NORFOLK
Life. Celebrated Daily.

56th National Adult and Continuing Education Conference

Life and Adult Education Celebrated Daily

October 30 – November 2, 2007
Marriott Norfolk Waterside

INFORMATION PACKET... Exhibitors
Sponsors
Advertisers
Greetings:

The American Association for Adult and Continuing Education (AAACE) invites you to support its 56th national conference, October 28 – November 2. The conference site will be the Norfolk Waterside Marriott (757-627-4200). The hotel is one of the city's largest, most recognized hotels conveniently located downtown waterside. Located at the gateway to the Cultural District, the Waterside Marriott is the hub of activities for sporting events, arts festivals, museums and shops.

This national conference will bring together more than 500 representatives of the various fields of adult and continuing education. All conference activities will be in the hotel, under one roof.

AAACE is offering three options for your support of the conference:

- Exhibit During the Conference
- Sponsor Opening Reception or a Break
- Advertise in the Program Booklet

While we'd be extremely pleased to have you select several of these options, AAACE respectfully requests that you support our conference with at least one. All supporters will be appropriately acknowledged in the conference program.

Exhibits will be located in the Main Ballroom, that is central to all activity and promises excellent traffic flow to the exhibits. The Exhibits Opening will coincide with a Get-Acquainted Reception on Tuesday, October 30, 2007 at 5:30 p.m. Other activities scheduled to take place with the Exhibits during the conference include registration, and refreshment breaks.

The costs for the support options are listed on the enclosed form. You will note that several discount opportunities apply. As always, early commitment and payment is recommended and desired. Do not miss this tremendous opportunity to meet and renew old acquaintances with the major players in adult and continuing education.

The following pages include information and guidelines for Exhibitors, Sponsors and Advertisers. If you have additional questions or need further information, please contact our office at aaace10@aol.com or at 301-459-6261. I look forward to seeing you in Norfolk.

Sincerely,

Grey Edwards
President, AAACE


**EXHIBIT INFORMATION & GUIDELINES**

The guidelines listed below are to be considered as part of all contracts for this conference. The chair of Support Solicitation and Exhibits reserves the right to interpret these guidelines, as well as to make final decisions on all points that the guidelines do not cover.

**SPACE** Exhibiting will be conducted in the Exhibit Hall. There will be no smoking in the Exhibit Hall.

**HOURS** Exhibits will be open as follows:

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<thead>
<tr>
<th>EXHIBIT SET UP</th>
<th>EXHIBIT HOURS</th>
<th>EXHIBIT BREAK DOWN</th>
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<tbody>
<tr>
<td><em>Tuesday, October 30</em></td>
<td><em>Tuesday, October 30</em></td>
<td><em>Friday, November 2</em></td>
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<tr>
<td>10:00 AM – 5:00 PM</td>
<td>Conference Opening Reception</td>
<td>12:30 – 4:00 PM</td>
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<tr>
<td><em>Wednesday, October 31</em></td>
<td>5:30 – 7:00 PM</td>
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<td>8:00 AM – 5:00 PM</td>
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<td><em>Thursday, November 1</em></td>
<td><em>Thursday, November 1</em></td>
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<tr>
<td>8:00 AM – 5:00 PM</td>
<td><em>Friday, November 2</em></td>
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<tr>
<td><em>Friday, November 2</em></td>
<td>8:00 AM – 12:00 PM</td>
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**BOOTHs** All booths are 8' x 10' and fully draped. Each booth will include an 8' high back wall, 3' high side rails, one draped table, two chairs and an Exhibitor ID sign showing the company's name. No walls, partitions, decorations or any other obstructions may be erected which in any way interfere with the view of any other exhibitor. All booths will be assigned by the Chair on a first-come, first-served basis.

**CHARACTER OF EXHIBITS** Products and/or services related to the educational and professional development needs of AAACE members and their organizations are suitable for exhibition. The Chair of Support Solicitation & Exhibits reserves the right to decline or prohibit any exhibit, which, in the Chair's judgement, is not suitable to or in keeping with the character of the conference.

**CANVASSING, SOLICITING, EXHIBITING OR DISTRIBUTING SAMPLES** Exhibitors are confined to their own contracted booth space. Printed advertising is not to be distributed or displayed beyond the confines of the purchased booth space.

