

MOVING TO A NEW RHYTHM

IAAM 47TH ANNUAL MEETING

Walt Disney World
Swan and Dolphin Resort
Orlando, Florida
October 10-13, 2009



International Association of Movers



Sponsor & Exhibitor Prospectus

Five, Six, Seven, Eight!



Rhythm: (noun) Any kind of movement characterized by the regular occurrence of strong and weak elements.

Yes, the industry has been in a slump, **but leave those blues behind!** Get in step with your Association and you'll be moving to a new rhythm! Whether your goal is to increase brand recognition, spend quality face time with customers, or drive traffic to your booth, you'll find what you need to meet your goals through our carefully designed sponsorship and exhibit offerings.

Exhibitors enjoy the exposure of being in the midst of all networking activities - **Network Central** - where attendees gather for food and beverage activities, comfortable lounges in which to conduct business and a cyber café.

This year, for the first time, we've extended the exhibit hours to open a day earlier, Saturday, October 10 from 11:30am-5:00pm.

Our premier **gold, silver** and **bronze** sponsors receive prominent visibility throughout the conference and beyond, with premium booth placement and a multitude of additional benefits detailed on page 4.

SMOKIN' SPONSORSHIP & ADVERTISING OPPORTUNITIES

*Can't exhibit, but still want to shine?
Then one of our branding sponsorships is for you!
Or create your own fusion and mix a few!*



CONFERENCE TOTE BAG

\$6,000 Exclusive Sponsorship/ \$3,000 Co-sponsorship

Give your company maximum logo visibility by sponsoring the Annual Meeting tote bag. Price includes all production costs.

CYBER CAFÉ

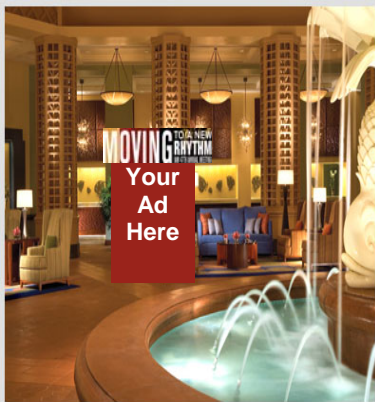
Four stations available, each station will have 3 computers - \$2,100 per station

Brand your company and logo, and enhance the overall meeting experience by allowing every attendee to stay *connected*.

CONFERENCE LANYARD

\$4,500 - Exclusive

All attendees will wear your logo throughout the conference on the lanyard that holds their name badges. Includes all production costs.



ON-SITE METER BOARD SIGNAGE

\$1,250 per sign

Your message will be prominently displayed and visible from the main lobby, where attendees gather after hours.

BAG INSERTS

\$1,500 per item

Would you like to get something into the hands of every attendee? Then a **bag insert** is for you. Just send us your item and we will take care of the rest. We can help you select an item that will distinguish you from the rest and get maximum exposure.

CONFERENCE PROGRAM BOOK ADVERTISING

This valuable resource is used throughout the meeting and all during the year; the conference program book is the perfect place for your company message. From the highly visible back cover ad to a half-page black and white, there's something for every budget.

If you still don't have your groove on, call
Barbara Bienkowski at (202) 624-1775 to see how we can
customize a gig for you!

SPONSOR AND EXHIBITOR BENEFIT SUMMARY & PRICING

BENEFITS	Gold	Silver	Bronze	Exhibitor
Investment	\$7,050	\$5,100	\$3,350	\$2,045
One registration @ Early Bird Rate of \$850	✓	✓	✓	✓
Number of Booths (10' x 10')	3	2	1	1
Preferred Booth Location	✓	✓	✓	
Exhibit Hall Only Passes	5	4	3	2
New this year! New Member Reception Pass	1	1		
New this year! Ad and/or logo on plasma screen visible from main lobby	Ad	Logo	Logo	
Evening Event Pass(es)	3	2	1	
Ad in Attendee/Exhibitor Program	Full Page, Color, Inside Front or Back Cover (first come, first choice in placement)	Full Page, Color	Half Page, Color	+ \$300 Half Page Black and White
Presence Annual Meeting Web Site	Logo & Link	Logo	Listing	Listing
Detailed Listing in Conference Program	Full page	Half page	Listing	Listing
Formal Recognition in <i>Portal Magazine</i>	✓	✓	✓	✓
Logo on screen during Luncheon and General Session	✓	✓	✓	
Logo on Entrance Unit to Exhibit Hall	✓	✓	✓	
Signage and Distinctive Mention during Social Events	✓	✓		
Distinctive Mention during Exhibit Hall Events	✓	✓	✓	
Giveaway/Insert in Tote Bag	✓	+ \$500	+ \$750	
Reserved Table at Luncheon	✓	✓		
Reserved Table at Closing Dinner	✓			

PRICING FOR ADDITIONAL SPONSORSHIP and ADVERTISING OPPORTUNITIES

Sponsorships

Cyber Café (price per station)	\$2,100
Bag Insert	\$1,500*
Lanyards (includes production and shipping)	\$4,500
Meter Board Signage	\$1,250
Conference Tote Bags, Exclusive Sponsor	\$6,000
Conference Tote Bag, Co-sponsor	\$3,000

Advertising**

Full Page, Back Cover Color Ad	\$3,000
Full Page, Full Color Tab Ad	\$1,500
Full Page, Full Color Ad	\$1,100
Half Page, Full Color Ad	\$825
Full Page, Black and White Ad	\$825
Half Page, Black and White Ad	\$450

* Company must supply and ship item at own expense.

