

# *Forty Years*

**of Earth Observations...  
Understanding a Changing World**



# PECORA18

18th William T. Pecora Memorial Remote Sensing Symposium



This conference extends the William T. Pecora Memorial Remote Sensing Symposium tradition of emphasizing the applications and benefits of land imaging data.

**Exhibitor Prospectus**

November 14-17

**2011**

Hilton Washington Dulles Hotel  
Herndon, Virginia

# Pecora 18

Pecora 18 celebrates William T. Pecora's vision with the theme "Forty Years of Earth Observations: Understanding a Changing World." The conference will focus on how 40 years of Landsat and other Earth observation missions have affected our understanding of the changing Earth, and contributed to the improvement of information needed for managing our natural resources. A special focus of Pecora 18 will be on the Landsat program, free data revolution and the upcoming launch of the Landsat Data Continuity Mission.

## Booth Fees

ASPRS Sustaining Members & Conference Sponsoring Companies	\$2,700
Government Agencies & Universities	\$2,050
Non-Member	\$3,460

ASPRS Sustaining Members qualify for a discounted rate on exhibit space. Rates are based on a 8' x 10' booth.

\*Exhibitors who are not ASPRS members may wish to join the organization and take advantage of the discounted rates along with the many other member benefits.

To receive the Sustaining Member exhibit rate, a company must join ASPRS within 60 days of signing an exhibit contract; unless the conference is less than 60 days away. At which time, membership dues must be paid at the time an exhibit contract is signed.

All exhibitors that are Sustaining Members or are a Conference Sponsoring Company at the time an exhibit contract is signed must remain in good standing throughout the duration of the exhibit contract.

## Benefits

- One full conference registration (per 8' x 10' booth)
- Three exhibit booth personnel registrations (per 8' x 10' booth)
- Nine complimentary guest exhibit hall passes (per 8' x 10' booth)
- One 7" x 44" standard identification sign
- Fully carpeted exhibit area
- Draped back wall and side rails (not applicable for island booths)
- Post-conference attendee mailing list
- Listing in the Conference Final Program (providing sign-up and company description are received prior to publication date)
- Exhibitor only Hospitality area



## Official Service Contractors

### Decorator & Drayage Firm and Shipping Contractor

Levy Exposition Services, Inc. has been named the official decorating service contractor along with ICAT Expo as the official shipping contractor for the ASPRS 2011 Pecora 18 Conference. All questions or correspondence concerning the shipment of materials, booth decorating, furnishing, electrical or phone service, etc. should be directed to:

Chuck Permone  
Levy Exposition Services, Inc.  
12900 Interurban Avenue, South  
Seattle, WA 98168  
(253) 437-0031 • (253) 437-0032 (Fax)  
[cpermone@levyexpo.com](mailto:cpermone@levyexpo.com)

or

Matt Campbell,  
ICAT Expo  
6805 Douglas Legum Drive  
Elkridge, MD 21075  
(888) 572-1324 • (443) 459-8095 (Fax)  
[matt.campbell@icatexpo.com](mailto:matt.campbell@icatexpo.com)

The Exhibit Hall is carpeted. Special Booth carpet can be provided by Levy for an additional fee.

## Exhibit Hall Hours\*

Monday, November 14, 2011

Installation of Exhibits  
12:00 noon to 9:00 pm

Tuesday, November 15, 2011

Installation of Exhibits  
8:00 am to 9:00 am

Booth Inspection  
9:00 am to 10:00 am

Exhibits Open  
10:00 am to 7:00 pm

Exhibitors' Reception  
5:30 pm to 7:00 pm

Wednesday, November 16, 2011

Exhibit Hall Open  
10:00 am to 5:00 pm

Exhibit Hall Dismantle  
5:00 pm to 11:00 pm

The Exhibits will be located in the Hilton Washington Dulles Hotel in Herndon, Virginia.

