



## AACRAO 2015 STRATEGIC ENROLLMENT MANAGEMENT CONFERENCE

SOLUTIONS FOR TODAY'S HIGHER EDUCATION CHALLENGES

November 1-4, 2015  
The Diplomat ■ Hollywood, FL

**A GUIDE TO**  
EXHIBITING  
PRESENTING  
SPONSORING  
ADVERTISING

### What is the Strategic Enrollment Management (SEM) Conference?

AACRAO's SEM Conference attracts top-level decision makers who are looking for best practices and unique approaches to take their enrollment outcomes to a new level.

### Want to know more about AACRAO?

The association's membership includes approximately 11,000 members and partners representing over 2,600 institutions, organizations, and education-oriented businesses in the United States and more than 40 countries around the world.

AACRAO represents institutions from every sector of the higher education community, from large public institutions to small, private liberal arts colleges. With an international network of resources and consulting expertise, AACRAO is a recognized authority in Enrollment Management, Admissions, Records, Registration, Financial Aid, Information Technology, and Student Services.

### Membership in AACRAO has its privileges.

AACRAO Corporate Partners have helped shape AACRAO's success through their continued involvement with the organization and its members. Committed to creating quality products and services that enhance the academic community, corporate partners are instrumental in keeping AACRAO members informed of the latest technology and developments that affect their professional lives. And not only will you save on exhibiting, corporate presentations, and registration fees, you increase your opportunity to reach over 11,000 higher education professionals.

### Attendee Profile

More than 700 participants attended the 2014 SEM Conference. SEM focuses on the integration and improvement of traditional student services, such as recruitment, admissions, financial aid, registration, orientation, academic support, and retention. Many of the attendees are responsible for more than one function on campus. The following is a general breakdown of attendee titles and departments:

DEPARTMENT	TITLE
28% Enrollment Management	42% Director/Registrar
28% Admissions/Recruitment	19% Vice President
14% Academic Advising/Student Affairs	16% Associate/Assistant Director
13% Financial Aid	14% Associate/Assistant VP/Chancellor
13% Records/Registration	6% Associate/Assistant Provost
4% Other	3% President/Chancellor/Provost



### CONTACT US:

AACRAO Marketing Department  
One Dupont Circle, NW, Suite 520  
Washington, DC 20036  
PHONE 202-263-0287  
FAX 202-822-8850  
E-MAIL [corporateinfo@aacrao.org](mailto:corporateinfo@aacrao.org)  
WEB [www.aacrao.org](http://www.aacrao.org)

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## EXHIBITS

### Benefits of becoming an AACRAO Corporate Partner include:

- Discounts on publications, advertising, and conference fees
- Reduced rates for exhibit space at AACRAO meetings and priority space assignment (based on a point system and timely sign-up)
- Significant discount on corporate presentation fees
- Subscriptions to *College and University* journal, as well as *Transcript*, *AACRAO Connect*, *SEM Source*, and *SecureU* electronic communications
- Access to AACRAO's online *Member Guide*
- Corporate listing in the *Member Guide* and *Corporate Connection* website, including company name and description, logo, URL, and contact information
- Access to a community of higher education administrators

**JOIN TODAY!** For more information on becoming a Corporate Partner, e-mail [corporateinfo@aacrao.org](mailto:corporateinfo@aacrao.org), or call corporate relations at (202) 263-0287.

### AACRAO 2015 SEM CONFERENCE THE DIPLOMAT

#### 10' x 10' Exhibit Space Rental

**Corporate Partner:**..... \$3,250  
**Non-Partner:** ..... \$3,900

#### Booth Assignments

Exhibit space is available for a limited number of interested companies. Booth space is 10' x 10' (pop-ups are permitted, but MUST be confined to this space). Please note that space is limited and exhibitors will be assigned on a first-come, first-served basis.

*Confirmations will be e-mailed to participants.  
 No security services will be available.*

#### Payments/Cancellations/Refund Policy

Applications must be accompanied by a \$500 deposit per 10' x 10' booth; if the application is received after September 25, 2015, then full payment must be included. Applications received without deposit/full payment will not be processed.

Payment for exhibit space will be refunded, less a \$500 per booth processing fee, if a written request for cancellation is received by AACRAO no later than **September 25, 2015**. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due September 25, 2015 for all exhibit space. No refunds will be made if the company cancels the contracted slot after September 25, 2015 or if the company fails to attend the meeting. If a company cancels after September 25, 2015 and has not already paid the exhibiting fee, the company will be liable for paying the full fee to AACRAO.

