

2012ARA

LAS VEGAS International Awards Market Las Vegas, NV • Wednesday–Friday, March 7–9, 2012

AWARDS MARKET INFORMATION

EXHIBIT LOCATION

Las Vegas Convention Center
3150 Paradise Road
Las Vegas, NV 89109
702/892-0711
Hall: C5

HEADQUARTERS HOTEL

Las Vegas Hilton
3000 Paradise Road
Las Vegas, NV 89109
702/732-5111
Reservations: 800/732-7117

ROOM RATES*

Single/double	\$119, plus tax
Reservation deadline	February 3, 2012

OFFICIAL SERVICE CONTRACTOR

GES Exposition Services
7050 Lindell Road
Las Vegas, NV 89118
800/475-2098 or 702/515-5970
Fax: 866/329-1437
www.gesexpo.com

MOVE-IN/MOVE-OUT*

Tuesday, March 6	8 am–8 pm
Friday, March 9	3–8 pm

*If additional hours are needed, please contact ARA.

EXHIBIT HOURS

Wednesday, March 7	10 am–5 pm
Thursday, March 8	10 am–5 pm
Friday, March 9	10 am–3 pm

STANDARD BOOTH PACKAGE

Booth size: 10'x10'

Each booth includes:

- 7"x44" company identification sign
- pre- and post-show registration list to ARA supplier member exhibitors available on request
- three exhibit personnel registrations per booth
- 9'x10' carpet
- one 6'x30" draped table
- two chairs
- first night's cleaning of booth
- one wastebasket

BOOTH COSTS

ARA Members*

\$1,850 per booth	When fewer than 5 booths are contracted
\$1,800 per booth	When 5 to 9 booths are contracted
\$1,750 per booth	When 10 or more booths are contracted
\$250 corner fee	Booths with corners will be charged \$250 per corner
\$2,000 island fee	Island booths will be charged \$2,000, corner fees included

*Must be a supplier member or affiliate member.

Nonmembers

\$3,600 per booth	nonmember suppliers and branch or representative members
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Receive a \$50 discount per booth if you send your 25% deposit and signed contract by August 5.







DEADLINES

25% Deposit Due for Early Bird Discount	August 5, 2011
50% Deposit Due for Priority Placement.....	September 2, 2011
Full Payment Due.....	December 9, 2011
Show Program Listing	January 13, 2012
Show Program Ad Space Reservation	January 13, 2012
Show Program Artwork Due	January 23, 2012

2012 ARA

2012 ARA International Awards Market Floor Plan Wednesday–Friday, March 7–9, 2012 Las Vegas Convention Center

Registration Area Entrance

101	200	201	300	301	400	401	500	501	600	601	700	701	800	801
103	202	203	302	303	402	403	502	503	602	603	702	703	802	803
105	204	205	304	305	404	405	504	505	604	605	704	705	804	805
107	206	207	306	307	406	407	506	507	606	607	706	707	806	806
109	208	209	308	309	408	409	508	509	608	609	708	709	808	807
111	210	211	310	311	410	411	510	511	610	611	710	711	810	809
113	212			313	412			513	612			713	812	
115	214	215	314	315	414	415	514	515	614	615	714	715	814	
117	216	217	316	317	416	417	516	517	616	617	716	717	816	
119	218	219	318	319	418	419	518	519	618	619	718	719	818	
121	220	221	320	321	420	421	520	521	620	621	720	721	820	
123	222	223	322	323	422	423	522	523	622	623	722	723	822	
125	224	225	324	325	424	425	524	525	624	625	724	725	824	825
127	226	227	326	327	426	427	526	527	626	627	726	727	826	827
129	228	229	328	329	428	429	528	529	628	629	728	729	828	829
		231	330	331	430	431	530	531	630	631	730	731	830	831
		233	332	333	432	433	532	533	632	633	732	733	832	833
		235	334	335	434	435	534	535	634	635	734	735	834	835
		237	336	337	436	437	536	537	636	637	736	737	836	837
		239	338	339	438	439	538	539	638	639	738	739	838	839
		241	340	341	440	441	540	541	640	641	740	741	840	841
		243	342	343	442	443	542	543	642	643	742	743	842	843
		245	344	345	444	445	544	545	644	645	744	745	844	845
		247	346	347	446	447	546	547	646	647	746	747	846	847
		249	348	349	448	449	548	549	648	649	748	749	848	849
151	250	251	350	351	450	451	550	551	650	651	750	751	850	851
153	252	253	352	353	452	453	552	553	652	653	752	753	852	853
155	254	255	354	355	454	455	554	555	654	655	754	755	854	855
157	256	257	356	357	456	457	556	557	656	657	756	757	856	857
159	258	259	358	359	458	459	558	559	658	659	758	759	858	859
161	260	261	360	361	460	461	560	561	660	661	760	761	860	
163	262	263	362	363	462	463	562	563	662	663	762	763	862	
165	264	265	364	365	464	465	564	565	664	665	764	765	864	
167	266			367	466			567	666			767	866	
169	268	269	368	369	468	469	568	569	668	669	768	769	868	869
171	270	271	370	371	470	471	570	571	670	671	770	771	870	871
173	272	273	372	373	472	473	572	573	672	673	772	773	872	873
175	274	275	374	375	474	475	574	575	674	675	774	775	874	875
177	276	277	376	377	476	477	576	577	676	677	776	777	876	877
179	278	279	378	379	478	479	578	579	678	679	778	779	878	879

