I. OBJECTIVES AND RESPONSIBILITIES

This committee is responsible for the exhibits for the Chapter Conference.

II. ORGANIZATION

A Manager appointed by the Vice President of Chapter Conference will head the Conference Exhibits Committee. The committee manager reports directly to the vice president.

III. GUIDELINES

• Read and become familiar with the Constitution and Bylaws.
• Meet with the former manager to obtain records and discuss duties and responsibilities.
• Appoint additional committee members as necessary.
• Prepare the objectives, goals and budget for the year.
• Manage the functions of the committee.
• Submit status reports and recommendations to the vice president for reporting to the Board of Directors.
• Booth space cannot be given free of charge to any vendor. The only booth space that is allotted with no charge is ARMA Houston, ALHEF and a booth for the fundraiser i.e. Casino night.

IV. PROCEDURES

A. Pre-Conference
   a. Schedule meeting with webmaster to establish exhibitor section of the website. Add conference documents and booth layout
   b. Create registration form on website for vendors
   c. Review and approve exhibitor section of website.
   d. Create list of potential vendors for email distribution
   e. Send email to all potential vendors
   f. Follow up with vendors with additional emails and/or phone calls
   g. Develop and maintain vendor spreadsheet with booth selections & sponsorships
      i. Solicit vendors for Conference sponsorships
   h. Negotiate contract with convention services firm
VP of Conference: Conference Exhibits

i. Schedule meeting with convention services firm to develop exhibitor show package & send out to the exhibitors. Provide completed list of vendors with booth layout to convention services firm.

B. One Month Prior to Conference
   a. Provide list of vendor names to convention services firm
   b. Schedule convention services firm Booth set up times
   c. Communicate audio, hardwire and electrical/internet needs to Arrangements committee
   d. Communicate signage needs to Arrangements committee
   e. Ensure vendors have paid prior to conference

C. Day Before Conference
   a. Make exhibitor packets to include copies of floorplan, Terms and Condition, & badges; include lunch tickets in a separate envelope.
   b. Distribute vendor packet and other booth materials-day of event

V. FINANCIAL

All funds received from an ARMA Houston Chapter-sponsored event or project should be turned in to the ARMA Houston Chapter Treasurer for handling. Under no circumstances are ARMA Houston Chapter VP’s, Committee Managers, or Committee Members authorized to split, disburse, or retain monies for expenses incurred out of the funds collected from an ARMA Houston Chapter-sponsored event or project. The ARMA Houston Chapter Treasurer, upon the presentation of a completed check request form and receipt, should pay all expenses from an ARMA Houston Chapter-sponsored event or project.

VI. TIMELINE OF EVENTS

See attachment G

VII. ATTACHMENTS

- Attachment A: Invitation to Vendors
- Attachment B: Terms and Conditions Form
- Attachment C: Vendor Show Arrangements
- Attachment D: Vendor Show Survey
Dear ARMA Houston Supporter,

We are writing to you as a friend and past supporter of the ARMA Houston Conference to ask for your assistance for our upcoming spring conference being held [INSERT DATES] at the [PLACE] in Houston, Texas.

Our annual conference is one ARMA’s largest regional conference, bringing people together for two days of educational sessions and networking. With an anticipated attendance of approximately 250 Records and Information Management professionals, the opportunity to expand your company’s exposure has never been better.

Limited booth space and sponsorship opportunities are still available. For more information or to register, please use this link [INSERT LINK].

I look forward to the opportunity to partner with you to make the [YEAR] ARMA Houston Conference the best conference yet. If you have any questions or if I can be of any assistance, please don’t hesitate to contact me.

Thank you,

[Your Name]
VP Conference, ARMA Houston Chapter
{contact information}
APPLICATION AND PAYMENT FOR EXHIBIT SPACE – Companies wishing to exhibit at ARMA Houston must complete and submit Exhibitor Registration Form and must remit payment in full for booth spaces applied for. On-line service is available at www.armahouston.org with secure credit-card payment. Applicants may also apply using paper forms and checks. Checks should be made payable to ARMA Houston Chapter.