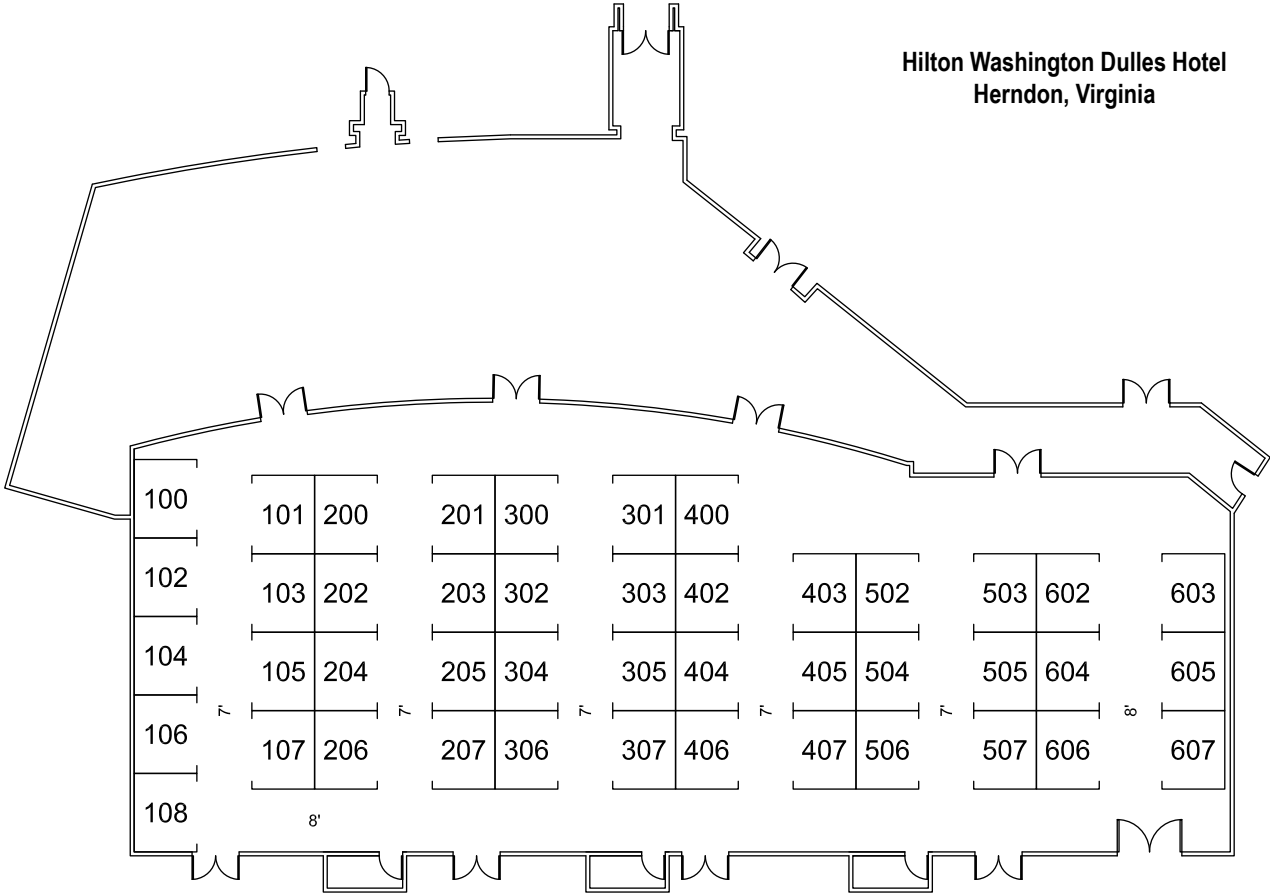
\*ASPRS reserves the right to alter this schedule if necessary.

## Exhibitor Service Kit

Approximately 60 days prior to the conference, each exhibitor will receive an electronically transmitted Exhibitor Service Kit containing:

- Order forms for exhibit furnishings, additional carpeting, additional draping, accessories, special work (such as carpentry and painting), additional signs, electrical work, floral decorating, audiovisual equipment rental, and other services
- Labor regulations and Exhibit Hall Rules
- Shipping and receiving of materials
- Exhibitor registration information
- Guest registration guidelines

**Hilton Washington Dulles Hotel  
Herndon, Virginia**



**“The highlight of the conference for me was the ability to network with existing and potential clients.”**

**Location & Accommodations**

**The Hilton Washington Dulles Hotel in Herndon, Virginia**

All Conference activities will be taking place at the Hilton Washington Dulles Hotel located in Herndon, Virginia, just minutes outside of Washington, DC. This AAA three Diamond rated Hotel features complimentary airport and local shuttle, complimentary business center, luxurious guest rooms, fitness center, indoor and outdoor pools, and a variety of restaurants onsite.

