

# MAPPS/ ASPRS 2012 SPECIALTY CONFERENCE SPONSORSHIP OPPORTUNITIES

You can maximize the benefits of your participation at the MAPPS/ ASPRS 2012 Specialty 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> <li>• Three minutes for one representative to speak at one Conference Plenary session.</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> <li>• Literature on all chairs at one Plenary session</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 -</b> <b>\$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 -</b> <b>\$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>	

**Keynote Speaker\*** **\$4,000 (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 sumptuous 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** **\$3,000**  
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.*

**Morning Beverage Breaks (Three Occurrences)** **\$1,500**  
Greet attendees one-on-one and spread the word about your company by sponsoring a beverage break between sessions. Provide reusable water bottles, logoed cups or napkins or just chat with the attendees while they are on break. Your company logo will also be displayed in the Conference Final Program next to the morning break information. This sponsorship is very customizable to your needs and desires. You may also display signage at the beverage break stations. *Three total morning breaks.*

**Afternoon Beverage Breaks (Two Occurrences)** **\$1,000**  
Greet attendees one-on-one and spread the word about your company by sponsoring a beverage break between sessions. Provide reusable water bottles, logoed cups or napkins or just chat with the attendees while they are on break. Your company logo will also be displayed in the Conference Final Program next to the afternoon break information. This sponsorship is very customizable to your needs and desires. You may also display signage at the beverage break stations. *Two total afternoon breaks.*

**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** **\$4,000**  
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. *MAPPS/ ASPRS to provide bags.*

**Hotel Key Cards** **\$1,500**  
Welcome guests as they check into their hotel rooms. Over 600 keys will be produced for the headquarters hotel – the Hilton Washington Dulles Airport 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.*

**Conference Pens** **\$1,000**  
Attendees take plenty of notes during all the Technical Sessions. Have your company logoed pens 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.*

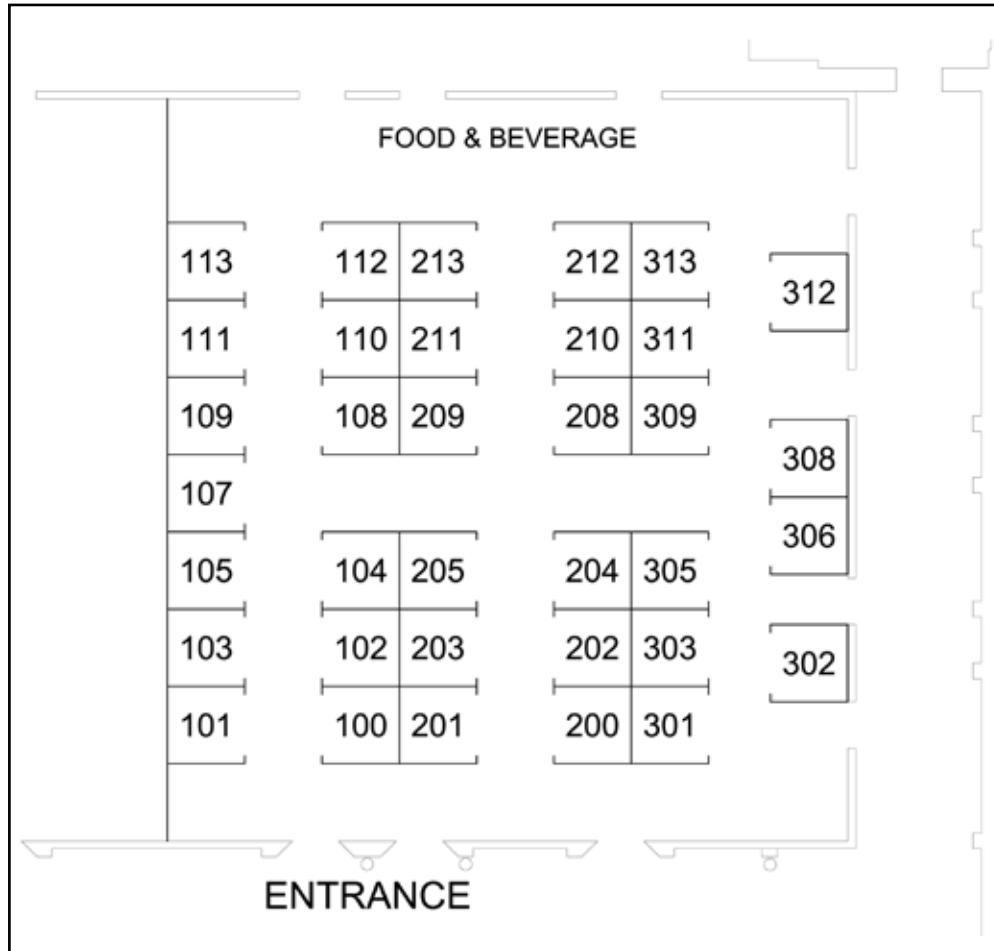
**Student/Young Professional Ice Breaker Event\*** **\$1,000 (exclusive) \$500 (non-exclusive)**  
This lively event is specifically designed for students and young professionals. Get your company name in front of these up-and-coming professionals. Your company will receive verbal recognition, a logo printed on the event signage and you may elect to set-up a tabletop display during the event.