2012ARA

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AWARDS MARKET SPACE APPLICATION

ARA ("the Association") is hereby authorized to reserve for the company named below ("the Exhibitor"), subject to the Rules and Regulations provided with this contract, booth space as shown in the Exhibitor Information Kit. The Exhibitor agrees to pay the sum indicated for booth costs as outlined in the kit. This agreement is complete when signed by both parties.

1st choice, booth No.(s) _____ 4th choice, booth No.(s) _____

2nd choice, booth No.(s) _____ 5th choice, booth No.(s) _____

3rd choice, booth No.(s) _____ 6th choice, booth No.(s) _____

Location priorities (check here _____ if the following may override booth choices indicated above; place a 1 or 2 in front of the following to show which is more important):

___ Not adjacent to or across from these companies (list by name) _____

___ Near (e.g., near concessions) _____

Determine Booth Cost

Check booth rate that applies:

ARA manufacturer member or affiliate member
(or applying for membership)

1–4 booths—\$1,850 per booth—(\$1,800 early bird)

5–9 booths—\$1,800 per booth—(\$1,750 early bird)

10+ booths—\$1,750 per booth—(\$1,700 early bird)

Nonmembers and branch or representative members

\$3,600 per booth

(To receive early bird discount, submit 50% desposit and signed contract by August 5.)

Corner booth(s) requested—\$250 per corner

Island booth requested—\$2,000 island charge (corners included)

Calculate Amount Due

No. of booths # _____

*Rate checked at left x _____

Total amount due for this contract \$ _____

Less amount enclosed for this contract* - _____

Less amount already paid - _____

Balance to be paid by **December 9, 2011**. \$ _____

*Fee for corner and island booth(s) requested and received will be included on your balance due statement.

TERMS: Applications accepted until Show floor is sold out. FOR PRIORITY PLACEMENT, DEPOSIT OF 50% of total contract amount is due by **September 2, 2011**, and must be mailed with contract. Balance to be paid by **December 9, 2011**. Any booth payments received within 15 days of the Show opening must be in the form of a cashier's check, certified check or money order. There are no exceptions. A signed contract is considered an agreement to pay the total amount due. (Make check payable to ARA.) Space cancellation deadline is January 13, 2012, after which no refund will be made for space reserved and not used.

Membership information: ARA Member No. _____ Applying for membership with this contract Nonmember

All information listed below will be used in conjunction with the service contractor for company name signs, correspondence and the official Show program. Information will be used exactly as it is listed below. Please print or type.

Company _____ Key Show contact _____

Address _____ Marketing contact _____

City _____ State/Prov. _____ ZIP/postal code _____ Country _____

E-mail _____ Web address _____

Phone () _____ (Toll Free) _____ Fax numbers () _____ (Toll Free) _____

READ BEFORE SIGNING: Exhibitor's signature on this contract indicates acceptance of the Rules and Regulations provided with this contract and is an agreement to pay the total amount due. The person signing this contract on behalf of the exhibitor has the authority to do so and is **responsible for employees' adherence to the Rules and Regulations.**

Signed by _____ Title _____

VISA MasterCard American Express Discover Name on Card _____

Card Number _____ Amount Charged _____ Expiration Date _____

FOR OFFICE USE

ACCEPTED BY ARA

Space assigned: booth No.(s) _____ Signed by _____

No. of booths _____ Date approved _____

Return with payment to: ARA EXHIBITS, PO Box 3781, Oak Brook, IL 60522 or 800/344-2148 or 847/375-4800 • Fax 847/375-6462

KEEP A COPY FOR YOUR RECORDS.