The Hilton Washington Dulles Hotel is a prime location for the ASPRS 2011 Pecora 18 Conference with its close proximity to Washington, D.C. This property offers wonderful accommodations for Conference guests and is located near the historic town of Herndon, Virginia and popular Washington D. C. area attractions including the White House, Capitol Building, National Zoo, World War II Memorial, Holocaust Museum, the Smithsonian’s National Air and Space Museum Steven F. Udvar-Hazy Center, Dulles Towne Center, Reston Towne Center, Leesburg Premium Outlets, George Mason University, Georgetown University, Redskins Park and Historic Manassas Battlefields — just to name a few.

It’s easy to get around too. Take a ride on the complimentary hotel shuttle to the Metrorail subway system – one of the finest in the world, safe, clean and easy to master - and you have all of Washington, D. C. at your fingertips.

You may also want to play a round of golf at any of the three nearby courses: Pleasant Valley Golf Club, South Riding Golf Club, and Reston National Golf Club.

A special ASPRS Conference rate has been established at the Hilton Washington Dulles Hotel of \$169 single/double occupancy. Reservations may be made through the conference webpage approximately six months prior to the conference.

The Hilton Washington Dulles Hotel in Herndon, Virginia is a fantastic location for business, pleasure and fun. We hope to see you soon!

# Pecora 18

## Sponsorship Opportunities

You can maximize the benefits of your participation at the ASPRS 2011 Pecora 18 Conference by becoming a conference sponsor. Your company can make its mark and gain visibility before, during and after the event. Choose the events or items that match your needs.

Sponsor Level	Visibility	Company Recognition	Marketing Materials Distribution	Additional Perks
<b>GOLD</b> <b>\$5,000 +</b>	<ul style="list-style-type: none"> <li>• 50% larger logo than other Sponsor logos</li> <li>• Logo on Exhibit Hall entrance unit</li> <li>• Preliminary and Final Program recognition</li> <li>• Logo on Conference Web site (with hyperlink)</li> <li>• Recognition sign at booth</li> </ul>	<ul style="list-style-type: none"> <li>• Listed under "Gold Sponsors" in Preliminary and Final programs</li> <li>• Verbal recognition as top-level sponsor in one general session</li> <li>• Sponsor ribbon to wear onsite</li> </ul>	<ul style="list-style-type: none"> <li>• Literature dispersal on "Take One" exhibit table</li> <li>• An insert in attendee registration bags (if bags are available)</li> <li>• 20% Discount on advertising in PE&amp;RS</li> </ul>	<ul style="list-style-type: none"> <li>• Two Full Conference registrations</li> <li>• Five Guest Exhibit Hall only passes</li> </ul>
<b>SILVER</b> <b>\$1,000 - \$4,999</b>	<ul style="list-style-type: none"> <li>• Logo on Exhibit Hall entrance unit</li> <li>• Preliminary and Final Program recognition</li> <li>• Logo on Conference Web site (with hyperlink)</li> </ul>	<ul style="list-style-type: none"> <li>• Listed as Silver Sponsor in Preliminary and Final programs</li> <li>• Sponsor ribbon to wear onsite</li> </ul>	<ul style="list-style-type: none"> <li>• Literature dispersal on "Take One" exhibit table</li> <li>• 20% Discount on advertising in PE&amp;RS</li> </ul>	<ul style="list-style-type: none"> <li>• One Full Conference registration</li> <li>• Two Guest Exhibit Hall only passes</li> </ul>
<b>BRONZE</b> <b>\$200 - \$999</b>	<ul style="list-style-type: none"> <li>• Logo on Exhibit Hall entrance unit</li> <li>• Preliminary and Final program recognition</li> </ul>	<ul style="list-style-type: none"> <li>• Listed as Bronze Sponsor in Preliminary and Final programs</li> <li>• Sponsor ribbon to wear onsite</li> </ul>	<ul style="list-style-type: none"> <li>• Literature dispersal on "Take One" exhibit table</li> </ul>	