ACCEPTANCE AS REGISTERED EXHIBITOR – After receiving both the registration and payment, ARMA Houston will issue an email confirming the applicant as a Registered Exhibitor. In the event that booth space is not available at the time payment is received, the full payment will be returned to the applicant. In the event of fire, strikes or other circumstances beyond ARMA Houston’s control requiring cancellation of the exhibits at ARMA Houston [YEAR] Conference, ARMA Houston shall have no liability to Exhibitor for loss of damage, or obligation to refund Exhibitor’s payment.

EXHIBITOR’S AGREEMENT TO TERMS AND CONDITIONS – The accepted Registration Form, together with this document listing terms and conditions, constitutes a legal agreement between Exhibitor and ARMA Houston. Exhibitor agrees to the terms and conditions on this page and on the Exhibitor Application Form and agrees to abide by all the Rules and Regulations listed below and those of [LOCATION].

ARMA HOUSTON’S RIGHT TO DENY OR REVOKE REGISTRATION – ARMA reserves the right to deny registration to any applicant whose business or display is deemed inappropriate for the ARMA Houston audience. ARMA Houston reserves the right to bar the use of exhibits which will interfere with other exhibitors, interfere with attendees or others, or which create any hazards. In the event that Exhibitor or any of Exhibitor’s personnel violates any of the Rules and Regulations below or those of [LOCATION], ARMA Houston reserves the right to revoke Exhibitor’s registration and require Exhibitor to leave the show.

GRACE PERIOD FOR RECEIPT OF PAYMENT – As a courtesy to Applicants who apply by [DATE (2 MONTHS OUT)], ARMA will receive the Exhibitor Registration submitted without payment and will hold unassigned exhibit space for that applicant, if space is available, for two weeks from the date of receipt, while payment is being arranged. If payment is not received by the end of the Grace Period, ARMA Houston will retain the registration pending payment, but will not hold booth space.
VP of Conference: Conference Exhibits

**SPACE ASSIGNMENT** – Applicants should refer to the attached Exhibit Hall Floor Plan to choose their top three preferred booth spaces by number. ARMA Houston will make every effort to honor the highest preferred selection available. ARMA Houston has developed the Priority Point System to provide priority for long-time exhibitors in selection of booth locations, provided they apply for booth space early. Details of the Priority Point System are available on request from the Exhibits Committee Manager. After [DATE (2 MONTHS OUT)], all applicants will be assigned booth space in the order in which they are accepted as Registered Exhibitors, without regard to Priority Points. ARMA reserves the right to assign alternative exhibit space, as it deems appropriate.

**LIABILITY** – Exhibitor agrees to indemnify and hold ARMA Houston and the [LOCATION], its officers, directors, members and employees, and all individuals and organizations performing services for them in connection with the Annual Conference harmless for all claims losses or damages, injuries, liabilities, judgments, or settlements, including reasonable attorney fees, cost and other expenses, any or all of them incurred on account of actions, negligent or otherwise of the Exhibitor or its employees or agents. Exhibitor agrees to indemnify and reimburse ARMA Houston and the [LOCATION] for the costs of all services and expenses incurred in connection with the collection effort should it be necessary for ARMA Houston or the [LOCATION] to engage legal counsel or a collection agency to collect monies due ARMA Houston or the [LOCATION] as a result of exhibitor’s failure to pay any funds due ARMA Houston or the [LOCATION] or to comply with the terms of this agreement. Exhibitor also releases ARMA Houston and the Norris Conference Center from liability for any expenses incurred or other damage suffered by Exhibitor if the ARMA Houston Conference is cancelled because of fire, strike, riot, act of God, or any other cause beyond the control of ARMA Houston and the [LOCATION].

