

Exhibitor and Sponsor

# PROSPECTUS 2012

May 6-9 | Baltimore



## 97th Annual **International Supply Management Conference** and Educational Exhibit



**institute for  
supply management**

stay competitive  
*move forward*

**Our attendees are looking for the following suppliers in the Exhibit Hall:**

- Computer Hardware companies
- Contract Management
- e-Sourcing, e-Procurement and Reverse Auctions
- Financial Analysis and Market Research
- Financial Institutions
- Fleet Management
- Freight companies
- Green and Sustainability Solutions
- Human Capital Management/ Temporary Labor
- Inventory Control, Warehousing and Shipping
- IT Services
- Manufacturing-Related companies
- MRO Products and Services
- Office Supply/Office Furniture
- Procurement Card Services
- Promotional Products
- Relocation
- Risk Management
- Security Services
- Software Solution providers
- Spend Analysis and Procure-to-Pay
- Supplier Relationship Management
- Supply Chain/Procurement consultants
- Telecommunications
- Training
- Transportation, Distribution and Logistics
- Travel Management

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**2012**  
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## Get More in 2012

If you do something long enough, you learn what it takes to get it done right. It's safe to say that ISM's Annual International Conference, now in its 97th year, has a lot of experience. We have more than 2,000 of the best in supply management in attendance. There are individuals from more than 30 different nations representing industries ranging from entertainment to energy, city government to national defense, retail to aerospace, and every place in between. We've worked hard for almost a century to establish our reputation and today we are known as the premier provider of educational value and positive return for our attendees, sponsors and exhibitors. That doesn't happen overnight.

Because our attendees are a diverse group of decision-makers, they understand the value of face-to-face interaction with suppliers. In fact, nearly 100 percent visit the Exhibit Hall at least once, getting the most effective use of their time and money. Our attendees are constantly looking to ISM to show them opportunity, and we consistently bring opportunity to them. That isn't the kind of trust you get in a day.

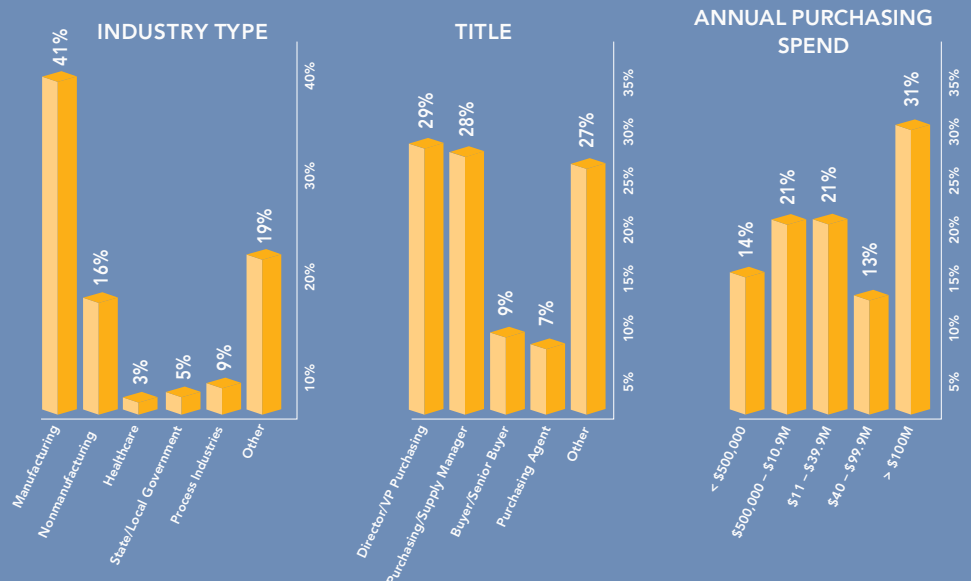
Should you exhibit at the Conference in 2012? To us, the question is: Why wouldn't you? We will be in the historic and vibrant inner harbor of Baltimore with some folks we think you should meet. Take us up on this opportunity while there's still time. Connect with our receptive, world-class attendees in Baltimore and get ahead.



stay competitive  
move forward

### Who Attends ISM Conferences?

Attendees represent every major economic sector and responsibility within their organization. Coupled with their purchasing spend, you'll quickly realize exhibiting in Baltimore makes good business sense.