#### Exhibitor Benefits

- Exhibitors receive one (1) complimentary full meeting registration and four (4) 'exhibit hall only' registrations per 10' x 10' booth
- Listing of company name, address, telephone, fax, e-mail, URL, contact person and up to 50-word company description in the SEM Conference Program to be distributed on-site (pending that information is submitted prior to publication deadlines)

**CONFERENCE DATES: November 1-4, 2015**  
**EXHIBIT DATES: November 1-3, 2015**

- Name and hyperlink on the conference website
- One electronic list of pre-registered attendees to be distributed before and after the SEM Conference (excluding phone and e-mail)
- Opening Reception and several food and coffee breaks held inside of the exhibit hall

#### Exhibitor Kit

Approximately 45 days before the SEM Conference, a comprehensive Exhibitor Service Manual will be available to all paid exhibitors. This manual will include various order forms from the show contractor and hotel to help maximize your tradeshow investment.

#### Reserve a Booth by Contacting: AACRAO Marketing Department

One Dupont Circle, NW, Suite 520  
 Washington, DC 20036  
 Tel: (202) 263-0287  
 Fax: (202) 822-8850  
 E-mail: [corporateinfo@aacrao.org](mailto:corporateinfo@aacrao.org)

#### Tentative Exhibit Dates and Times

##### SUNDAY, NOVEMBER 1

Set-Up: ..... 11:00 a.m. - 4:30 p.m.  
 Hall Open: ..... 6:30 p.m. - 8:00 p.m.  
 (opening reception in exhibit hall)

##### MONDAY, NOVEMBER 2

Hall Open: ..... 9:30 a.m. - 12:00 Noon  
 Hall Closed: ..... 12:00 Noon - 1:00 p.m.  
 Hall Open: ..... 1:00 p.m. - 4:00 p.m.

##### TUESDAY, NOVEMBER 3

Hall Open: ..... 10:00 a.m. - 1:00 p.m.  
 Hall Closed: ..... 1:00 p.m. - 2:00 p.m.  
 Hall Open: ..... 2:00 p.m. - 4:30 p.m.  
 Breakdown: ..... 4:30 p.m.

# EXHIBITOR APPLICATION



**Instructions:** Please complete the application, sign the Corporate Participation Terms on page 7, and keep a copy of the forms. MAIL the forms with a CHECK to AACRAO II, P.O. Box 37156, Baltimore, MD 21297-3156. You may also fax credit card information or request an invoice for the balance by faxing the forms to (202) 822-8850.

## Person to Receive Conference Communications

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

## Company Contact Information to be Published in Onsite Program

Company Name \_\_\_\_\_  
Contact Person \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_  
Web Address \_\_\_\_\_

**50 word company description (for on-site program):** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list any companies that you prefer not be placed adjacent to or across from (we will do our best to accommodate your request):

\_\_\_\_\_

## Payments/Cancellations

**Applications must be accompanied by a \$500 deposit per 10'x10' booth; if the application is received after September 25, 2015, then full payment must be included. Applications received without deposit/full payment will not be processed.**  
See page 2 for the complete payment/cancellation/refund policy.

### 10' x 10' Exhibit Space Rental

**AACRAO Corporate Partner**     \$3,250  
**Non-Partner**     \$3,900

**Total Amount Due:** \$ \_\_\_\_\_

Full Amount Enclosed: \$ \_\_\_\_\_

Deposit Enclosed (\$500 per booth): \$ \_\_\_\_\_

Balance Due: \$ \_\_\_\_\_

Send Invoice for remaining balance

Check (**make payable to AACRAO**) Enclosed or  Forthcoming

Credit Card (please check)     Visa     MasterCard     AMEX

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as shown on credit card \_\_\_\_\_

*We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract. Contract not valid without signature.*

Signature \_\_\_\_\_ Date \_\_\_\_\_



# CORPORATE PRESENTATIONS AND APPLICATION

**Instructions:** Please complete the application, sign the Corporate Participation Terms on page 7, and keep a copy of the forms. MAIL the forms with a CHECK to AACRAO II, P.O. Box 37156, Baltimore, MD 21297-3156. You may also fax credit card information or request an invoice by faxing the forms to (202) 822-8850.

A limited number of corporate presentation slots are available to companies and organizations, and participation is on a first-come, first-served basis. Session times will be disbursed throughout the conference. Presentation slots will be confirmed via e-mail, and confirmed sessions will be listed on the Web and in the on-site program.

