges

Up to four staff members are included in exhibit price

1.

2.

3.

4.

## Sponsorship Opportunities at the AIMSE 35th Annual Marketing & Sales Conference

### **Keynote Speaker Sponsor | \$10,000**

As an AIMSE Keynote Sponsor you will receive the following benefits:

- One complimentary pass to the 2012 Annual Conference
- Your company representative may introduce the keynote speaker
- Prominent exposure of corporate logo in all promotional literature for each conference, as well as year-round listing on the AIMSE website and in the AIMSE Advisor
- Full page advertisement in the final program book of each conference
- Pre- and Post-conference attendee lists
- ONE additional guest may attend conference at regular price
- One AIMSE Associate Membership for 2012
- Prominent signage at the conference
- Company introduction at opening address
- One page flyer in attendee registration materials

### **Morning Refreshment Break | \$3,000 per break** *(1 each day, Monday-Tuesday)*

### **Afternoon Refreshment Break (Monday) | \$3,000**

### **Golf Tournament (Sunday) | \$8,500**

### **Tennis Tournament (Monday) | \$2,500**

### **Volleyball Tournament (Monday) | \$3,000**

▶ **We are pleased to commit a TOTAL sponsorship amount of \$** \_\_\_\_\_

▶ **TOTAL PAYMENT \$** \_\_\_\_\_

## Method of Payment (Payments MUST be made in US Dollars)

**Check Enclosed** *(made out to AIMSE)*

**Credit Card** *(please charge)*    MC    Visa    AmEx

CARD NUMBER

EXP DATE

SIGNATURE

# AIMSE 35th ANNUAL

April 22–24, 2012

Corporate  
Sponsorship  
& Exhibitor  
Opportunities



## Marketing & Sales Conference

### Rules & Regulations

#### **Payment and Cancellation of Exhibit Space**

Applications will not be processed without the required payment. If Exhibitor has made payment and notifies AIMSE 30 days prior to the opening of the Conference that it will be unable to exhibit for any reason, AIMSE will attempt to lease the space to another Exhibitor. If AIMSE is successful in leasing such previously contracted space and if AIMSE shall have leased and received payment for all exhibit space in the Conference, Exhibitor shall be refunded all monies paid for exhibit space, less \$3,000.00 which shall be retained by AIMSE as liquidated damages. AIMSE reserves the right to cancel any Exhibitor's right to exhibit for any violation of this Contract, any rules or regulations of the conference or for other due cause. In the event AIMSE shall cancel such rights, all monies paid by Exhibitor shall be retained by AIMSE as liquidated damages.

#### **Applications for Assignments of Exhibit Space**

AIMSE reserves the right to render interpretations and decisions and to establish further regulations as may be deemed necessary for the general success and well-being of the Conference. AIMSE's decisions and interpretations shall be accepted as final in all cases. AIMSE reserves the right to alter the floor plan to adjust for spaces not sold. AIMSE reserves the right to decline or prohibit any exhibit which in its judgment is out of keeping with the character of the Conference, this reservation being

all-inclusive as to persons, things, printed matter, products and conduct. Space will be assigned in the order that fully executed applications, accompanied by the required fee, are received. No Exhibitor may assign sub-let or apportion its space in whole or in part, nor exhibit any products or services other than those manufactured or handled in the normal course of its business and described in the application, nor permit any agent of any non-exhibiting firm to solicit business or take orders in its space. Space will be assigned on a "First Come, First Served" basis and at management discretion. Previous years' exhibitors will be given priority.

### **Exhibit Staff**

Exhibitors will have a representative available to cover their booth throughout the Exhibition. The \$8,500 exhibit fee entitles each Exhibiting company to have four (4) representatives attend the Conference and participate in all activities except sports events at no additional cost. Exhibitors wishing to participate in sports events must pre-register for these events and pay applicable fees. These four representatives will become Associate Members for one year.

Additional staff members wishing to attend the conference must pay the group discount registration fee. All exhibitors attending the Conference must complete registration forms and send them in together to receive conference materials, workshop tickets and name badges. AIMSE does not issue media passes to any conference or event and does not encourage members of the "working press" to attend the AIMSE Annual Conference since it is an educational meeting, not a "media event".

### **Installation and Removal of Exhibits**

Exhibits must be set up between the hours of 12 pm and 4 pm on Sunday, April 22, 2012. All exhibit installations must be completed by 4:00 pm. Exhibitors must start dismantling at 1:30 pm on Tuesday, April 24, 2012 and have materials removed from exhibit area by 3:30 pm. Please note that no installing, dismantling, rearranging, repairing, servicing, removing or supplementing of exhibits will be permitted during conference hours without written permission of AIMSE.