## A sampling of companies that **attended in 2011**

|                               |                           |                               |
|-------------------------------|---------------------------|-------------------------------|
| 3M                            | Goodrich                  | Ryder                         |
| Accenture                     | Guitar Center Inc         | SAF-HOLLAND USA Inc           |
| Ace Hardware                  | Harley-Davidson           | Schreiber Foods               |
| ADT Security Services         | Hawker Beechcraft         | Schwaab Inc                   |
| Aetna Inc                     | Hershey Company           | Siemens                       |
| ALCOA                         | Hewlett-Packard           | Sirius XM Radio Inc           |
| Allegheny Technologies Inc    | Hilton Worldwide          | Starbucks                     |
| Allied Van Lines              | Home Depot                | State Farm Insurance Co       |
| American Red Cross            | Hormel Foods Corp         | Stryker Instruments           |
| Arctic Cat Inc                | IBM                       | Symantec                      |
| AT&T Corp                     | Intel                     | Synthes Anspach               |
| BAE Systems                   | Kellogg Co                | Sysco Corp                    |
| Bank of America               | KPMG                      | T Rowe Price Assoc            |
| BE Aerospace Inc              | Krispy Kreme              | Terex Corporation             |
| Booz Allen Hamilton           | L-3 Communications        | Texas Instruments             |
| Bose Corp                     | LA-Z-Boy Inc              | TGGT Midstream                |
| Boston Scientific             | LG                        | The Bell Group                |
| C.R. Bard                     | Live Nation               | The Boeing Co                 |
| Capital One                   | Lockheed Martin           | The Capital Group Co          |
| Caterpillar                   | McKinsey & Co             | The Hershey Co                |
| CBS Broadcasting              | MillerCoors               | The Walt Disney Co            |
| Ceridian                      | Nintendo of America       | Thomas Publishing Co LLC      |
| Chevron                       | Northrop Grumman          | Toyota                        |
| Cisco Systems Inc             | Nu Skin Enterprises       | Tyco International            |
| Coca-Cola                     | Oakley Inc                | Ulta Beauty                   |
| ConAgra Foods                 | OfficeMax                 | Unilever                      |
| DHL                           | Owens Corning             | United Nations                |
| DIAGEO                        | PepsiCo                   | W.L. Gore & Associates        |
| Ernst & Young                 | PetSmart                  | Wal-Mart Stores               |
| Estee Lauder                  | Pfizer                    | Warren Cat                    |
| Exxon Mobil                   | Publix Supermarkets Inc   | Westinghouse Electric Company |
| Fidelity Investments          | Quaker Oats               | Whirlpool Corp                |
| Four Seasons Hotels & Resorts | QuikTrip Corp             | Winn-Dixie                    |
| GE Corp                       | Raytheon                  | Worldwide Business Research   |
| General Dynamics              | Rolls-Royce North America | Xerox Corp                    |
| GlaxoSmithKline               | Royal New Zealand         | Yahoo Inc                     |
| Goldman Sachs                 | Air Force                 | Yankee Candle Co              |

# Exhibit INFORMATION

## Reasons to Exhibit

- Nearly 100 percent of Conference attendees indicate they visit the suppliers in the Exhibit Hall.
- More than 2,000 supply management professionals attend.
- Obtain qualified sales leads.
- Increase brand awareness.
- Showcase your company to key decision-makers in manufacturing and nonmanufacturing industries.