*\*Indicates Multiple Sponsorships Available*

**To participate in these advertising opportunities, please contact:**  
Kelley Kennedy-Lapping  
The Townsend Group, 2 Wisconsin Avenue, Suite 900, Bethesda, MD 20815  
(301) 215-6710 ♦ (301) 215-7704 (Fax) ♦ [asprs@townsend-group.com](mailto:asprs@townsend-group.com)

**Cancellation Policy for Sponsorship**  
*All cancellations must be made in writing. Cancellations received before September 14, 2012 receives a 50% refund; after September 14, 2012, no refund will be issued. No refunds will be made on imprinted merchandise.*

# TAMPA MARRIOTT WATERSIDE HOTEL — CONFERENCE EXHIBIT HALL FLOOR PLAN



## MAPPS/ASPRS 2012 SPECIALTY 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 MAPPS 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 30 calendar days from the date shown on that invoice. If the payment is not returned within 30 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 / MAPPS Membership/ Conference Sponsoring Company/ Government Agency in order to receive the reduced booth rate. All ASPRS Sustaining Members and MAPPS Members and Conference Sponsoring Companies will be verified. The Early Bird Discount fees are available until April 2, 2012. After April 2, 2012, the booth rental fees increase by 10% for all interested parties. In order to take advantage of the discounted fees, a signed and completed contract must be received and the 50% deposit paid.

*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. Company descriptions must be submitted online at the Conference website under the Exhibitors & Sponsors tab. Email reminders will also be sent to the official contact for each booth space. Please remit a valid email address when submitting your contract. Descriptions received after **September 14, 2012** will not be included in the Final Program. 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 MAPPS/ ASPRS Conference and Exhibition. They have been formulated in the best interest of all participants. MAPPS and ASPRS respectfully request 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 and/or MAPPS. 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 MAPPS and/or ASPRS. See next page for contract rules.

# MAPPS/ASPRS 2012 SPECIALTY CONFERENCE — EXHIBIT CONTRACT

The following rules and regulations will govern the Management Association for Private Photogrammetric Surveyors (MAPPS)/ American Society for Photogrammetry and Remote Sensing (ASPRS) 2012 Specialty Conference and Exhibition and are made a part of all contracts for space between MAPPS/ 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 MAPPS/ ASPRS 2012 Specialty Conference and Exhibition Hall will be located in the Tampa Marriott Waterside Hotel, Tampa, Florida USA. MAPPS/ ASPRS reserve 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. MAPPS and/or ASPRS reserve 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 MAPPS/ 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 MAPPS/ 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 MAPPS and/or 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 MAPPS/ 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 30 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 September 28, 2012 shall forfeit and pay to MAPPS/ 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 September 28, 2012 shall forfeit and pay to MAPPS/ 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 MAPPS/ ASPRS 2012 Specialty Conference and Exhibition is canceled due to circumstances beyond the control of MAPPS and/or ASPRS or the Tampa Marriott Waterside Hotel, Tampa, Florida, all payments connected with the booth rental will be refunded.

**Installation & Dismantling of Exhibits.** The Exhibit Hall will be available for installation on Monday, October 29, 2012 from 12:00 noon to 5:00 pm and Tuesday, October 30, 2012 from 8:00 am to 1:00 pm.