**More unique sponsorship opportunities available on the next page.**

# Unique Sponsorship Opportunities

## Keynote Speaker\*

**\$6,000 (exclusive) \$2,000 (non-exclusive)**

Sponsor the featured keynote speaker at the Pecora 18 Conference and receive tremendous exposure in front of all attendees. Your company literature will be placed on each of the seats.

## Exhibitors' Reception\*

**\$5,000 (exclusive) \$1,250 (non-exclusive)**

Sponsor the opening event of the conference and make a big impression to all attendees! The welcome reception features food, beverages, and lots of networking. Distribute welcome gifts, samples or brochures as attendees enter the exhibit hall – or create your own unique idea. Your company will also be recognized through signage and a public announcement.

## Conference Proceedings on Flash Drive

**\$5,000**

This valuable resource includes copies of the proceedings and an exhibitor listing and is distributed to all conference attendees. The files are easily retrieved once attendees are back in their office and the flash drive is a reusable item. The sponsor will be recognized on the customized case of each flash drive and may include marketing materials pre-loaded. *Sponsor to provide flash drives and ASPRS will have them customized and materials loaded.*

## Beverage Breaks\*

**\$1,500 each**

Greet attendees one-on-one and spread the word about your company by sponsoring a beverage break between sessions. Provide reusable water bottles or just chat with the attendees while they are on break. This sponsorship is very customizable to your needs and desires. Signage is included at the beverage break stations. *Multiple breaks – only one sponsor per break station.*

## CyberLounge

**\$8,000**

The NEW and sure to be popular, CyberLounge offers an informal networking area to check e-mail, access the Internet and communicate with others at the conference. The CyberLounge will be centrally located between the technical session rooms and the Exhibit Hall. Your company name and logo will appear on the desktop screensavers. Open during Exhibit Hall hours.

## Conference Bags

**\$5,000**

Your logo on the always popular – Conference bag for all attendees. Each Conference attendee will receive a conference bag at registration with your logo on the front. It's a great way to make a good first impression. *ASPRS to provide bags.*

## Hotel Key Cards

**\$3,000**

Welcome guests as they check into their hotel rooms. Over 600 keys will be produced for the headquarters hotel – the Hilton Washington Dulles Hotel. Provide us with your logo and we'll do the rest.

## Conference Notepads

**\$1,000**

Attendees take plenty of notes during all the Technical Sessions. Have your company logo imprinted on the conference notepads distributed to all delegates. It's a handy item that attendees will be sure to use during the conference and for months afterward. *Item supplied by Sponsor.*

## Lanyards

**\$1,000**

All attendees will receive a lanyard at registration and wear it throughout the conference. Have your company logo imprinted on the conference lanyard for all attendees. *Lanyards supplied by sponsor.*

## Student/Young Professional Speed Networking Event\*

**\$1,000 (exclusive) \$500 (non-exclusive)**

This lively event is specifically designed for students and young professionals. Get your company name in front of these up-and-coming professionals. Your company will receive verbal recognition, a logo printed on the event signage and you may elect to set-up a tabletop display during the event.

\*Multiple Sponsorships Available

## To participate in these advertising opportunities, please contact:

Don Cooksey

The Townsend Group

2 Wisconsin Circle, Suite #900, Chevy Chase, Maryland 20815

(301) 215-6710 x117 • (301) 215-7704 (Fax)

[asprs@townsend-group.com](mailto:asprs@townsend-group.com)

### Method of Payment

Check (Make checks payable to: ASPRS 2011 Specialty Conference)     Visa     Mastercard     American Express     Discover

Fax Credit Card Payments ONLY to: (301) 493-0208 or Mail Payment to: ASPRS Specialty Conference Sponsorship, 5410 Grosvenor Lane, Suite 210, Bethesda, MD 20814.

