



SLA EXHIBIT ADDENDUM

COMPLETING EXHIBIT APPLICATION

Company Name: This is the company name that you would like to be listed in all documents including the printed program and online at www.sla.org/veh10.

Address: Where you would like all documents to be received by form of mail.

E-mail: The address to be used to receive communication from SLA HQ exhibits department.

Main Contact: The main contact to receive all communications from SLA HQ exhibits department.

Secondary Contact: The second person to be copied on all communications from SLA HQ exhibits department.

Selection of Booths: Select four choices of booth locations.

Size of Booth: Indicate what size booth you are requesting.

Payment: Full payment is required at the time of submission of your exhibit application. However, 50% is acceptable on request. Remember priority points are considered.

Signature: This is a requirement which indicates that you have read and understand the cancellation policy, rules and regulations, and refund policy.

Rules and Regulations: Detailed information of what is permissible while exhibiting at SLA Annual Conference & INFO-EXPO.

MAJOR SPONSORS

Major sponsors are assigned booth space only according to and based on their supported sponsorship dollar amount for that year. Major sponsors can participate in SLA HQ site visit typically held in February/March. At this time, they are able to see SLA HQ contracted space, view the INFO-EXPO, and select their booth location.

How to become a Major Sponsor:

- Major Conference sponsor fee is \$US 27,000
- Sponsor (5) five or more SLA HQ events
- Participate in the President's Circle program (US\$ 10,000)
- Total commitment must exceed US\$ 100,000
- Priority points will continued to be assessed

EXHIBITOR ADVISORY COUNCIL MEMBERS

The role of the council is to work with SLA management to improve the exhibit experience for vendors and attendees at the annual conference. Members are encouraged to suggest new and exciting opportunities that SLA management may try to incorporate into the annual conference.

How to become an EAC member:

- Be a current individual member of SLA
- Your company must have exhibited in the past (5) five years
- Two year term commitment
- You must be attending the conference while an EAC during your term
- Only one major sponsor on the council per year
- Priority points will continue to be assessed

Further details are given on the application.

NEIGHBORING BOOTH

Request to be next to another company on the following condition:

- Commit to sponsoring an event that takes place only in the INFO-EXPO hall
- Priority points will continue to be assessed

BOOTH PAYMENT

Payment in full is required at the time you submit your exhibit application. Half payment is acceptable upon request. Please read general rules and regulations on cancellation and refund policy.

MEMBERSHIP

Your membership must be in current status upon submission of your exhibit application to receive the member rate for your booth fee. No refunds will be given if membership is acquired at a later time during the year. It is US\$ 160 per individual membership. Please visit www.sla.org for an application.

BOOTH SHARING

Booth sharing is permissible with an additional fee - 15% of the total booth fee. For example:

XYZ Company			
10' x 10'	=		\$2,850.00
ABC Company shares with XYZ			
\$2850 x .15	=	\$	427.50
Total	=		\$3,277.50

EXTRA LISTINGS

Exhibiting companies may have additional subsidiaries they may want to list on the Virtual INFO-EXPO Center and in the final conference program. The fee is US\$ 100 per extra company.

ENTERTAINMENT

Exhibiting companies may have entertainment, models, speakers etc. at their booth with a written request detailing the potential activity. A form will be available online at www.sla.org/neworleans10.

EXHIBIT BADGES

You are allotted badges according to your booth size. Exhibit badges have access to all non-ticketed events. Additional badges can be purchased for US\$ 40. If you would like to go to a ticketed event, exhibitors can purchase that event ticket at cost.

*This is a working document – all information may change and/or be updates at anytime.