## Benefits of Exhibiting

- Two full Conference registrations per booth valued at US\$2,300
- Unlimited number of Exhibit Hall passes for staff, potential clients and company VIPs
- Pre- and post-Conference mailing list of attendees (includes name, title and company's address) and the digital and print Conference Navigator (show guide)
- Your company's URL and booth assignment placed on our event website
- Significant advertising discounts in our magazine, *Inside Supply Management*®, and in the 2012 Conference Navigator
- Meet and network with a pre-qualified audience of supply professionals
- Tailored show hours

## Pricing

Booth Size 10' X 10' - US\$4,700  
(before December 1, 2011)

Booth Size 10' X 10' - US\$4,900  
(after December 1, 2011)

## Contact Information

### Kathy Braase

Senior Sales Associate  
800/888-6276 or  
+1 480/752-6276  
extension 3061  
kbraase@ism.ws

### Trish True

Senior Sales Associate  
800/888-6276 or  
+1 480/752-6276  
extension 3086  
ttrue@ism.ws

A complete exhibitor kit will be provided, covering services, shipping information, exact move-in and move-out hours and convention center information. This kit will be posted on the Conference section of our website after January 1, 2012.

Baltimore hotel reservation information will be provided by the ISM Sales Department. ISM strongly advises that room reservations be made early. Contact the ISM Sales Department for information on hospitality suites and room drops.



## Exhibit Hall Schedule

(subject to change)

### Saturday, May 5, 2012

Exhibitor Move-In

9:00 a.m. – 6:00 p.m.

### Sunday, May 6, 2012

Exhibitor Move-In

8:00 a.m. – 3:00 p.m.

Exhibit Hall Grand Opening  
With Networking Reception

5:00 p.m. – 7:00 p.m.

### Monday, May 7, 2012

Networking Breakfast

8:00 a.m. – 9:30 a.m.

Dessert Reception

1:30 p.m. – 3:00 p.m.

Networking Reception

4:30 p.m. – 6:30 p.m.

### Tuesday, May 8, 2012

Dessert Reception

1:00 p.m. – 3:00 p.m.