### **Exhibit Limitations**

Exhibitors shall not display or place any product, sign, partition, person, apparatus, shelving, or other construction which extends more than 10 feet above the floor or more than 8 feet forward from the back wall of the booth. All signage must be professionally done. Exhibits of a nature that obstruct the view and interfere with privilege of other Exhibitors or, which because of noise or any other reason become objectionable, may be required to be modified, moved or removed at the discretion of AIMSE. No

interference with the light or view of other Exhibitors will be permitted. No cooking may take place in Exhibitor's space and no food and/or beverage products may be distributed by Exhibitor. No beer, wine or intoxicating liquor may be distributed by any Exhibitor. Exhibitor agrees that AIMSE may take whatever steps may be deemed necessary to control or reduce the noise level in the space so as not to interfere with the conference. Exhibitors shall not provide or permit the playing or reproduction of music in any form or at any time. The only public address system permitted at the conference will be maintained by AIMSE.

### **General Regulations**

Interviews, distribution of literature, demonstrations and such will be permitted only within Exhibitor's space. Aisles must be kept clear of exhibit materials and personnel. Debris must be disposed of in building trash containers. No part of the Hotel shall be defaced in any manner nor shall signs, decals, stickers or other articles be posted, nailed or otherwise affixed to any part of the building. The use of flammable substances or decorative materials is prohibited. All decorative fabrics must be flameproof. Exhibitor accepts full responsibility for compliance with all local, state, and Federal safety regulations. Exhibitors are not allowed to conduct activities that could be considered an illegal lottery under the State of Florida laws when the event is to be held. The exchange of money or consummating the sale of goods or services on the exhibit floor is prohibited. AIMSE has full power to interpret and enforce all regulations of the show and the power to make amendments and/or the offending Exhibitor at the expense of the Exhibitor. In addition, all Exhibitors agree to be bound by the terms of AIMSE's agreement with facility in which the conference is held. Failure to comply with all applicable rules may also result in forfeiture of all further rights to exhibit at future shows sponsored by AIMSE together with all fees paid. AIMSE may lease any space so forfeited to another Exhibitor and retain all revenues collected.

### **Liability and Insurance**

Notwithstanding AIMSE's agreement to provide security, all property of the Exhibitor remains under his custody and control in transit to and from hotel, during installation and removal, and while it is within in the confines of the Hotel. Neither AIMSE, its service contractors, the management of the Hotel nor any of the officers, staff 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, except where

the damage or loss is due to the gross negligence or willful misconduct of AIMSE, its servants or employees, arising out of AIMSE's duties and responsibilities under the agreement. The Exhibitor expressly releases AIMSE, its directors, officers, agents, employees, and/or servants from any such loss, damage or injury. AIMSE shall not be liable for injury of any type from any cause to persons conducting or otherwise participating in the conduct of the Show or to invitees, guests, or employees of the Exhibitor. Exhibitor understands that AIMSE does not carry business interruption and property damage insurance coverage for loss or damage of Exhibitors property. The Exhibitor agrees to obtain the following insurance during the dates of the trade show, including move-in and move-out days and shall be prepared to furnish a certificate of insurance to AIMSE if requested: Comprehensive general liability insurance coverage including protective and contractual liability coverage of \$250,000/\$500,000 for bodily injury and \$50,000 property damage. AIMSE and the Exhibitor agree to waive the right of subrogation by their insurance carriers to recover loss sustained under the respective insurance contracts for real and personal property. AIMSE, its staff, employees, or agents assume no responsibility or liability whatsoever in matters relating to restrictions imposed on any Exhibitor by any governmental agency. AIMSE's general contracts shall not be liable for failure to perform their obligations under their contract due to strikes, riots, acts of God, or any other cause beyond their control.

### **Hold Harmless and Indemnification**

This agreement shall not constitute or be considered a partnership, joint venture, or agency relationship between AIMSE Exhibitor or exhibition center. Exhibitor hereby agrees to indemnify, hold harmless and defend AIMSE and the Hotel, and their respective officers, directors, and employees (indemnities) from and against any and all liability, responsibility, loss, damage, cost or expense of any kind whatsoever as they arise (including but not limited to court costs, interest and attorney's fees) which the Indemnities may incur, suffer, be part to, or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission or breach of these terms, conditions, and rules, or violation of any ordinance or statute by Exhibitor or any of its employees, servants or agents. The Exhibitor assumes full responsibility and liability for the actions of its agents, employees, and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, hold harmless, and defend the Indemnities as expenses arise, from responsibility or liability resulting directly or indirectly, or jointly, from other causes which arise because of the acts or omission of its agents, employees, relatives, or independent contractors whether acting within or without the scope of their authority.