** All ads will appear in the conference program book.

SPONSOR AND EXHIBITOR RULES AND REGULATIONS

IAM 47th Annual Meeting

All Exhibitors, by submission of their application, agree to abide by the following regulations:

- 1. ELIGIBILITY:** At least one company representative must be registered for the meeting to reserve a booth, and exhibiting company must be a member in good standing at the time of booth reservation.
- 2. CODES AND AGREEMENTS:** The Exhibitor hereby agrees to be bound by the "Rules and Regulations" set forth in this document.
- 3. SPACE ASSIGNMENTS:** Booth and event sponsor requests will be addressed in order of receipt of applications and payment. Exhibitor locations will be assigned to booths based on best fit. International Association of Movers (IAM)/Meeting Management Services (MMS) reserve the right to make final assignments. Within these rules, decisions regarding space are solely at the discretion of IAM/MMS.
- 4. EXHIBIT HOURS: SETUP – 2:00pm to 6:00pm, Friday, October 9, 2009 and 7:30am to 11:30am, Saturday, October 10, 2009 EXHIBIT HALL HOURS – PLEASE NOTE NEW EXHIBIT HALL HOURS 11:30am to 5:00pm, Saturday, October 10; 9:00am to 5:00pm, Sunday, October 11; 9:00 am to 12:30pm and 3:15pm to 5:00pm Monday, October 12; 7:30am to 12:00pm (includes breakfast in hall) Tuesday, October 13. BREAKDOWN Noon to 2:00pm Tuesday, October 13. Times subject to change.**
- 5. USE OF SPACE:** The Exhibitor shall not sublet or share the booth provided by IAM/MMS, nor shall the Exhibitor assign this lease in whole or in part without written notice to and approval from IAM/MMS. The Exhibitor, as specified in these rules and regulations, will forfeit space not occupied by the close of the installation period (11:30am, October 10, 2009). The space may be resold, reassigned, or used by the exhibit manager.
- 6. EARLY DISMANTLING OF BOOTHS:** Exhibits are to remain set up until noon, October 12, 2009. Early dismantling of booths may result in loss of Exhibitor privileges in future years.
- 7. EXCLUSION:** IAM/MMS reserves the right to exclude or require modification of any display or demonstration which, in its sole discretion, it considers unsuitable or not in keeping with the character of the show. IAM/MMS shall have the right to prohibit the use of amplifying equipment or music, which, in its sole discretion, it considers objectionable. IAM/MMS reserves the right to demand modification of the appearance of dress or person used in connection with displays or demonstrations.
- 8. SAFETY REGULATIONS:** The use or storage of flammable liquids, gases, or solids will not be permitted. Only a safety film may be used. Video presentation must be arranged so that aisles are not blocked. Exhibitors must adhere to all municipal and state laws, rules and regulations. No combustible decorations are allowed and other materials must comply with fire department regulations.
- 9. LIABILITY:** The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the premises of the Walt Disney World Swan and Dolphin Resort (Hotel) and agrees to indemnify and hold harmless IAM/MMS, its parent affiliates, their heirs, executors, directors and assigns, and the Hotel, its agent, servants and employees, against any and all liability, losses, damages, and claims. Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Hotel, its owners, and managers, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless IAM/MMS and Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expense arising from, or out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel, or any part thereof. All rules and regulations are subject to changes under this contract.
- 10. GUARD SERVICE:** IAM/MMS will provide guard service when the exhibit hall is closed and exercise reasonable care to protect of Exhibitors' material and display. Beyond this, IAM/MMS, its officers, agents, employees, subsidiaries, affiliates, and members (separately or collectively) cannot accept responsibility for any damage to or for the loss or destruction of an exhibit or for the property of an exhibitor from fire, theft, or accidents or other causes.
- 11. FOOD AND BEVERAGE:** If you plan to distribute food and/or beverage from your booth, you must receive prior approval from IAM/MMS and any additional fees that are levied by the Hotel will be your sole responsibility. Please contact IAM/MMS prior to the event to determine the cost associated with your consumable giveaway.
- 12. MINIMUM AGE FOR ENTRY:** To maintain a business environment, children under the age of 16 will not be permitted to enter the exhibit hall. Toddlers in strollers may be allowed access to the exhibit hall, but must remain in the stroller and be accompanied by an adult at all times.
- 13. OFFICIAL SERVICE CONTRACTOR:** To assure orderly and efficient installation, operation and removal of the displays, and to minimize confusion by the presence or solicitation of unknown or unqualified firms, GES Exposition Services (GES) has been selected as our official service contractor. GES will send all confirmed exhibitors a service kit containing information on furnishings, electrical, signs, labor, booth cleaning, display rental, telephone, audio/visual, photography, computer rental, and recommended transportation carriers.
- 14. AMENDMENT OF RULES:** Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of IAM/MMS and the Hotel. These rules and regulations may be amended at any time by IAM/MMS and the Hotel. All amendments shall be binding on Exhibitors.
- 15. PRINTER DEADLINES:** To be valid, all applications for sponsorship, exhibit space, and advertisements must be accompanied by a signed "Sponsor/Exhibitor/Advertiser Addendum."
- 16. CANCELLATION/REFUND:** In the event the Exhibitor cancels its reservation for space, and does so on or before **September 4, 2009**, the Exhibitor will be refunded the rental fee less a \$500 nonrefundable deposit per booth. Cancellations received after **September 4, 2009**, will result in forfeiture of the entire rental fee. No refunds will be made if space is not used, or for space not used part of the time.

The foregoing regulations have been formulated in the best interest of all Parties.