**Note:** Although Corporate Presentation slots allow you the opportunity to sell your products and services, we suggest that you have a university representative co-present the session, or that you make it an educational session.

*Included in your presentation fee:*

- Name and hyperlink on the conference Web site
- Session listing in the on-site program
- One complimentary registration to the conference

## Price per Corporate Presentation

<b>AACRAO Corporate Partner</b> .....	\$2,575	<b>Non-Partner</b> .....	\$4,250
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## Corporate Presentation Application

**(Deadline for session title, description, and presenters is September 18.)**

Company \_\_\_\_\_ Web Address \_\_\_\_\_  
 Presentation Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Session Title:** \_\_\_\_\_

**50 word session description (you may attach a separate document):** \_\_\_\_\_

Presenter: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ E-mail: \_\_\_\_\_

Presenter: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ E-mail: \_\_\_\_\_

This presentation requires Internet access  Yes  No

This presentation requires audio-visual equipment in addition to an LCD projector, screen, and one wired podium microphone  Yes  No

If 'yes,' please specify \_\_\_\_\_

## Cancellation/Refund Policy

Payment for corporate presentation slots will be refunded, less a \$500 per presentation processing fee, if a written request for cancellation is received by AACRAO no later than September 25, 2015. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due September 25, 2015 for all corporate presentations. No refunds will be made if the company cancels the contracted slot after September 25, 2015 or if the company fails to attend the meeting. If a company cancels after September 25, 2015 and has not already paid the corporate presentation fee, the company will be liable for paying the full presentation fee to AACRAO.

Full Amount Enclosed: \$ \_\_\_\_\_

Send Invoice for remaining balance

Deposit Enclosed (\$500 per presentation): \$ \_\_\_\_\_

Check (**make payable to AACRAO**) Enclosed or  Forthcoming

Balance Due: \$ \_\_\_\_\_

Credit Card (please check)  Visa  MasterCard  AMEX

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as shown on credit card \_\_\_\_\_

*We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract. Contract not valid without signature.*

Signature \_\_\_\_\_ Date \_\_\_\_\_



Maximize your exposure to our membership by sponsoring at a strategic level of commitment. There are several advantages to participating in AACRAO meetings: corporate name recognition, networking opportunities, and leads and sales. Each package includes the benefits listed below. Additional benefits are listed based on the level of sponsorship.

- Name and hyperlink on the conference Web site
- Recognition in the registration brochure and on-site program
- Logo on exhibit hall signage
- Pre- and post-conference attendee lists

Please note that in order to sponsor an item or event at the meeting, you must exhibit or be a corporate presenter at the meeting.

### Strategic Marketing Partnerships

AACRAO is committed to building long-term relationships that enable corporate partners to maximize sponsorship exposure at multiple meetings and enhance marketing visibility. To discuss a strategic partnership, or to inquire about a sponsorship listed below, contact AACRAO's Marketing Department at [corporateinfo@aacrao.org](mailto:corporateinfo@aacrao.org) or 202-263-0287.

### Keynote Speaker(s)

*Please inquire about pricing and benefits*

The keynote speakers deliver presentations throughout the meeting.

### Webinars

*Please inquire about pricing and benefits*

AACRAO webinars provide our members a convenient way to obtain information on topics relating to technology, Strategic Enrollment Management, admissions, FERPA, transfer, and international education. The webinars do not advertise specific products/services. AACRAO requests that all corporate webinars are content-specific and delivered by an institutional client partner.

### Session Tracks

*Please inquire about pricing and benefits*

Sessions at AACRAO's meetings are broken down into session tracks. Have your company name associated with a session interest track (for instance, Admissions, International, Enrollment Management, etc.).

### Presenter Networking

*Please inquire about pricing and benefits*

This service allows presenters to upload presentations prior to a scheduled session time, review that presentation to make sure it is operating properly, and make required adjustments all in the Speaker Ready Room.

### Mobile Device Charging Station

*Please inquire about pricing and benefits*

The Charging Station can accommodate most cell phone and laptop models.

### Mobile App Promoted Posts

*Please inquire about pricing and benefits*

Promoted Posts are an advertising option that enable you to get your message front and center to attendees.

### Badge Holders

All attendees will be wearing their co-branded name badges throughout the conference.

### Totebags

Every attendee receives a co-branded totebag.