### **Cancellation or Postponement of Show**

In the event that any unforeseen occurrence shall render the fulfillment of this agreement impossible, the parties shall mutually amend or terminate the agreement at AIMSE's option. The Exhibitor hereby waives any claim against AIMSE for damages or compensation. AIMSE shall return a portion of the amount paid for space after deduction of any amounts necessary to cover expenses incurred in connection with the show. Such expenses shall include, but not be limited to all expenses incurred by AIMSE as a result of contracts with third parties for services or products incidental to the show including out of pocket expenses incidental to the show, and all overhead expenses attributable to the production of the show. No moneys will be returned should the dates or the location of the show be changed by AIMSE, but Exhibitor will be assigned space which the Exhibitor agrees to use under these same results and regulations. AIMSE shall not be financially liable in the event the show is interrupted, canceled, moved, or dates changed except as provided herein. The Exhibitor hereby agrees that the laws of Reston, Virginia shall control the construction and enforceability of this Agreement and hereby consents to the jurisdiction of Reston, Virginia, and to the Federal District Courts within the State with respect to any right of action arising under this agreement.

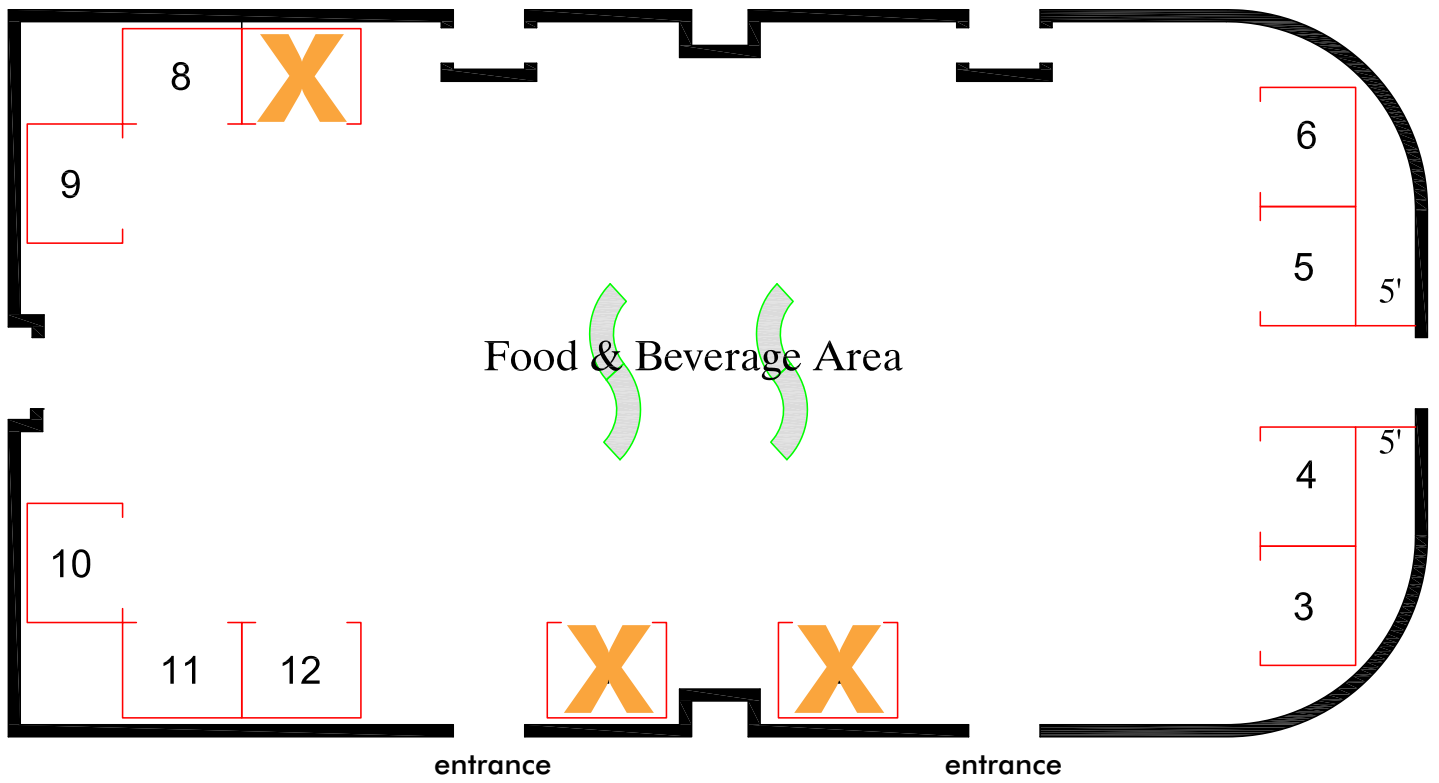
### **Cancellation by Exhibitor**

In the event an Exhibitor cancels their participation in the show after **March 15, 2012**, AIMSE will retain 50% of the Exhibitor Fee, or \$4,375.00



GARDEN II

GARDEN I



Corporate  
Sponsorship  
& Exhibitor  
Opportunities



12100 Sunset Hills Road  
Suite 130  
Reston, Virginia 20190

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