EXHIBITOR GENERAL INFORMATION

Management—The ARA International Awards Market is conducted under the direction of the Awards and Recognition Association, hereafter designated as ARA.

Location—The 2012 International Awards Market will be held at the Las Vegas Convention Center.

Exhibit Hours—Wednesday, March 7, 9 am–5 pm; Thursday, March 8, 10 am–5 pm; and Friday, March 9, 10 am–3 pm.

Service Contractor—GES is the appointed service contractor. They will send exhibitors an exhibitor services kit for ordering labor, signs, carpeting, booth cleaning, furniture and other equipment and services. They can be reached at 800/475-2098 or Int. 702/515-5970

Exhibitor Move-In and Move-Out—Move-in is Tuesday, March 6, from 8 am–8 pm. Move-out is Friday, March 9, from 3 pm–8 pm. All exhibits must be removed by midnight on Friday, March 9.

RULES AND REGULATIONS

- Eligibility to Exhibit**—Those entities the regular business of which, for not less than one (1) year prior to submitting an application to exhibit, has been that of furnishing goods and services to retailers in the awards and recognition industry shall be eligible to exhibit as supplier exhibitors. Those entities the regular business of which, for not less than one (1) year prior to submitting an application to exhibit, has been that of furnishing services to retailers or wholesalers for end use shall be eligible to exhibit as affiliate exhibitors. Non-members of ARA otherwise eligible to exhibit, including entities not eligible for membership in ARA due to their non-profit status, shall be required to submit adequate documentation of their eligibility to exhibit. Those eligible for retailer, associate (raw material suppliers), retailer/branch franchisee and/or supplier/branch franchisee membership in ARA shall not be eligible to exhibit. ARA shall have final and absolute authority to determine an applicant's eligibility to exhibit.
- Space Assignment**—Space application blanks provide for the exhibitor to designate six (6) choices that ARA will respect according to the exhibitor's point total for ARA Shows. Booth assignments are based upon a point system allocating points for years of membership since 1980 and number of years exhibiting since 1980. Where none of the spaces requested are available, space will be assigned to conform as nearly as possible in size, price and location.
- Relocation of Booth Space**—Should it become necessary, ARA reserves the right to relocate an exhibitor for the good of the Show.
- Sharing of Booths**—An additional \$100 is charged to an ARA member exhibitor opting to share booth space with another ARA member exhibitor. This extra fee provides for the insertion of the exhibitor's name in the Show program exhibit directory, for a separate exhibit sign and for a registration report. Both member companies sharing the space must complete an exhibit contract. Nonmember exhibitors are not eligible to share booth space.
- Cancellations**—Cancellations on or before December 10, 2010, will result in a refund to the exhibitor of monies paid to ARA. Should the exhibiting company cancel its reserved space after the space cancellation date, ARA reserves the right to lease the reserved space to another exhibitor and to retain as liquidated damages all amounts paid to ARA. Both the exhibitor and ARA specifically recognize and acknowledge that ARA will sustain certain losses if the exhibiting company cancels its exhibit space after the space cancellation date. Because it would be difficult, if not impossible, to quantify these damages, the parties agree that this provision for liquidated damages is necessary and appropriate. In the event that the exhibitor fails to pay the full amount by the date specified in the body of the contract, ARA reserves the right to consider, as its option, said failure to be a cancellation of the exhibit space, to lease said space to another exhibitor and to invoke the liquidated damages clause set forth above.
- Sublet of Space**—Exhibitors are not allowed to assign, sublet or apportion the whole or any part of space allotted to them or exhibit therein any goods other than those manufactured and sold in the regular course of their business unless written permission is granted by ARA.
- Soliciting**—Soliciting or canvassing of any kind or distribution of literature in the exhibit areas, registration areas or meeting rooms by non-exhibiting firms is strictly forbidden. Any person doing so will be asked to leave. Exhibiting firms may only solicit, canvas or distribute materials in their exhibit space. No exhibits or displays are allowed in guest rooms, meeting rooms, hotel corridors, or off-site facilities during ARA Awards Shows unless approved by ARA. Affixing advertising material to walls, pillars, etc. is not allowed. Distribution for non-ARA events, such as mini-Shows, is not allowed.
- Booth Configuration**—All booths are as shown on the floor plan and dimensions indicated are believed to be accurate but are only warranted to be approximate. Back drapes of booths are 8'3" high and dividers 3' high. To maintain uniformity and to prevent the obstruction of view of adjoining booths, displays must not be higher than 8'3" in the back of the booth and 4' along the dividers 5' from the aisle. Displays extending farther than 5' from the back wall must remain below 4'. No walls, partitions, decorations or other obstructions may be erected which in any way interfere with the view of any other exhibitor. ARA standards are set in line with those of the International Association of Exposition Managers.
- Union Requirement (where applicable)**—Displays must be erected, assembled, dismantled, packed and unpacked by union labor. The handling, placing or setting out of merchandise to be displayed does not require union labor and may be done by the exhibitor.
- Storage**—Exhibitors' crates and boxes will be stored by the service contractor and returned after the Show closes. Exhibitors should mark each piece plainly with their names and booth numbers. No crates or boxes will be returned before the close of the Show.
- Premises**—The premises are licensed on an "as is" basis and ARA will not be liable for preexisting condition of the premises or for conditions arising during the period of the license. The exhibitors shall return the premises to the same condition as they were received.