Exhibitor Move-Out

3:00 p.m. – midnight

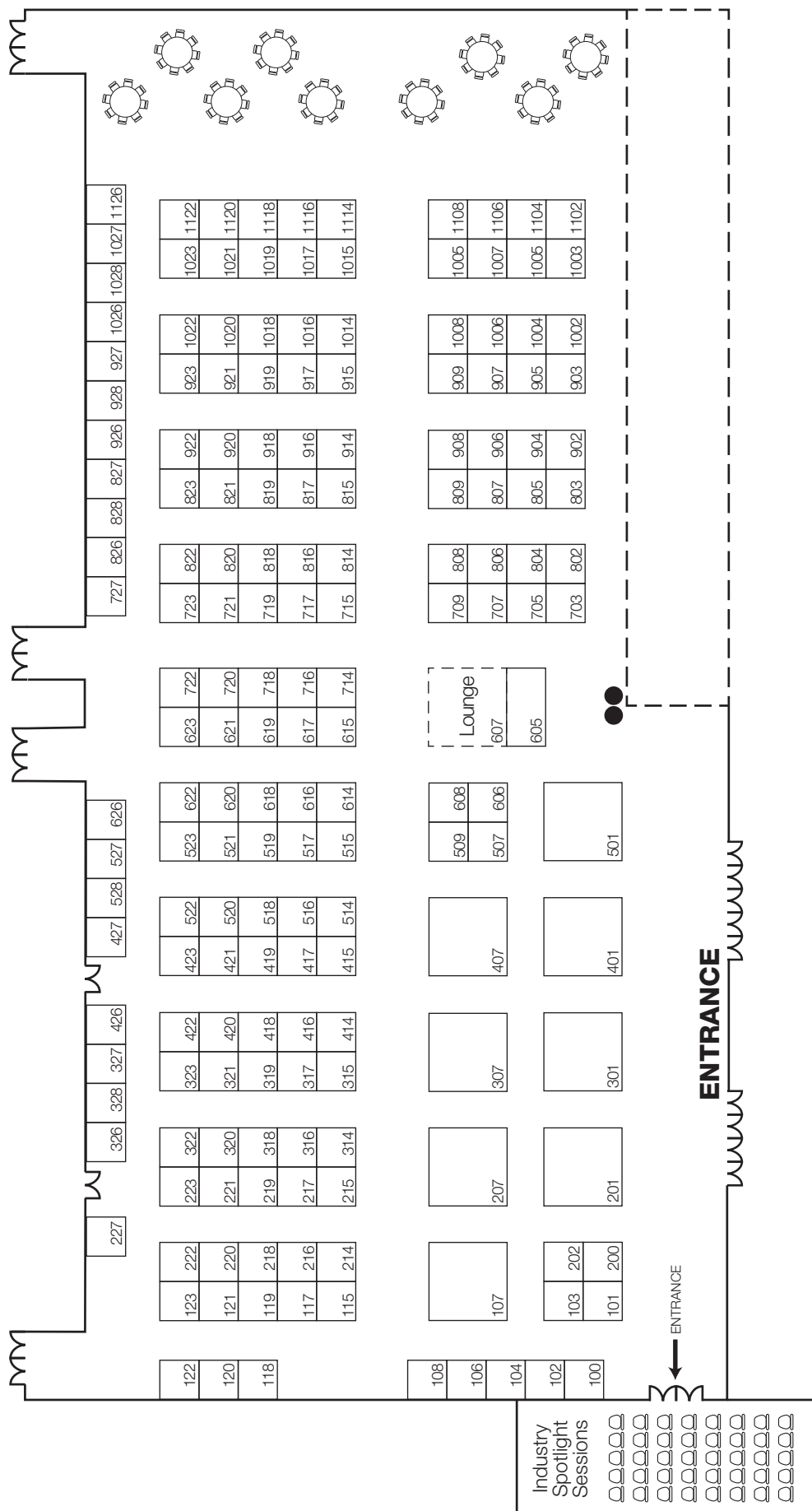


**BaltiMore!**  
Maryland | May 6-9, 2012

# ISM 97th Annual International Supply Management Conference and Educational Exhibit

May 6-9, 2012

Baltimore Convention Center  
East Side Exhibit Halls A & B



# Sponsorship OPPORTUNITIES

## ISM'S 97th Annual International Supply Management Conference Sponsorship Opportunities

Sponsorship offers important value-added opportunities to create brand awareness and highlight your organization's products and services. It helps maximize your exhibit investment and stand out from your competition. We will work with you to develop the right mix that delivers the visibility and networking opportunities you desire.

|  | Number of Complimentary Conference Registrations | *Industry Spotlight Session and Pre-e-mail Blast Promoting Session | **Passport Program | ***Tote Bag Insert |
|--|--|--|--------------------|--------------------|
| <b>PLATINUM (Exclusive) - \$35,000</b>                     |  |  |                    |                    |
| Lanyard/Badge Holder <b>SOLD!</b>                          | 8  | Yes  | Yes                | Yes                |
| <b>GOLD - \$25,000 each</b>                                |  |  |                    |                    |
| Conference Tote Bag  | 6  | Yes  | Yes                | Yes                |
| Sunday Exhibit Hall Grand Opening and Networking Reception | 6  | Yes  | Yes                | Yes                |
| Monday Networking Lunch                                    | 6  | Yes  | Yes                | Yes                |
| Monday Networking Reception                                | 6  | Yes  | Yes                | Yes                |
| <b>GREEN (Exclusive) - \$20,000</b>                        |  |  |                    |                    |
| Branded Flash Drives                                       | 6  |  | Yes                | Yes                |
| <b>SILVER - \$15,000 each</b>                              |  |  |                    |                    |
| Monday Networking Breakfast                                | 4  |  | Yes                | Yes                |
| Monday or Tuesday Dessert Reception                        | 4  |  | Yes                | Yes                |
| Registration Area <b>SOLD!</b>                             | 4  |  | Yes                | Yes                |
| Attendee Lounge  | 4  |  | Yes                | Yes                |
| Wi-Fi Lounge   | 4  |  | Yes                | Yes                |
| Branded Padfolios  | 4  |  | Yes                |                    |
| <b>BRONZE - \$10,000 each</b>                              |  |  |                    |                    |
| Hotel Card Key   | 2  |  |                    |                    |
| Cyber Café <b>SOLD!</b>                                    | 2  |  |                    |                    |
| Relaxation Lounge <b>SOLD!</b>                             | 2  |  |                    |                    |
| ISM Bookstore  | 2  |  |                    |                    |
| <b>ASSOCIATE - \$7,000 each</b>                            |  |  |                    |                    |
| Conference Pocket Guide <b>SOLD!</b>                       |  |  |                    |                    |
| Exhibit Hall Aisle Signs & Booth Locator Sign <b>SOLD!</b> |  |  |                    |                    |