**INSURANCE** – Exhibitor shall, at its sole cost and expense, procure and maintain throughout the term of this contract, the following insurance: Comprehensive General Liability Insurance with limits not less than $500,000.00, including Contractual Liability and Products Liability coverage and Workers’ Compensation in full compliance with all laws covering the exhibitor’s employees. Exhibitor may at any time be required to furnish to ARMA Houston a Certificate of Insurance evidencing the above stated coverage. All property of Exhibitor is understood to be in Exhibitor’s custody and control at all times, including while in transit to and from the Exhibit Hall.

**CANCELLATION POLICY** – Registered Exhibitors wishing to cancel their exhibit space should submit email notification of cancellation. Notification should be sent to armahouston.conference@gmail.com. Payments will be reimbursed, subject to deduction of certain cancellation fees.

**EXHIBIT AREA RULES AND REGULATIONS**

**SHIPPING, MATERIAL HANDLING, AND DECORATING** – ARMA Houston has contracted with third party to provide all shipping, material handling, freight storage, labor services, furnishings, and decorating for the Conference. Contact information regarding third party services will be provided to all Registered Exhibitors at the
time their registration is accepted. For additional information regarding the [LOCATION] and Exhibitor information please contact armahouston.conference@gmail.com.

INSTALLATION AND DISMANTLING OF EXHIBITS – Installation of exhibits must be completed between 12:00 p.m. and 6:00 p.m. on Monday, April 22, 2019. All exhibits must be dismantled no earlier than 2:00 p.m. but no later than 5:00 p.m. on Wednesday, April 24, 2019. Any exhibits not dismantled by that date and time may be dismantled and removed by ARMA Houston or its agent at the expense of Exhibitor.

INSPECTION OF EXHIBITS – All exhibits must be ready for inspection by the ARMA Houston committee member on Monday, April 22, 2019 at 6:00 p.m. ARMA Houston reserves the right to bar the use of exhibits which will interfere with other exhibitors, interfere with attendees or others, or which create any hazards. In the event that Exhibitor or any of Exhibitor’s personnel violates any of these Rules and Regulations or those of [LOCATION], ARMA Houston reserves the right to revoke Exhibitor’s registration and require Exhibitor to leave the show.

FAILURE TO OCCUPY SPACE – Any space not occupied by [FIRST DATE OF CONFERENCE] at 1:00 p.m. shall be deemed forfeited by Exhibitor and no refund shall be paid. ARMA may reassign such space, at its discretion, without any obligation to exhibitor.

ADMISSION – ARMA Houston shall have the sole discretion over all admission policies at all times. Exhibiting company personnel will be provided with badges for access to the Exhibit floor during non-show hours. Badges must be worn at all times. Badge swapping is strictly prohibited.

SOUND – Public address systems, sound producing or amplifying devices which project sound beyond the exhibitor’s space or excessive operating noise that distracts neighboring exhibits are expressly prohibited. ARMA Houston reserves the right to restrict exhibits which, because of noise or any other reason, may detract from the general character of the exposition.

POSITIONING OF EQUIPMENT WITH RELATION TO AISLES – All display equipment must remain within the boundaries of the Exhibitor’s own booth. Exhibits may not be placed in the aisles, obstruct the general view, or hide other exhibitors.
ATTACHMENT C

STANDARD BOOTH EQUIPMENT:
- Each 8’ x 10’ booth space will be set up with 8’x 3’ back wall drape
- Each standard booth setup includes the following:
  - Company identification sign for back wall drape
  - 1 Skirted table 30” x 66”
  - 2 Chairs
  - Carpeting – the Exhibit Hall at [LOCATION] is fully carpeted
  - Electrical – 1 duplex electrical outlet is available upon request at a cost of $25 (Note: 240 volt cannot be provided); the cost is $25 for 1 or 2 booths spaces

ADDITIONAL LUNCH TICKETS:
- One lunch ticket is included for each booth space purchased. Please order additional lunch tickets, if needed. On the exhibitor and sponsor registration page, please select the additional ticket titled, "Additional Conference Luncheon". Click here to access.