- Liability**—Neither ARA, any of its officers, staff members or trade Show committee nor the owners, employees or representatives of the Convention Center will be responsible for any injury, loss or damage that may occur to the exhibitor or to the exhibitor's employees or property prior, during or subsequent to the period covered by the exhibit contract. The exhibitor expressly releases ARA individuals, committees and firm from and agrees to indemnify same against any and all claims for such loss, damage or injury. While ARA has designated certain official contractors to perform certain services in connection with the Show, ARA assumes no responsibility or liability for any of the services performed or materials provided by such contractors. ARA shall not be liable for failure to perform its obligations under this contract due to strikes, riots, acts of God or any other cause beyond its control. Anyone visiting, viewing or otherwise participating in the exhibitor's exhibit is deemed to be the invitee or licensee of the exhibitor rather than the invitee or licensee of ARA. ARA shall not be liable for injury of any type from any cause to property of the exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the exhibitor. The exhibiting company assumes full responsibility and liability for the actions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agrees to hold harmless ARA and the exhibit hall from responsibility or liability resulting directly or indirectly there from.
- Insurance**—Exhibitor accepts total responsibility for his exhibit and its safety in relation to fire, robbery, accident or other destructive cause, and to injury to the public, which might occur within the confines of the exhibit or injury to Exhibitor or his employees or agents while at the ARA Show. Exhibitor at own expense will place insurance which exhibitor may desire to cover such contingencies. ARA show management recommends that all your merchandise, equipment and other materials are fully insured against fire, theft and all risks from the time of pick-up until return to your business.
- Music Licensing**—Exhibitors represent and warrant that they shall comply with all copyright restrictions applicable to exhibitors including, but not limited to, any music performance agreement between the Association and ASCAP or BMI. Exhibitors further represent and warrant that they shall obtain any additional licenses or grants of authority required of exhibitors under the copyright laws and present the Association with a copy of such licenses or grants no less than 30 days prior to start of the Show.
- Governing Codes**—Exhibitors shall comply with fire code laws and all other rules, regulations, codes or statutes with respect to the installation, conduct and disassembly of their exhibits. Exhibitors shall also comply with all reasonable requests of ARA officials with respect to the installation, conduct and disassembly of their displays.
- Booth Setup**—Exhibitors should strive to have their displays ready two (2) hours prior to the scheduled opening time. Exhibitors who are not set up by the Show opening lose one (1) full point in their seniority total for that Show. Exhibitors that begin breaking down their booths prior to the published closing time of the Show will lose two (2) priority points for each Show—a maximum of six (6) points—and will be fined \$500.
- Retail Sale**—Retail sale of any product is not permitted during Show hours.
- Security**—ARA provides guard service to cover entrances to the exhibit hall on a 24-hour basis. However, ARA shall not be liable for damage or loss to any exhibitor's property through theft, fire, accident or any other destructive cause whether the result of negligence or otherwise. Exhibitors must insure their own exhibit and display material. ARA assumes no liability for any injury that may occur to visitors to the exhibit floor, exhibitors or their agents and employees or others. Exhibitors agree not to make claims against ARA, its employees or agents, except for claims based upon an alleged breach of contract by ARA.
- Admission to the Show**—ARA Awards Shows are not open to the public. Exhibitors should only invite industry retailers. Attendees must show proof that they are engaged in an established retail business in the awards and recognition industry by supplying a sales tax or business license. Each exhibiting company is entitled to 3 badges per 10' x10' booth. Additional badges must be purchased for \$15 each.
- Guests**—There is no "guest-of-exhibitor" category. A registrant must be a family member of an exhibitor or an employee of an exhibiting company and will receive an exhibitor badge. Identification will be required.
- Table Skirting**—Exhibitors must provide their own table skirting or order and pay for skirting from the service contractor. Skirting must cover the full length of the table legs.
- Signs**—All signs must be within the booth area and may not be posted on columns or pillars nor placed in the aisles. In addition, all signs must conform to other height limitations.
- Noises**—Unusual or distracting noises, smells and activities should be kept to a minimum.
- Alcoholic Beverages**—Exhibitors should exercise discretion in the use of alcoholic beverages in the exhibit area.
- Wheeled Conveyances**—Only wheeled conveyances needed for disability reasons are allowed on the Show floor—no strollers, luggage carts, etc. are permitted.
- Pets**—No pets except those needed for disability reasons are allowed on the Show floor.
- Violation of Rules**—Any individual company that violates any of the ARA Show rules and regulations is subject to forfeiture of space priority points. Repeated violations will result in the loss of the right to exhibit or attend ARA Shows. ARA reserves the right to stop or remove from the show any person or persons, including exhibitor personnel, who are in violation of the Terms and Conditions of ARA shows, or for the performance or act or practice which, in the opinion of ARA show management is detrimental to ARA shows. Expelled exhibitors shall not be entitled to any proration or refund of monies paid.
- Amendments**—ARA, through its representatives, shall have full power in the interpretation and enforcement of all rules contained herein and the power to make such amendments thereto and such rules and regulations as they shall consider necessary for the proper conduct of the exhibit. There is no agreement or warranty between the exhibitor and ARA except as set forth in this document. The rights of ARA under this contract shall not be deemed waived except as specifically stated in writing signed by an authorized representative of ARA.