Name on Credit Card

Credit Card Account Number

Expires (MO/YR)

Signature

Date

### Cancellation Policy for Sponsorship

All cancellations must be made in writing. Cancellations received before September 17, 2011 are entitled to a 50% refund; after September 17, 2011, no refund will be issued. No refunds will be made on imprinted merchandise.

# Advertise in the Conference Preliminary & Final Programs

**Exhibitors receive a 10% discount on program advertising!**

The Preliminary Program is posted on the ASPRS conference website and receives hundreds of hits monthly. It is also mailed to select industry professionals and contains information regarding workshops, the general and technical sessions, social events, sponsors and a listing of all registered exhibitors who have signed up prior to the publication date. Registration forms and hotel information are also included.

The Final Program contains in-depth explanations of each session, program updates, workshop and session locations, Exhibit Hall Guide, exhibitor descriptions, a day-at-a-glance, and information relevant to the social events of the Conference. Each attendee receives a copy at Registration and will refer to it throughout the Conference.

Covers 2, 3 & 4	\$2,600 each
Center Spread	\$2,250
Full Page (one or two color, ROP)	\$1,100
Half Page (one or two color ROP)	\$675

## Mailing Lists

Send out advance notice of products and special conference discounts. Exhibitors qualify for a 20 percent discount on mailing list rental.

ASPRS Sustaining Member exhibitors qualify for a 50 percent discount! Discounts may not be combined. Contact ASPRS Membership Manager, Sokhan Hing at [sokhanh@asprs.org](mailto:sokhanh@asprs.org) or via phone at (301) 493-0290 ext. 104 for details.

## Registration Packet Inserts

For added visibility, insert a one-page flyer in the registration packet for each Conference attendee. \$500 per 500 pieces (500 piece minimum. Size should not exceed 8 ½ x 11 inches and weight not to exceed 4 oz. All inserts must be pre-approved by ASPRS before printing and must be delivered to ASPRS prior to the deadline. For more information, please contact Don Cooksey at (301) 215-6710 x117 or via email at [asprs@townsend-group.com](mailto:asprs@townsend-group.com).

## “Take One” Exhibit

A “Take One” Exhibit is for the distribution of brochures, magazines, and other materials related to the Conference. Pamphlets, brochures, cards, letters, magazines, and similar materials will be displayed prominently so that those visiting the Exhibit Hall can help themselves.

A fee of \$385 will be charged per 500 copies of each style or type of brochure, leaflet, booklet, or other individual item. This fee includes a sign with the exhibitor’s name, the regular servicing of the exhibitors’ materials, and a listing as a “Take One” exhibitor in the conference Final Program (if all requirements are met prior to publication date). This fee does not include shipping and handling fees, which are available only from the show drayage company. All materials for the “Take One” Exhibit must be shipped directly to the designated conference location. Unused materials will not be returned.

“Take One” exhibitors will not be allowed to detail, canvas, solicit or congregate in the “Take One” area. Violator exhibits will be cancelled without refund. This exhibit is for “Take One” exhibitors only.

A sample of the item must be submitted to ASPRS for review. Once approved, a registration form, shipping and handling rates and procedure will be sent.

To participate in any marketing opportunities, please contact Don Cooksey at (301) 215-6710 x117 or by email at [asprs@townsend-group.com](mailto:asprs@townsend-group.com).

# ASPRS 2011 Pecora 18 Conference

## Exhibit Space Application/Agreement Form

**Keep a copy of this application for your records**

Please indicate a minimum of four scattered selections of booths in the Exhibit Hall. Refer to the booth floor plan and record your choices below. Any preference or conditions with regard to your location or concerning the occupants of the adjoining booths should be noted. These will be considered, as much as possible, during the assignment of space.

Request for booth space will not be considered unless submitted by applicant on the official Exhibit Space Application/Agreement form. Exhibit booths will not be assigned until 50 percent deposit is received.