### Welcome Reception

**\$15,000**

*(co-sponsors welcome)*

The Welcome Reception kicks off the meeting with food and drinks.

- signage at event
- co-branded napkins at event
- sponsor may provide promotional item at event

### "AACRAO Engage" Mobile App

**\$5,000**

Attendees use the Mobile App throughout the meeting to plan their daily schedule.

- logo on the splash page of the app
- one promoted mobile app post daily during the conference
- company name/link/logo (as appropriate) on materials highlighting the mobile app

### On-site Program

**\$5,000**

The on-site program contains session and workshop details, room locations, and exhibitor information.

- logo on front cover of program
- full-page ad (excluding covers) in on-site program
- one promoted meeting mobile app post

### Executive Summaries

**\$5,000**

Short "executive summaries," which capture a session's most important details, will be created for designated presentations. The summaries, which are in PDF format, will be e-mailed to attendees and posted on the following year's meeting website.

- logo and brief company description co-branded on the document

### Cyber Café

**\$4,000**

Attendees visit the popular Cyber Café to check e-mail and keep in touch with their campus.

- signage at the Cyber Café
- co-branded custom-designed portal page
- one promoted meeting mobile app post
- sponsor may display promotional materials at the Cyber Café

### Conference Signage

**\$4,000**

The co-branded signs are placed throughout the meeting facility and feature session locations, daily updates, and other conference information.

- your logo on the signs

### Refreshment Breaks in Exhibit Hall

(4 available) \$1,000 each (\$3,000 for all four)

Attendees look forward to the refreshment breaks to network with peers and meet with exhibitors.

- verbal/signage acknowledgment at event
- one promoted meeting mobile app post prior to each sponsored break

**Additional Items** (these items are distributed in the totebags)

**Pens** ..... \$1,500  
(sponsoring company provides pens)

**Notepads** ..... \$1,500  
(sponsoring company provides notepads)

**Highlighters** ..... \$1,500  
(sponsoring company provides highlighters)

### Totebag Inserts (not considered a sponsorship item)

Insert a promotional flyer or product (subject to approval) into the conference totebag.

### AACRAO Corporate Partners

**\$700**

### All other companies

**\$1,200**



# SPONSORSHIP APPLICATION

**Instructions:** Please complete the application, sign the Corporate Participation Terms on page 7, and keep a copy of the forms. MAIL the forms with a CHECK to AACRAO II, P.O. Box 37156, Baltimore, MD 21297-3156. You may also fax credit card information or request an invoice for the balance by faxing the forms to (202) 822-8850.

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

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Web Address \_\_\_\_\_

Please check the item(s) or event(s) you would like to sponsor. You may also co-sponsor/partially fund an event or product. If there is an item you would like to sponsor that is not on this list, please contact AACRAO.		
	Keynote Speakers	Please Inquire with AACRAO
	Webinars	Please Inquire with AACRAO
	Session Interest Track(s)	Please Inquire with AACRAO
	Presenter Networking	Please Inquire with AACRAO
	Mobile Device Charging Station	Please Inquire with AACRAO
	Mobile App Promoted Posts	Please Inquire with AACRAO
SOLD	Badge Holders	SOLD
SOLD	Totebags	SOLD
	Welcome Reception	\$15,000
	"AACRAO Engage" Mobile App	\$5,000
	Onsite Program	\$5,000
SOLD	Executive Summaries	SOLD
	Cyber Café	\$4,000
	Conference Signage	\$4,000
	Refreshment Break(s)	\$1,000 each; \$3,000 for all four
	Pens	\$1,500
	Notepads	\$1,500
	Highlighters	\$1,500
	Totebag Insert (not considered a sponsorship item)	\$700 corporate partner; \$1,200 all other companies
	Other Sponsorship (list item) _____	

## Cancellation/Refund Policy

Payment for sponsorships will be refunded, less a \$500 processing fee, if a written request for cancellation is received by AACRAO no later than September 25, 2015. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due September 25, 2015 for all sponsorships. No refunds will be made if the company cancels the contracted slot after September 25, 2015 or if the company fails to attend the meeting. If a company cancels after September 25, 2015 and has not already paid the fee, the company will be liable for paying the full sponsorship fee to AACRAO.