2012ARA

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AWARDS MARKET SPONSORSHIP PROGRAM

Affordable added exposure! Get recognized by thousands of awards industry professionals—become an ARA show sponsor today!

BENEFITS OF SPONSORSHIP

When you sign on to be an official ARA show sponsor, you have the chance to get your company name and logo in front of nearly 20,000 awards industry professionals.

Register by September 14 to take full advantage of the following promotional opportunities:

- Your company logo in the 2011 ARA International Awards Market brochure
- Listing on ARA Show Promotional HTML e-mails
- Listing on the ARA Web site, visited by hundreds of awards professionals each day
- Acknowledgment ads in *Recognition Review* (monthly circulation: 8,000) and ARA show programs
- On-site show recognition on signage in highly visible areas such as registration area, education coffee area, and the show floor
- Recognition at the Las Vegas Awards Gala
- Recognition on the Las Vegas Awards website

The cost for sponsorship is \$1,000.

PUT YOUR COMPANY IN THE SPOTLIGHT— BECOME AN ARA SHOW PRODUCT SPONSOR!

Sponsor an item that ARA attendees can take home with them, such as a conference tote bag, mints, pins, or badge lanyards. By becoming a product sponsor, you'll put your company name in front of industry professionals and potential customers throughout the show. Product sponsors provide the product message, and pay a fee ranging from \$500 to \$1,500 (depending on the item).

Note:

- No duplicate product promotions will be accepted.
- First right of refusal to prior sponsorship, first come, first served after that.
- Items must be approved and include the ARA logo.

Sponsorship Fees include cost of product, plus a \$500 to \$1,500 sponsorship fee.

For more information
Contact Brian Fitzgerald
at 800/344-2148, ext. 4751
International 847/375-4751

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SPONSORSHIP APPLICATION

Company

Contact

Mailing Address

City/State/ZIP

Phone

(Toll Free)

E-mail

Yes, sign me up as an ARA International Awards Market Sponsor. \$ _____

Yes, I'd like to sponsor a product at the show. On the line below is the product I'd like to feature my company's name. Please contact me with the costs. \$ _____

Total Show Sponsor Amount \$ _____

I've listed on the line below the product I want to feature with my company's name.

Please contact me with the cost of sponsorship.

Payment Information

Send me an invoice

Check enclosed.

Please charge my credit card

Visa MasterCard American Express Discover

Name on card

Card number

Exp. date

Signature

Please fax completed form to Brian Fitzgerald, ARA Exhibit Sales

Fax 847/375-6462

Phone 800/344-2148, ext. 4751 or International 847/375-4751