### ALL SPONSORSHIPS INCLUDE THE FOLLOWING:

- Sponsor logo on Exhibit Hall entrance unit and registration area signage
- Sponsor logo in Conference brochure (if contract received prior to November 15, 2011)
- Sponsor logo and link with 50-word description on Conference website
- Sponsor highlighted with company logo on Exhibit Hall map in *Navigator/Program Guide*

### \*Platinum and Gold Sponsors Invited to submit Industry Spotlight Session

Industry Spotlight Sessions are 30 minutes in length and will take place during Exhibit Hall hours. ISM will promote your industry Spotlight Session by sending a personalized e-mail blast to a list of attendees that

you pre-select from the full Conference list. The session will be included in the 2012 *Navigator* and on signs inside the Exhibit Hall.

**\*\*NEW! Passport Program** will direct attendees to your booth for a stamp (provided by ISM). Once the attendee has the participating sponsor and exhibitor stamps, he or she can submit their card to be entered for drawings to be held in the Exhibit Hall. Drawings will take place Monday and Tuesday during Exhibit Hall hours.

**\*\*\*Tote Bag inserts** must be received in ISM Offices no later than March 31, 2012 (number of inserts to be determined).



## PLATINUM

**Lanyard/Badge Holder** — Lanyards display your company's logo on the badge holder of thousands of attendees.

## GOLD

**Conference Tote** — Sponsor's logo, ISM logo and Conference name on Conference tote distributed to all attendees.

**Sunday, Exhibit Hall Grand Opening Networking Reception** — Includes tent cards on cocktail rounds and bars, one bar placed as close to the sponsor as possible and wait staff may wear one sponsor logo item (i.e., shirts, hats, pins, etc. provided by sponsor).

- **Attendee Gift** — Your logo/message will appear on our popular Conference giveaway along with ISM's logo. Conference giveaways are handed out at the evening reception. For additional branding, sponsor may feature signature cocktail, souvenir glass, centerpieces and specialty linens (at sponsor's expense).

**Monday Networking Lunch** — Sponsor may provide slide or 60-second commercial to air during program. Sponsor logo and name on tables, service staff may wear one sponsor logo item (provided by sponsor) and one table reserved in front of the room for sponsor.

**Monday, Networking Reception** — Includes tent cards on cocktail rounds and bars, one bar placed as close to the sponsor as possible and wait staff may wear one sponsor logo item (i.e., shirts, hats, pins, etc. provided by sponsor).

- **Attendee Gift** — Your logo/message will appear on our popular Conference giveaway along with ISM's logo. Conference giveaways are handed out at the evening reception.

## GREEN

**Branded Flash Drive** — All attendees would receive a flash drive with sponsor logo. The flash drive will contain a link to download your choice of speaker presentations, thus eliminating the excessive amount of handouts at the Conference.

- **Quarter-page ad** in *Conference Navigator* promoting green sponsor and flash drive

## SILVER

**Monday Networking Breakfast** — Obtain maximum exposure during Monday's breakfast from 8:00 – 9:30 a.m. in the Exhibit Hall. At least one breakfast station placed as close to sponsor's booth as possible. For enhanced branding, sponsor may provide buffet signs, aprons, t-shirts and souvenir coffee cups (at sponsor's expense).

**Dessert Reception (Monday or Tuesday available)** — Includes tent cards on tables, wait staff may wear one sponsor logo item (provided by sponsor). Selected desserts will incorporate sponsor logo.