FREE WIRELESS INTERNET SERVICE:
- Wireless Internet service is available to all vendors. Hard-wired internet access is available for $75 per drop (when registering please order, if needed).

ADDITIONAL FURNISHINGS AND ACCESSORIES:
- Additional furnishings may be rented through Freeman. Please request an order form for this from [NAME] at [EMAIL].
- Custom signage may be ordered through Freeman. Please request an order form for this from [NAME] at [EMAIL].

EXHIBITOR DOOR PRIZES AND DRAWINGS:
Exhibitors may conduct drawings for door prizes or other promotional giveaways, subject to the following guidelines:
- To ensure fairness, awards should be limited to conference attendees
- Contestants MUST be present to win
- Announcements of drawing results may be made during the afternoon breaks on Tuesday or Wednesday and before the Networking Social
- [MANAGER NAME], Exhibits Committee Manager, will maintain a schedule of drawings and announcements. Exhibitor announcements will be limited to 3 minutes.
- The Exhibits Committee Manager, [MANAGER NAME] must approve any use of the Public Address/sound system in the Exhibit Area

EXHIBIT HALL SCHEDULE
- Exhibitor Move-In: Monday, [DATE]; 12 Noon – 4:00 PM
- Exhibitor Hours: Tuesday, [DATE]; 8:00 AM – 5:15 PM
- Wednesday, [DATE]; 8:00 AM – 1:45 PM
- Exhibitor Move-Out: Wednesday, [DATE]; 2:00 PM – 5:00 PM
Exhibitor Survey

Thank you for exhibiting at the ARMA Houston [YEAR] Spring Conference. Please take a few minutes to complete the following survey, as your feedback will help us to evaluate this year’s show and increase its effectiveness in the future.

Please return completed surveys to the registration desk. After the show, forms should be mailed to ARMA Houston, ATTN: VP, Conference, PO Box 1391, Houston, Texas, 77251.

Thank you for your help!

Please rate the following items according to how they describe your experience at the ARMA Houston [DATE] Spring Conference.

<table>
<thead>
<tr>
<th>Item</th>
<th>Excellent</th>
<th>Satisfactory</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Overall satisfaction with pre-show information and support</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2. Overall satisfaction with sales effort and support</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3. Usefulness of exhibitor service manual</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4. Value of exhibit space for price paid</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>5. Overall satisfaction with sales leads</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>6. Quantity of new prospects generated</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>7. Overall quality of attendees</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>8. Efficiency of exhibitor registration process</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>9. Overall satisfaction with the Norris Conference Center</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>10. Overall satisfaction with exhibit hall and space</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>11. Exhibit hall security before/after show hours</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>12. How satisfied were you with exhibiting at the ARMA Houston 2018 Spring Conference?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. How valuable is this show as a tool in reaching your customers?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. How likely are you to exhibit at the ARMA Houston Spring Conference next year?</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
VP of Conference: Conference Exhibits

15. If you are not planning to exhibit, what is your primary reason? ________________________________
   _______________________________________________________________________________________

16. Do you have any other comments about your experience at this year’s show or suggestions on how we can make the show better for you in the future? ________________________________
   _______________________________________________________________________________________

17. May we use your comments in our [YEAR] show marketing materials?
   [ ] Yes  [ ] No

You may remain anonymous; however, it may be helpful to the conference committee if you complete the following:

NAME: ________________________________________________

TITLE: _________________________________________________

COMPANY: _____________________________________________

E-MAIL: ________________________________________________

Return completed surveys to:
ARMA Houston
ATTN: VP, Conference
PO BOX 1391
Houston, Texas 77251

EMAIL: armahouston.conference@gmail.com
ATTACHMENT E

Exhibit Information

8x10 Exhibitor Booth     $650.00
8x20 Exhibitor Booth     $1,295.00
Additional 8x10 Exhibitor Booth    $650.00
Additional Conference Luncheon Tickets   $30.00 each
Electricity for Conference Booth     $25.00
Hard Wired Internet Drop for Conference Booth     $75.00