**INSTALLATION & DISMANTLING** Exhibits must be set up by 5:00 PM on Tuesday, October 30. Exhibitors may begin preparation at 10:00 AM on that day. Exhibitors may transport and set up booth materials if appropriately portable. All extraordinary labor must be provided through the hotel's assigned exhibitor service. Once an exhibitor has sent in an application, an Exhibitor's Service Kit will be mailed.

**LIGHT & POWER** General house lighting is provided for adequate illumination of the exhibit area. Additional power needs must be ordered from Dunmar Exhibit Services, 757-461-8888.
DELIVERY & STORAGE Exhibitors' display materials and equipment are to be received and delivered by Dunmar Exhibit Services. Neither the hotel nor the conference staff can accept delivery of or hold any Exhibitors' display materials and/or equipment.

DISPLAY SPACE NOT CLAIMED Booths not occupied by the Opening of the Exhibition may be cancelled or reassigned without refund. The Chair reserves the right to assign labor to set up any display that is not in the process of being erected at that time. The charge of this labor will be billed to the Exhibitor.

SUBLETTING SPACE No Exhibitor may assign, sublet or apportion the whole or any part of the space allotted nor exhibit therein, nor permit any other person or firm to exhibit therein, any goods other than those manufactured or distributed by the Exhibitor in the regular course of its business, without written consent of the Chair.

HOLD HARMLESS CLAUSE Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save its agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys' fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the hotel, its employees and agents. The Marriott Norfolk Waterside, its officials, agents or employees, shall not be liable for any loss, damage or injury to properties of any kind that are shipped or otherwise delivered to or stored in or on the premises. Properties shall not be received until Exhibitor has made proper arrangements for receiving, handling and storage of such materials.

CANCELLATION Once a booth has been requested and assigned by the Chair, no fees will be returned in the event of Exhibitor cancellation. If the exhibit should be cancelled due to circumstances beyond the control of the conference or the hotel, all payment connected with booth rental will be returned in full.

FIRE PROTECTION, MACHINERY, FLAMMABLE LIQUIDS & ELECTRICITY All display materials must be fireproofed. No person shall erect an engine, motor or other machinery on the premises or use any gas, electricity, inflammable liquid or charcoal therein, without prior written approval of the hotel. All electrical work and equipment required in addition to that provided must be ordered through Dunmar Exhibit Services to insure that it will meet all state and local codes.

SECURITY & SAFETY The American Association for Adult and Continuing Education and their agents cannot guarantee against loss or damage of any kind. Exhibitors will provide their own insurance. Exhibitors are also responsible for their own security.

PROGRAM MATERIAL All participants and Exhibitors attending the conference will receive a Program Booklet listing all firms who are exhibiting. To be listed in the program, Exhibitors must be registered by August 31, 2007.

PROFESSIONAL MEETING The designated representative of the paid Exhibitor is invited to attend conference sessions that may be of interest to them. Exhibitors are also invited to submit a proposal for presentation at the conference. Proposals must be postmarked no later than May 15, 2007. The Call for Proposals guidelines can be found at www.aaace.org.

ADDITIONAL INFORMATION Exhibitor agrees to abide by the above terms and rules and by other reasonable rules of the conference and hotel. Any dispute between the Exhibitor and the Chair and/or hotel not covered by the terms of these contract guidelines will be referred to the Conference Planning Committee, and their decision will be final.
PROGRAM ADVERTISER GUIDELINES

Businesses, organizations and individuals are encouraged to place an advertisement or wishes for a successful conference in the AAACE 2007 Conference Program Booklet. Each individual registering for the conference will receive the Program Booklet. It is expected that the Program Booklet will become a handy reference tool after the conference.

COSTS FOR ADVERTISING

Outside Back Cover of Program ... $ 2,500
Inside Front/Back Cover of Program ... $ 1,250
  Full Page ...... $ 800
  Half Page ...... $ 400
  Quarter Page..... $ 200
  Eighth Page...... $ 100

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EARLY BIRD DISCOUNT

Pay for the ad in full by August 31, 2007, and deduct 25% from its cost.