Full Amount Enclosed: \$ \_\_\_\_\_  Send Invoice

Balance Due: \$ \_\_\_\_\_  Check (**make payable to AACRAO**) Enclosed or  Forthcoming

Credit Card (please check)  Visa  MasterCard  AMEX

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as shown on credit card \_\_\_\_\_

Please keep a copy of this contract and mail or fax the completed form to:

**AACRAO, Attn: Natalia Jimenez ■ One Dupont Circle, NW, Suite 520 ■ Washington, DC 20036**  
E-MAIL [jjimenezn@aacrao.org](mailto:jjimenezn@aacrao.org) ■ TEL 202-263-0287 ■ FAX 202-822-8850

We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract. Contract not valid without signature.

Signature \_\_\_\_\_ Date \_\_\_\_\_



## DISCLAIMER

1. AACRAO does not endorse the programs, products, or services of the participating organizations/corporations.
2. AACRAO reserves the right to exercise its sole discretion in the acceptance or refusal of applications.
3. AACRAO will be responsible for production of materials unless otherwise determined.
4. Exhibits for this meeting are informal and may not exceed the contracted space, as space is limited. AACRAO will not provide security services for the exhibit area.
5. Applicant agrees to pay all fees, charges, and/or expenses covered in this contract on demand. In the event that AACRAO is forced to seek legal remedy to collect amounts due from the Applicant, all charges related to the collection of unpaid amounts will become the sole responsibility of the Applicant. If an exhibitor fails to make due hereunder when they are due, the space assignment is subject to cancellation or reassignment at the option of AACRAO, without obligation for refund.
6. No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from show management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the exhibitor's display, parent or subsidiary companies excepted. Exhibitors must show only goods manufactured or dealt by them in the regular course of business. Should an article of non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular name plate, imprint, or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit areas.
7. Exhibits/Presentations/Sponsorships/Advertising/Other Marketing: Payment will be refunded, less a \$500 (per item) processing fee, if a written request for cancellation is received by AACRAO no later than September 25, 2015. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due September 25, 2015. for all corporate presentations, sponsorships, advertising, and other marketing. No refunds will be made if the company cancels the contracted slot after September 25, 2015. or if the company fails to attend the meeting. Failure to make payment by the aforementioned deadline will result in the cancellation of the reserved slot, and if the company is exhibiting, it will be prohibited from setting up until payment is made. If a company cancels after September 25, 2015 and has not already paid the required fees, the company will be liable for paying the full fees to AACRAO. Until payment is received, the company's future participation in AACRAO conferences and meetings could be affected. The cancellation clauses remain in effect even if they do not appear on the contract.
8. Each exhibitor must name one person to be his representative in connect with installation, operation, and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned, and orderly at all times.
9. All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall, nor any of the officers, stag 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. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.
10. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars, and any other related activity scheduled by show management. Applicants may not schedule other events such as breakfasts, luncheons, or dinners during official AACRAO program hours or while the SEM Conference Program is in progress without express written permission by AACRAO. Contact AACRAO to reserve space for such events.
11. Applicant hereby agrees to indemnify, defend, and hold harmless AACRAO and the show management from any and all claims, demands, suits and liability for any damage, loss, harm or injury to any person or any property of the Applicant and its officers, agents, employees, or representatives. Applicant assumes responsibility and agrees to indemnify, defend, and hold harmless AACRAO and the show management and their respective employees and agents against any claims or expenses arising out the use of the exhibition premises, including but not limited to, any cost incurred as a result of alleged violation of copyright arising out of the use of mechanically or electronically reproduced music. The Applicant understands that neither AACRAO nor the hotel maintain insurance covering the Applicant's property and it is the sole responsibility of the Applicant to obtain such insurance.
12. Extremely loud noises, such as bells, sirens, buzzers, etc., will not be permitted in order to maintain a business-like atmosphere. If an exhibitor chooses to do demonstrations and/or use audio and visual displays, the company shall confine their actions to their booth space and maintain noise levels that are not disruptive to neighboring booths. AACRAO reserves the right to request that offending companies reduce their noise level if it interferes with other companies conducting business on the exhibit hall floor.
13. Promotional activity is limited to the confines of space assigned by AACRAO.
14. In order to maintain a professional atmosphere, prevent copyright infringement, and maintain a code of ethics, AACRAO does not permit the videotaping of sessions at the meeting without express permission from show management.
15. Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act to make their booths accessible to handicapped persons. Exhibitor shall also indemnify to hold harmless AACRAO, show management, and the facility against cost, expense, liability, or damage which may be incident to, arise out of, or be caused by exhibitor's failure to comply with the act.
16. This document and its attachments represent the entire agreement between the Applicant and AACRAO and may not be altered unless mutually agreed upon in writing.
17. In the event that any provision of the Agreement or the application of any such provision to either AACRAO or the Applicant is held by a court of competent jurisdiction to be contrary to any law, the remaining provisions of this Agreement will remain in full force and effect.
18. Should any of the sponsorship opportunities be partially funded, the sponsoring organization/corporation will receive the benefits outlined, but with the caveat "sponsored in part by [name of company]."
19. The right of first refusal will be extended to any sponsor who held that activity in the previous year, assuming that sponsor is in compliance with all other situations regarding the sponsorship opportunity. At that point, the sponsorship will open up to all eligible organizations/corporations and will be made available on a first-come, first-served basis.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please complete this form and return it with your sponsorship/exhibitor/corporate presentation application.