Sponsorship Opportunities

Titanium Conference Sponsor  Price: $2,500
✓ Exclusive Titanium Sponsorship
✓ Company Name and Logo on the Chapter Website Home Page up to 180 Days after the conference event
✓ A link to vendor company website from the ARMA Houston Conference webpage
✓ Day 2 refreshment break sponsorship
✓ Company Brochure placed in the conference registration packet
✓ Two conference registrations
✓ Opportunity to speak to the attendees for 5 minutes during Day 2 lunch.
   (Thank attendees for their attendance and let them know where your booth is located)
✓ Recognized during opening remarks
✓ Ribbon denoting "Platinum Sponsor" on the badge for each of the vendor company’s attendees
✓ The vendor must have paid booth space for this sponsorship
✓ Guaranteed opportunity to present a session under the vendor track, must submit session proposal by February 15, 2019 or the session will be offered to Corporate Sponsors.

Platinum Conference Sponsor  Price: $2,000
✓ Exclusive Platinum Sponsorship
✓ Company Name and Logo on the Chapter Website Home Page up to 90 Days after the conference event
✓ A link to vendor company website from the ARMA Houston Conference webpage
✓ Company Brochure placed in the conference registration packet
✓ Two conference registrations
✓ Opportunity to speak to the attendees for 5 minutes during Day 1 lunch.
   (Thank attendees for their attendance and let them know where your booth is located)
✓ Recognized during opening remarks both days of Conference
✓ Ribbon denoting "Platinum Sponsor" on the badge for each of the vendor company's attendees
✓ The vendor must have paid booth space for this sponsorship
✓ Guaranteed opportunity to present a session under the vendor track, must submit session proposal by February 15, 2019 or the session will be offered to Corporate Sponsors.

Gold Conference Sponsor  Price: $1,500
✓ (3) Gold Sponsorships available
✓ Company Name and Logo on the Chapter Website Home Page up to 45 Days after the conference event
✓ A link to vendor company website from the ARMA Houston Conference webpage
VP of Conference: Conference Exhibits

- One conference registration
- Opportunity to introduce a conference speaker
- Recognized during opening remarks both days of Conference
- Ribbon denoting "Gold Sponsor" on the badge for each of the vendor's attendees
- The vendor must have paid booth space for this sponsorship
- Guaranteed opportunity to present a session under the vendor track, must submit session proposal by February 15, 2019 or the session will be offered to Corporate Sponsors. (Additional sessions may become available, Titanium and Platinum Sponsors have right of first refusal for three vendor track sessions.)

Corporate Conference Sponsor  
Price: $1,000

- (3) Corporate Sponsorships available
- Name listed on Conference Website
- A link to vendor company website from the ARMA Houston Conference webpage
- Sign with company name posted at conference near exhibit area
- Ribbon denoting "Corporate Sponsor" on the badge for each of the vendor's attendees
- The vendor must have paid booth space for this sponsorship
- Recognized during opening remarks both days of Conference

Other Sponsorship Opportunities

Conference Bag Sponsor
This exclusive sponsorship is for one vendor to provide conference bags for all attendees. Each registered attendee will receive their bag upon registration at the conference. Sponsor is responsible for providing 300 bags. Bag must be approved by the Vendor Exhibits Committee. **Estimated cost: $600**

Name Badge Sponsor
This exclusive sponsorship is for one vendor to provide conference name badge holders for all attendees. Each registered attendee will be given their name badge in these holders and are required to wear the badges while visiting the sessions and exhibit floor. Sponsor is responsible for providing 300 name badge holders. Badge selection must be approved by the Vendor Exhibits Committee. **Estimated cost: $600**

Breakfast Sponsor
Price: $500.00
Attendees will receive complimentary breakfast each morning of the conference. Your company’s logo, product or service will be the first thing that they see as they enjoy the most important meal of the day. Sponsors are encouraged to place brochures near the breakfast area, spend this time at the station to greet attendees and welcome them to the conference. **ONLY 2 SPONSORSHIPS AVAILABLE**