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

Tuesday, October 30, 2012	2:00 pm to 7:00 pm
Wednesday, October 31, 2012	8:30 am to 5:00 pm
Thursday, November 1, 2012	7:30 am to 11:00 am

Dismantling of exhibits may not begin before 11:01 am on Thursday, November 1<sup>st</sup> and must be completed by 5:00 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: MAPPS/ ASPRS must be named in all insurance policies as an additional insurer for all MAPPS/ ASPRS shows, and a Certificates of Insurance must be provided to MAPPS/ ASPRS prior to installation of any exhibit. Certificates

should be sent to Heather Staverman, ASPRS, 5410 Grosvenor Lane, Suite 210, Bethesda, MD 20814. 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 MAPPS/ ASPRS Exhibits Manager should exhibitors require additional time in their booth before or after scheduled hall hours.

**Limitation of Liability.** Neither MAPPS, ASPRS, the Tampa Marriott Waterside 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 organizations provide 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. MAPPS/ ASPRS reserve 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 MAPPS/ 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 MAPPS/ ASPRS for the 2012 Specialty 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 Tampa, Florida 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 Tampa Marriott Waterside 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. MAPPS/ ASPRS reserve 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 Tampa Marriott Waterside Hotel, Tampa, Florida. All food and beverages must be purchased from the Tampa Marriott Waterside Hotel, 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 MAPPS/ ASPRS or the Tampa Marriott Waterside Hotel assume any responsibilities for loss or damage to goods consigned to the Official Conference Decorator.

**General.** MAPPS/ ASPRS reserve 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 MAPPS/ 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.**

# MAPPS/ASPRS 2012 SPECIALTY CONFERENCE

## CONTRACT RULES ACCEPTED AND AGREED

I have read and agree to the terms of the Exhibit Contract.

Authorized by _____	Title _____	Signature/Date _____
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### APPLICATION INFORMATION (PLEASE PRINT)

ASPRS Sustaining Member Number \_\_\_\_\_      MAPPS Member Number \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

### TOTAL NUMBER OF BOOTHS REQUIRED

### PREFERRED BOOTH SELECTIONS:

	Before April 2, 2012	After April 2, 2012	
ASPRS Sustaining Member / MAPPS Member Company / Government Agency	\$2,800	\$3,080	1 <sup>st</sup> _____
Non-member	\$3,500	\$3,850	2 <sup>nd</sup> _____
Universities	\$2,100	\$2,310	3 <sup>rd</sup> _____
# of 8' x 10' Booth Required _____ x Price from Above _____ = Total Amount Due: \$ _____			4 <sup>th</sup> _____
50% Deposit: \$ _____			

### SPONSORSHIP OPPORTUNITIES

- |  |  |         |  |
|--|--|---------|--|
| <input type="checkbox"/> Gold \$ _____                                 | <input type="checkbox"/> Morning Beverage Breaks                     | \$1,500 | Booth Total: \$ _____  |
| <input type="checkbox"/> Silver \$ _____                               | <input type="checkbox"/> Afternoon Beverage Breaks                   | \$1,000 | Sponsorship Total: \$ _____  |
| <input type="checkbox"/> Bronze \$ _____                               | <input type="checkbox"/> Pens  | \$1,000 | <b>TOTAL ENCLOSED: \$ _____</b>  |
| <input type="checkbox"/> Keynote Speaker \$ _____                      | <input type="checkbox"/> Conference Notepads                         | \$1,000 |  |
| <input type="checkbox"/> Exhibitors' Reception \$ _____                | <input type="checkbox"/> Lanyards                                    | \$1,000 | <b>PLEASE RETURN TO:</b><br>Kelley Kennedy-Lapping<br>The Townsend Group<br>2 Wisconsin Circle, Suite 900<br>Chevy Chase, MD 20815<br>(301) 215-6710, (301) 215-7704 Fax<br>asprs@townsend-group.com |
| <input type="checkbox"/> Cyber Lounge \$8,000                          | <input type="checkbox"/> Student/Young Professional Networking Event | \$1,000 |  |
| <input type="checkbox"/> Conference Proceedings on Flash Drive \$3,000 | <input type="checkbox"/> \$500 (non-exclusive)                       |         |  |
| <input type="checkbox"/> Conference Bags \$3,000                       |  |         |  |
| <input type="checkbox"/> Hotel Key Cards \$2,000                       | Sponsorship Total: \$ _____  |         |  |

### METHOD OF PAYMENT

- Check (Make checks payable to: ASPRS 2012 Specialty Conference)      Visa      Mastercard      American Express      Discover

Remaining Balance \$ \_\_\_\_\_ (TO BE INVOICED)

Name on Credit Card _____	Credit Card Account Number _____	Expires (MO/YR) _____
Signature _____	Date _____	