**Registration Area** — Attract Conference attendees' attention throughout the entire Conference by sponsoring one of the busiest areas: registration. Sponsor logo on every other registration booth kick panels. One item included with pre-conference mailing that will include confirmation letter and name badge. Please note that item must fit into a #10 size envelope.

**Attendee Lounge** — A 20x20 area in the Exhibit Hall. Sponsor may provide furniture, décor and small logo items such as pads and pens. Half-page ad with sponsor's logo promoting Attendee Lounge will be placed in the *Conference Navigator*.

**Wi-Fi Lounge** — Keep attendees connected with the Wi-Fi Lounge sponsorship. The wireless internet connection area will be located near the registration area and your company banner (provided by ISM) will be displayed in the Wi-Fi Lounge during the event. Half-page ad with sponsor's logo promoting Wi-Fi Lounge will be placed in the *Conference Navigator*.

**Branded Padfolios** — A guaranteed way to get your message out to attendees. These notebooks will be given to the first 1,000 attendees at registration and will be used during the Conference and long after. Sponsor logo will be on each padfolio along with ISM's logo.

## BRONZE

**Hotel Card Key** — Sponsor logo/message on guestroom card keys given to all ISM Conference attendees staying at host hotel.

**Cyber Café** — Interactive information center for all attendees located in the registration area. Attendees can check e-mail, surf the web and download the Conference presentations. Sponsor may provide screen-saver and home page for each terminal will be set to sponsor's home page. For enhanced branding, we encourage you to furnish mouse pads, logo pads and pens at each terminal. ISM will provide 3 X 8' banner with sponsor's logo promoting the Cyber Café.

**Relaxation Lounge** — Generate booth traffic and outstanding visibility for your company by sponsoring this relaxing service. Conference attendees will be required to stop by sponsor's booth to pick up coupon (provided by ISM) for the free massage. Relaxation Lounge will be available during Exhibit Hall hours on Sunday, Monday and Tuesday. ISM will provide banner or 3x8' sign promoting with sponsor's logo promoting the Relaxation Lounge (sponsor may provide artwork). Sponsor may provide shirts or other signature clothing for massage therapists to wear.

**ISM Bookstore** — Increase your brand awareness by sponsoring ISM's bookstore. The bookstore is centrally located and enjoys heavy attendee traffic throughout the Conference. As a sponsor your logo or message will be on bookstore shopping bags. Your company banner (provided by ISM) will be displayed in the bookstore during the event. There will be a designated section for showcasing your company's publication or designated book.

## ASSOCIATE

**Conference Pocket Guide** — Your company logo will appear on the front cover and one panel will include a company description and logo. This handy pocket guide will help attendees find their way throughout the Conference.

**Exhibit Hall Aisle Signs & Booth Locator Sign** — Your company logo/message will appear on the booth locator podium and all aisle signs throughout the Exhibit Hall.



## THE PROGRAM GUIDE AND NAVIGATOR

Your complete guide to the Supply Management Event of the Year! Reach Attendees via Print and Interactive Digital Edition

**The Program Guide and Navigator** will be produced in an interactive digital edition that is identical to the printed version. The digital version will be released in the months leading up to the Conference.

### New Format introduced in 2011 is back by popular demand!

The 2012 Conference Navigator will be 8.5 x 6" spiral bound show guide with tab pages to mark the days, sponsors, exhibitors and special events. Easy to use, easy to carry show guide that will continue to capture your prospect's attention when you place a full-page, half-page ad or company profile!

Advertising opportunities allow you to tell attendees about:

- Products and services you will be showcasing
- Your booth location
- Special incentives or booth giveaways
- How to schedule an appointment



| PROGRAM GUIDE & NAVIGATOR<br>AD SIZE                                     | POSITION                   | EXHIBITOR RATE (NET) |
|--|----------------------------|----------------------|
| Full-page — Premium Positions  | IFC or Tab Section Divider | US\$4,540            |
| Dust Cover ½-page — Premium Position                                     | Front Cover                | US\$3,800            |
| Full-page  | ROP                        | US\$3,540            |
| ½-page (Horizontal Only)   | ROP                        | US\$1,985            |
| ½-page — Company Profile<br>(125-150 word company description with logo) | Alpha                      | US\$795              |

**Advertising rates above are net, noncommissionable.**

### NEW! Passport Program (Limited Availability) — US\$2,000

Purchase a block on our Exhibitor Passport that directs attendees to your booth. Once the attendee has the participating sponsors and exhibitors stamp their card, they can submit their card to be entered into a drawing for great prizes. Prizes to be awarded on Monday and Tuesday during trade show.