# ADVERTISING INFORMATION AND APPLICATION

- TRIM SIZE** 8.5" x 11"
- LIVE AREA** 7.5" x 10"
- BLEEDS** .25"
- INK** Text ads – 1 PMS (to be determined by AACRAO, not advertiser)  
Cover ads – 4cp (CMYK only)
- FILE TYPE** Application file with all supporting fonts and links or Hi-res PDF
- SUBMISSION** File(s) on CD (MAC or PC, either are acceptable) should be accompanied by hard copy proof for reference

*Graphic images within the application files should meet the following guidelines:*

### VECTOR-BASED EPS

- this is the ideal file format
- either grayscale, CMYK or PMS specified
- minimum resolution is 266 dpi with 300 dpi or above being optimal

### TIFF

- either grayscale or CMYK
- minimum resolution is 266 dpi with 300 dpi or above being optimal

### JPEG

- either grayscale or CMYK
- minimum resolution is 266 dpi with 300 dpi or above being optimal

### PDF

- the quality of reproduction will depend on how they were generated
- minimum resolution is 266 dpi with 300 dpi or above being optimal
- always best to receive the original source files rather than a PDF

### NOTE ON RGB COLOR DESIGNATION

- RGB images would be converted to CMYK and may not match the RGB colors represented.

### NOTE ON SCREEN CAPTURES

- save as TIFF or JPG files, **not** as GIF files. Colors within screen images may shift when RGB colors are converted to CMYK (4c process) for printing.

Please keep a copy of this contract and mail or fax the completed form to Natalia Jimenez:

### AACRAO

**Attn: Natalia Jimenez**  
**One Dupont Circle, NW, Suite 520**  
**Washington, DC 20036**

EMAIL [jjimenezn@aacrao.org](mailto:jjimenezn@aacrao.org)

PHONE (202) 263-0287 ■ FAX (202) 822-8850

When submitting native files, please be sure to include all fonts. When submitting high resolution PDFs, please be sure to embed all fonts. Without the proper fonts, unpredictable reproduction may occur.

## Advertising Application (Ad/File Submission Deadline: September 25)

AACRAO reserves the right to review and reject any advertising. This includes ads unsuitable in content: ads that discriminate according to race, gender, age, nationality, or religion; ads with erroneous information; ads that compete with AACRAO's meetings or programs; or ads that conflict with AACRAO's Professional Practices and Ethical Standards. Inappropriate ads will be returned whether or not a contract is in effect. The advertiser assumes responsibility and liability for the content of any advertising and agrees to indemnify and hold harmless AACRAO from any claims against it arising from the advertisement. AACRAO reserves the right to insert the word "Advertisement" below all ads, and in the case of ads on the back cover, AACRAO may use the bottom portion for address labels. The advertiser or agency must forward all materials to AACRAO in accordance with the deadlines provided, or as agreed with the AACRAO representative. In signing, the advertiser or authorized agency agrees to abide by the terms and conditions of the general advertising policies as stated.

Advertiser (or Advertising Agency) \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### RATES (FOR BLACK & WHITE ADVERTISEMENTS)

Full page ..... \$1,500

### COVER PRICES

Four-color inside front cover ..... \$2,400

Four-color inside back cover ..... \$2,200

Four-color outside back cover ..... \$2,600

**Amount Due \$ \_\_\_\_\_**

Send Invoice

Check  Enclosed or  Forthcoming (**Please make check payable to AACRAO**)

Credit Card (please check)  Visa  MasterCard  AMEX

Name on Card \_\_\_\_\_ Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract. Contract not valid without signature.**  
The person signing this document understands that it is a binding agreement and represents and warrants to AACRAO that he/she is authorized to bind the above.