

BECOMING AN EXHIBITOR

Application Procedures, Two Easy Ways!

Visit asaecenter.org/ExhibitAtSpringtime



One:

Click on "Purchase Booth Space", and follow the instructions. During the online application submission process, you view the floorplan and select your booth space.

or Two:

Download the application and contract for exhibit space. Then, view the floor plan availability and either mail or fax the application to the exhibits team.

Type of Space	Member Rate	Non-Member Rate
10x10 In-line booth	\$3,545	\$4,045
10x10 Corner booth	\$3,845	\$4,345
Shared In-line booth*	\$2,445	\$2,945
Shared Corner booth*	\$2,595	\$3,095
Plaza Area **	\$17,180	\$17,680
w/Turnkey Structure	\$20,180	\$20,680
Pavilion Area**	\$25,270	\$25,770
w/Turnkey Structure	\$29,270	\$29,770

* Cost per company

**2009 plaza and pavilion owners have first right of purchase for these spaces in 2010; spaces are limited. Any plaza or pavilions that become available will be assigned by lottery.

EXHIBIT FEES INCLUDE:

- Five exclusive non-competing exhibit hours.
- Three exhibit personnel per 10'x10'; two exhibit personnel per company in a shared booth.
- The opportunity to purchase additional exhibitor badges based on booth size, for only \$200 each!
- 8' high draped back wall and 3' high draped side wall in linear booths.
- Standard 7"x 44" identification sign for linear booths.
- Online, updatable virtual booth (virtual show is online five months before AND after Springtime).
- Listing in onsite show program guide.
- Exclusive access to mailing lists, available for purchase.
- Multiple opportunities to network with buyers off the trade-show floor.
- Admission to general session with brunch and post-show networking reception.
- Listing in May edition of industry publication *Association Now* (if contract is received by March 2010 deadline).
- Attendee promotions in expo hall to increase traffic.
- Opportunity to purchase tickets for colleagues and clients for 2nd Annual Springtime Unplugged Event.
- Participation in the largest, premier meetings industry and association tradeshow!



PRESENTED BY:

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