Booth assignment will be made based on the amount of booth space selected and on a first come basis according to the postmark date. In the event of duplicated request areas, ASPRS Sustaining Members and Conference Sponsoring Companies will be given priority in determining booth assignments. The right to modify the booth assignment(s) is reserved by ASPRS in order to maintain the overall harmony of the exhibition.

Upon receipt of a space confirmation and invoice for the remaining balance, payment is due within 45 calendar days from the date shown on that invoice. If the payment is not returned within 45 days, the booth space will not be held and the deposit will not be refunded.

Booth rental prices are listed on the booth fees and amenities page. Please indicate ASPRS Sustaining Membership / Conference Sponsoring Company in order to receive the reduced booth rate. All ASPRS Sustaining Members and Conference Sponsoring Companies will be verified.

No contract is considered valid without a 50 percent deposit; therefore, the deposit is required with this application in order to hold space (purchase orders are accepted from government agencies and universities only). All payments must be made in U. S. funds, drawn on U. S. banks, and made payable to ASPRS SPECIALTY CONFERENCE. Checks not drawn on U. S. banks will be returned to sender. Exhibit space must be paid in full 60 days prior to the Exhibit Hall opening.

Exhibitor Directory/Company Description. Each exhibiting company will be listed in the Exhibit Directory of the Conference Final Program. Please email to Heather Staverman at [hstaverman@asprs.org](mailto:hstaverman@asprs.org) your company name, address, telephone

number, fax number, and web site, along with a 75-word description to appear with your listing. The information should be sent when final payment is made. Descriptions received after September 2, 2011 will not be included in the Final Program. If the description exceeds the 75-word maximum, ASPRS reserves the right to edit your text. Due to space limitations, bulleted text will not be accepted. If a description is not submitted, only company name and booth number will be listed.

Agreement to Contract Rules. These regulations are a part of the contract between the exhibitor and the ASPRS Conference and Exhibition. They have been formulated in the best interest of all participants. ASPRS respectfully requests the full cooperation of the exhibitors in their observance of the rules. Any or all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the discretion of ASPRS. The exhibitor agrees that it and its employees will abide by the foregoing rules and by any amendments that may be put into effect by ASPRS. See next page for contract rules.

### Contract Rules Accepted and Agreed

Authorized by \_\_\_\_\_

Title \_\_\_\_\_

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

**Please return to:**

Don Cooksey  
The Townsend Group  
2 Wisconsin Circle, Suite #900, Chevy Chase, Maryland 20815  
(301) 215-6710 x117, (301) 215-7704 Fax, [asprs@townsend-group.com](mailto:asprs@townsend-group.com)

**Application Information (please print)**

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

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

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

E-mail \_\_\_\_\_  ASPRS Sustaining Member Number \_\_\_\_\_

**Total Number of Booths Required**

(8'x 10') \_\_\_\_\_ x  ASPRS Sustaining Member — \$2,700  
 Non-member — \$3,460  
 Universities — \$2,050  
 = Total Amount Due: \$ \_\_\_\_\_ 50% Deposit: \$ \_\_\_\_\_

Preferred booth selections:

1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_ 4<sup>th</sup> \_\_\_\_\_

Method of Payment	
<input type="checkbox"/> Check (Make checks payable to: ASPRS 2011 Specialty Conference) <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> American Express <input type="checkbox"/> Discover	
Remaining Balance \$ _____ (TO BE INVOICED)	
Name on Credit Card _____	
Credit Card Account Number _____	Expires (MO/YR) _____
Signature _____	Date _____

# ASPRS 2011 Pecora 18 Conference

## EXHIBIT CONTRACT

The following rules and regulations will govern the American Society for Photogrammetry and Remote Sensing (ASPRS) 2011 Pecora 18 Conference and Exhibition and are made a part of all contracts for space between ASPRS and the person, partnership, or corporation engaging the space.

**Contract.** This contract constitutes a formal agreement for the right to use the exhibit space allotted.

**Location.** The ASPRS Pecora 18 Conference and Exhibition Hall will be located in the Hilton Washington Dulles Hotel, Herndon, Virginia. ASPRS reserves the right to move the exhibition to another location if necessary.