Afternoon Refreshment Break
Price: $500.00
Be the official sponsor of the afternoon pick-me-up! The attendees will be treated to afternoon snack, typically cookies, brownies, etc. and drinks. Vendor's company logo, product or service will be the first thing that they see as they all gravitate to this extremely popular area to take a much-deserved break. Sponsors are encouraged to spend this time at the break station to greet attendees and welcome them to the conference. **ONLY 2 SPONSORSHIPS AVAILABLE**

Networking Social
Price: Limited to $2,000
VP of Conference: Conference Exhibits

Be the official sponsor of the evening networking social. The attendees will be treated to food and drinks while networking with their colleagues. Vendor’s company logo, product or service will be the first thing they see as they enter the venue. Sponsors are encouraged to greet attendees and well them as they enter the venue.
# ATTACHMENT G

## Facility

<table>
<thead>
<tr>
<th>TASK</th>
<th>TIMELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Audio needs - communicate</td>
<td>March-April</td>
</tr>
<tr>
<td>2 Electrical/Internet needs - Open to all</td>
<td>March-April</td>
</tr>
<tr>
<td>3 Freeman Signed contract</td>
<td>February</td>
</tr>
<tr>
<td>4 Freeman develop exhibitor package</td>
<td>February</td>
</tr>
<tr>
<td>5 Booth set up - Freeman</td>
<td></td>
</tr>
</tbody>
</table>

## Marketing to Vendor

<table>
<thead>
<tr>
<th>TASK</th>
<th>TIMELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Website - add conference docs and booth layout</td>
<td>October</td>
</tr>
<tr>
<td>2 Send email to all potential vendors -first call</td>
<td>October</td>
</tr>
<tr>
<td>3 Send email to all potential vendors -second call</td>
<td>October</td>
</tr>
<tr>
<td>4 Follow up with vendors - email/phone calls</td>
<td>November</td>
</tr>
<tr>
<td>5 Add vendor names/website address to conference website for sponsorships</td>
<td>March</td>
</tr>
<tr>
<td>6 Update/Maintain vendor spreadsheet booth selection &amp; sponsorships</td>
<td>Oct-April</td>
</tr>
</tbody>
</table>

## Vendor

<table>
<thead>
<tr>
<th>TASK</th>
<th>TIMELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Create list of potential vendors for email distribution</td>
<td>August</td>
</tr>
<tr>
<td>2 Freeman develop exhibitor package &amp; send out to the exhibitors</td>
<td>February</td>
</tr>
<tr>
<td>3 Make exhibitor packet &amp; badges</td>
<td>April</td>
</tr>
<tr>
<td>4 Vendor Reception Sponsorship - solicit a sponsor</td>
<td>November</td>
</tr>
<tr>
<td>5 Solicit vendors for Conference sponsorships: Badge holder, bag, etc.</td>
<td>November</td>
</tr>
<tr>
<td>6 Day of event distribute vendor packet and other booth materials</td>
<td>April</td>
</tr>
</tbody>
</table>

## Signage

<table>
<thead>
<tr>
<th>TASK</th>
<th>TIMELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Determine signage we can use from last year.</td>
<td>March</td>
</tr>
<tr>
<td>2 Provide list of vendor names to Freeman</td>
<td>March</td>
</tr>
<tr>
<td>3 Provide completed list of vendors with booth layout to printer</td>
<td>March</td>
</tr>
</tbody>
</table>

## Registration

<table>
<thead>
<tr>
<th>TASK</th>
<th>TIMELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Create registration form on website for vendors</td>
<td>October</td>
</tr>
<tr>
<td>2 Ensure vendors have paid prior to conference</td>
<td>April</td>
</tr>
</tbody>
</table>

**Legend**

- Week of Conference
- Week Before Conf.