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ADVERTISEMENT SIZES

Full Page ........ 7.25" w x 10" h
Half Page........ 7.25" w x 4.625" h
Quarter Page.... 3.5" w x 4.5" h
Eighth Page...... 3.5" w x 2" h (business card size)

* may be submitted as copy

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- Advertisements must be received no later than September 15, 2007.
- All advertisements will be printed black & white.
- Please submit digital files of all ads. Preferred format is PDF. Make sure PDF is Print/Press Quality (high res) and all fonts are embedded 100%. E-mail to: art@print-matters.net
- Simple statements or copy with no graphics may be submitted as text files to conference staff for complimentary layout.
- Advertisements must be appropriate and related to the business, organization or individual purchasing the ad.
- Send a hard copy of the ad, with a check payable to AAACE, to:
  
  Cle Anderson
  10111 Martin Luther King Jr. Hwy, Ste 200C
  Bowie, MD 20720

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* Life and Adult Education Celebrated Daily
APPLICATION / AGREEMENT
EXHIBITORS • SPONSORS • ADVERTISERS

Please carefully review your options for supporting the AAACE 2007 Conference on the following pages. All pertinent information, guidelines and terms contained herein are part of this Application/Agreement. Complete this page and the reverse side indicating your support option(s), and return it with your payment to:

AAACE 2007 Conference
Exhibits & Sales
10111 Martin Luther King, Jr. Hwy, Ste 200C
Bowie, MD 20720

CONTACT INFORMATION  Please type or print clearly
Company/Organization ____________________________________________________________
Address __________________________________________
City ___________________________ State _________ Zip __________
Representative __________________________
Representative’s Address __________________________________________________________
City ___________________________ State _________ Zip __________
Phone (_____ _________) ___________ Fax (_____ _________) ___________
E-mail ____________________________________________________________
Informational Contact if other than the Representative __________________________
Phone (_____ _________) ___________ Fax (_____ _________) ___________
E-mail ____________________________________________________________

Be sure to fill out the reverse side!

Payment may be by check, purchase order or credit card. Please indicate form of payment.

☐ Check (made payable to AAACE)       ☐ Purchase Order # ________________________________
☐ Credit Card:       ☐ VISA       ☐ MasterCard       ☐ American Express
                     Amount to be Charged $ ________________________________
                     Credit Card # ________________________________ Exp. Date _____/____
                     Authorized Signature ________________________________

AAACE Exhibitor, Sponsor and/or Advertiser

Signature of Company Representative ________________________________
Date ________________________________

AAACE 2007 Conference, Exhibits & Sales

Signature of Chair, Cle Anderson ________________________________
Date ________________________________
EXHIBITORS • SPONSORS • ADVERTISERS

Please indicate the type of support you intend for the conference and the cost for this support by completing the appropriate sections below.

COMPANY NAME ________________________________________________
as it will appear on the Exhibit and Sponsored Function signs and in the Program Booklet

EXHIBIT BOOTH
See Exhibitor Information and Guidelines for details and expectations.

One Booth Space (8'x10') with Table, Fully Draped @ $500 = $ _________
  If reserved and paid by July 31, 2007

One Booth Space (8'x10') with Table, Fully Draped @ $550 = $ _________
  If reserved and paid after July 31, 2007

Additional Booth Space with Exhibit Table @ $400 = $ _________

TOTAL $ _________

RECEPTION / BREAK SPONSOR
Sponsor a Full, Half, or Quarter refreshment break
and receive a Full, Half, or Quarter page ad in the Program Book FREE.

Opening Reception @ $5,000 = $ _________

Full Break @ $1,500 = $ _________

Half Break @ $750 = $ _________

Quarter Break @ $375 = $ _________

TOTAL $ _________

PROGRAM BOOKLET ADVERTISEMENT
See Advertisement Guidelines for details and copy submission.

Outside Back Cover @ $2,500 = $ _________

Inside Front or Inside Back Cover @ $1,250 = $ _________

Full Page @ $800 = $ _________

Half Page @ $400 = $ _________

Quarter Page @ $200 = $ _________

Eighth Page @ $100 = $ _________

Less 25% discount if paid by August 31, 2007 = ($ _________)

TOTAL $ _________

GRAND TOTAL $ _________