

# Annual Conference and Expo 2010, Exhibitor/Sponsor Application/Contract

**Fiesta Americana Grand Coral Beach Hotel, Cancun, Mexico – June 5-9, 2010, [www.iienet.org/annual/exhibit](http://www.iienet.org/annual/exhibit)**

## Reserve exhibit booth

(Includes electric, signage, pipe, drape, skirted table, chairs, carpet and waste basket) *Check to see if your loyalty program discount applies*  
**10x10** \_\_\_\_\_ \$2,950 (includes 2 conf. badges)

Booth Location Preference: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**10x20** \_\_\_\_\_ \$5,650 (includes 4 conf. badges)

Booth Location Preference: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**20x20** \_\_\_\_\_ \$11,150 (includes 8 conf. badges)

Booth Location Preference: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Space Number Confirmed by IIE \_\_\_\_\_ Date: \_\_\_\_\_

## Booth traffic drivers

- Reserve \_\_\_\_\_ insert (s) in attendee conference bag at \$500 per unique insert, provide pre-printed by May 21, 2010
  - E-blast to attendees:  \$750 pre-show  \$900 post-show
  - Conference Web site banner ad: \$1,000 for a full year
  - Vendor-sponsored breakfast / presentation \$1,250
  - E-newsletter sent daily during and after show
  - Top banner ad \$795  Side banner ad \$595 (or both \$1,200)
- Non-exhibiting companies, please call or e-mail for pricing.*

## Exhibitor advertising space and rates in show issues

*Industrial Engineer* magazine (June 2010, color included):

- Full-page • \$1,800  Half-page • \$995  Quarter-page • \$595

### On-site Conference Program:

- Inside front cover (IFC, color) \$800
- Inside back cover (IBC, color) \$800
- Back cover (BC, color) \$995
- Full-page (B/W, black/white) \$695
- Half-page (B/W, black/ white) \$395
- Quarter-page (B/W, black/white) \$195

*Non-exhibiting companies, please call or e-mail for pricing.*

## Sponsorship opportunities to celebrate your product/service

- Attendee Extra Special Event \$6,000-\$10,000
- Attendee Opening Night Reception \$5,000-\$9,000
- Attendee Conference Bags \$5,550
- Attendee Keynote Lunch \$5,000
- Attendee Badge Lanyards \$3,500
- Attendee Bottled Water \$3,000 per 1,000
- Attendee Continental Breakfast \$3,000 per day
- Attendee Computer Cyber Cafe \$3,000
- Attendee Hotel Room Keys (2 color) \$2,450
- Attendee Beverage Breaks \$3,000 all days
- Attendee Conference Pen and Note Pad \$3,500
- Attendee Tours – all transportation \$2,000
- Attendee Welcome Phone Message \$1,000

## Totals

Exhibit hold (50% before Jan.4, 2010) \$ \_\_\_\_\_  
 Exhibit hold (100% before Mar. 31, 2010) \$ \_\_\_\_\_  
 Booth traffic drivers \$ \_\_\_\_\_  
 Advertising in on-site program \$ \_\_\_\_\_  
 Advertising in *Industrial Engineer* magazine \$ \_\_\_\_\_  
 Sponsorship opportunities \$ \_\_\_\_\_  
 \_\_\_\_\_ exhibit-only hall badges @\$140 each \$ \_\_\_\_\_  
**Grand Total** \$ \_\_\_\_\_

**We appreciate your business!**

Exhibitor \_\_\_\_\_

Exhibitor URL \_\_\_\_\_

Contact name \_\_\_\_\_

Address \_\_\_\_\_

(No P.O. Box or college building)

MS/Suite/Room \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-MAIL: \_\_\_\_\_

Send exhibit kit to: \_\_\_\_\_

**Included in on-site conference program and Web site:** E-mail 50-60 word product/service description with a high res exhibitor logo (min. 300 dpi jpg/gif/eps) to [mlorusso@iienet.org](mailto:mlorusso@iienet.org) or [dlong@iienet.org](mailto:dlong@iienet.org)

*Two full conference badges: (10' X 10')*

Name: \_\_\_\_\_

Name: \_\_\_\_\_

*Two additional conference badges (10' X 20')*

Name: \_\_\_\_\_

Name: \_\_\_\_\_

*Four additional conference badges (20' X 20')*

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

**Payment and Cancellation Terms:** 50% due before Jan. 4, 2010 to secure booth/sponsorship and balance due by Mar. 31, 2010 to secure booth/sponsorship. In order to receive refund of 100% for reduction or cancellation, exhibitor/sponsor must verify written notice was received by IIE prior to Feb. 1, 2010. In order to receive 50% refund for reduction or cancellation, exhibitor/ sponsor must verify written notice was received by IIE between Feb. 1 and Mar. 31, 2010. After April 1, 2010, no refund will be given for cancellations or booth reductions. Exhibitor/sponsor assumes all liability, financial or otherwise as a result of participation in this conference. Exhibitor/sponsor does not hold IIE, its employees or affiliates liable for costs incurred to exhibit/sponsor.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*By signing this contract I agree to the payment/cancellation terms and understand exhibit/sponsorship may be released if payment is not received by due date.*

Payment is by credit card or check mailed to IIE at the address below.

- MasterCard  Visa  American Express

I authorize the amount of \$ \_\_\_\_\_ in U.S. Dollars

Credit card #: \_\_\_\_\_

Exp. Date \_\_\_\_\_ Billing ZIP code \_\_\_\_\_

Authorization: \_\_\_\_\_

Name on card (print) \_\_\_\_\_

**Please fax/e-mail signed contract. Thank you for your business!**

Institute of Industrial Engineers  
 3577 Parkway Lane, Suite 200, Norcross, GA 30092

**Fax: (770) 263-8532**

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