**Exhibit Content.** Exhibits must be related to professional and practice development for conference attendees and/or related products and services. ASPRS reserves the right to refuse applications not meeting standards or expectations, as well as the right to curtail exhibits or parts of exhibits that do not reflect the character of the meeting. If an application for exhibit space is not approved, payment will be refunded in full. Exhibit space is not intended for airing views on either side of a controversial, social, political or professional issues. In addition, potential exhibitors are advised that contests, lotteries, raffles and games of chance may not be conducted without prior approval of ASPRS.

**Booth Description.** Booth dimensions indicated on the Exhibit Hall Floor Plan are believed to be accurate, but may be approximate. Booths will be standard 8' x 10' units or multiples thereof. No walls, partitions, decorations or other obstructions may be erected that in any way interfere with the view of any other exhibitor. Exhibitors who wish to use any non-standard booth equipment or signs, decorations or arrangements of display material that conflict in any way with these regulations must submit to ASPRS or their agents, two copies of a detailed sketch or proposed layout (including dimensions) at least 30 days before the conference for approval by ASPRS. Acceptance of Exhibits. Applications for exhibit space are subject to review as described under the heading "Exhibit Content." First-time exhibitors should include a sample brochure or pamphlet with their exhibit application for this purpose.

Unethical conduct or infraction of rules on the part of the exhibitor or the exhibitor's representative(s), or both, will subject the exhibitor and said representative(s) to dismissal from the exhibition area, in which event it is agreed that no refund shall be made by ASPRS and further that no demand for redress will be made by the exhibitor or the exhibitor's representative(s).

**Booth Assignment.** Assignment of space for accepted exhibits is made by ASPRS. Assignments are made according to contract date, payment received, and space preference. Preference given for booth location is at the discretion of ASPRS and is not guaranteed. ASPRS reserves the right to assign exhibit space and rearrange the floor plan to relocate booths in order to maintain the overall harmony of the exhibition.

**Cancellation/Refund Policy.** If this contract has not been received, properly signed and accompanied by a 50 percent deposit and a signed application for exhibit space, this contract will be declared null and void. Upon receipt of a space confirmation and invoice for the remaining balance, payment is due within 45 calendar days of the date shown on that invoice. If the exhibit space contract is received less than 60 days prior to the exhibit hall opening, full payment is due with submission of the contract.

Any exhibitor who cancels prior to August 5, 2011 shall forfeit and pay to ASPRS, as liquidated damages, a sum of money equal to 50 percent of the full price of said exhibitor's booth space. Any exhibitor who cancels after August 5, 2011 shall forfeit and pay to ASPRS, as liquidated damages, a sum of money equal to 100 percent of the full price of said exhibitor's booth space. All cancellations must be submitted in writing. If the ASPRS Pecora 18 Conference and Exhibition is canceled due to circumstances beyond the control of ASPRS or the Hilton Washington Dulles Hotel in Herndon, Virginia, all payments connected with the booth rental will be refunded.

**Installation & Dismantling of Exhibits.** The Exhibit Hall will be available for installation on Monday, November 14, 2011 from 12:00 noon to 9:00 pm and Tuesday, November 15, 2011 from 8:00 am to 9:00 am.

**Official Exhibit Hours.** (ASPRS reserves the right to alter the Exhibit Hours if necessary.)

Tuesday, November 15, 2011	10:00 am to 7:00 pm
Wednesday, November 16, 2011	10:00 am to 5:00 pm

Dismantling of exhibits may not begin before 5:01 pm on Wednesday, November 17th and must be completed by 11:00 pm. Failure to remove on the date specified will constitute authority of lessor to so remove the exhibit at the expense of the exhibitor.

**Insurance.** Exhibitors must insure their exhibits against damages that may be caused by accidents at the time of delivery, during the exhibition, and removal as well as any injury caused to any member of the public that may be harmed by the exhibits in the amount of \$1 million dollars. **PLEASE NOTE: ASPRS must be named in all insurance policies as an additional insurer for all ASPRS shows, and a Certificates of Insurance must be provided to ASPRS prior to installation of any exhibit.** Certificates should be sent to Don Cooksey at [asprs@townsend-group.com](mailto:asprs@townsend-group.com). Exhibits cannot be installed until such certificate has

been provided.

**Exhibitor's Admittance During Non-Show Hours.** Representatives of exhibiting companies will be permitted to enter the exhibit area one hour before the scheduled opening time each day and remain one half hour after closing time each day. Specific hours have been set-up for move-in and move-out. Special arrangements must be made through the ASPRS Exhibits Manager should exhibitors require additional time in their booth before or after scheduled hall hours.

**Limitation of Liability.** Neither ASPRS, the Hilton Washington Dulles Hotel, nor officers or representatives of the conference, will be responsible for any injury, loss, or damage that may occur to the exhibitor or the exhibitor's employees or property from any cause whatsoever. The sponsoring organization provides general hall security on a 24-hour basis; however, it makes no warranty, expressed or implied, that the services it furnishes will avert or prevent occurrences which may result in loss or damage. All insurance is the exhibitor's sole responsibility.

In addition, the exhibitor assumes all liability for any damage to the facility's walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any governmental authority and of the contracted facility.

**Booth Design.** Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space, or for any reason becomes objectionable, must be modified immediately or removed by the exhibitor. ASPRS reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking will be placed to cover unsightly wires, unfinished back-walls, etc. at the exhibitor's expense.

**Exhibitor Activities.** All interviews, canvassing, or other sales activities shall be confined to the limits of the exhibitor's booth, lounges and/or restaurant seating area. Equipment displays shall be confined to the limits of the exhibitor's booth.

Subleasing of Space. Exhibitors may not sublet their space, nor any part thereof, or make any arrangements for display by a non-exhibiting company, without the written consent of ASPRS. All requests must be submitted in writing.

**Identification.** All visitors to the Exhibit Hall will be required to register before entering. Exhibitors must display, at all times, an official badge supplied by the ASPRS for the 2011 Pecora 18 Conference and Exhibition.

**Fire Regulation.** Draperies and decorating materials used by the exhibitor shall be of flame-retardant nature and all activities with regard to exhibiting shall be in compliance with Herndon, Virginia Fire Department regulations.

**Labor.** Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Exhibitors are required to observe all union labor contracts enforced within the Hilton Washington Dulles Hotel. Information will be included in the Exhibitor's Service Kit, outlining the jurisdictions of local union labor.

**Sound Devices & Lighting.** Public address, sound-producing or amplification devices which project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. ASPRS reserves the right to restrict the use of sound, glaring lights or objectionable lighting effects. Adequate illumination of the exhibit area is provided. Music, whether vocal or instrumental, is prohibited.

**Electrical Work.** Individual electrical outlets may be obtained at an additional cost. All electrical work must be installed to meet safety requirements. Electric utility services will be outlined in the Exhibitor's Service Kit.

**Food & Beverage.** All catering and concession needs for the show are provided exclusively by the Hilton Washington Dulles Hotel, Herndon, Virginia. All food and beverages must be purchased from the Hilton Washington Dulles Hotel, Herndon, Virginia and none may be brought onto the premises by the Exhibitors or conference attendees. Exhibitor distribution of food and beverages for consumption in the building shall be at the exhibitor's risk and expense, and shall comply with all applicable federal, state and local health and safety laws and regulations.

**Exhibitor Service Kit.** An official show service kit will be sent electronically to the person designated to be in charge of the exhibitor's booth approximately 60 days prior to the conference. The standards and policies set forth in the Exhibitor's Service Kit will be binding on all exhibitors. Under no circumstances will ASPRS or the Hilton Washington Dulles Hotel assume any responsibilities for loss or damage to goods consigned to the Official Conference Decorator.

**General.** ASPRS reserves the right to restrict exhibits which, because of noise, method of operation, or for any other reason become objectionable, and also to prohibit or evict an exhibit which, in the opinion of ASPRS, may detract from the general character of the exhibits. This reservation includes persons, things, conduct, printed matter, or anything of an objectionable nature.

**Keep a copy of this contract for your records.**