### NEW! Pre Conference E-Mail Blast (Limited Availability) — US\$2,500

Have ISM send meeting attendees a personalized e-mail with your company message directing them to your booth (does not include opt-out attendees). ISM reserves the right to approve or request edits prior to distribution.

### NEW! Official Conference Page Website Banner — US\$2,000 per month

Website banner advertising is now available on ISM's Conference page and subsequent pages. These pages are visited by thousands of prospective attendees. **Available December 2011 through April 2012.**



# Exhibit Space APPLICATION



## 97th Annual International Supply Management Conference and Educational Exhibit

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State/Province Postal/ZIP/Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_

Booth Size: First Choice \_\_\_\_\_ Second Choice \_\_\_\_\_ Third Choice \_\_\_\_\_

Products and/or service to be displayed: \_\_\_\_\_

**Pricing:** Booth Size: 10' X 10' — Before December 1, 2011, US\$4,700 | After December 1, 2011, US\$4,900

### Method of Payment (U.S. Funds Only)

☐ Check enclosed (all payments in U.S. funds only, drawn on U.S. Bank, made payable to ISM) ☐ Please Invoice

Charge to: ☐ VISA ☐ MasterCard ☐ American Express

Account Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_ Signature: \_\_\_\_\_

I agree to all sponsorship terms and attached rules and regulations.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Cancellation Policy

If exhibitor cancels their exhibit space agreement 90 calendar days prior to the event, a 75 percent refund will be given after the event is held and only if ISM is able to resell the booth space. No refunds will be given for cancellations within the 90 calendar-day window.

We have read and agree to comply with all rules and regulations of the Institute for Supply Management™ Conference and agree to submit all information required and requested by Conference management.

Signature/Title: \_\_\_\_\_ Date: \_\_\_\_\_

Please print your name as signed above. (Please retain a copy for your records.)

### E-mail or Fax

ISM Sales Department

Fax: +1 480/752-7890

E-mail to [kbraase@ism.ws](mailto:kbraase@ism.ws) | [ttrue@ism.ws](mailto:ttrue@ism.ws)

If you have questions, call Kathy Braase at +1 480/752-6276, extension 3061 or Trish True at +1 480-752-6276, extension 3086

# Exhibit/Sponsorship RULES AND REGULATIONS

Institute for Supply Management™ (ISM)

1. **Date, Place and Hours:** The exhibition hours will be as indicated in the Exhibit Hall schedule. ISM reserves the right to make changes in the exhibition hours; however, such changes will be made known to exhibitors as far in advance as possible.
2. **Installation of Exhibit:** Hours of installation are as listed in the Exhibit Hall schedule. Space unclaimed by the opening hour is subject to reassignment without refund of any of the rental paid. ISM reserves the right to make changes in the installation hours; however, such changes will be made known to exhibitors as far in advance as possible.
3. **Exhibit Purpose:** The exhibitor recognizes that the purpose of the exhibit is exclusively for the education of persons attending the Conference and agrees to neither solicit nor accept orders and not to conduct any selling activity at the exhibition other than is incidental to the furnishing of such education.
4. **Permissible Events:** Every effort will be made to provide a well-rounded event for ISM Conference participants. All exhibitor activities must be reviewed and approved by ISM in advance of exhibited event. Undignified methods of attracting attention will not be permitted. ISM reserves, in its sole discretion, for any reason or lack of any reason the right to accept or reject any organization or product for inclusion in the exhibited event. ISM is not required to provide any rationale for the acceptance or rejection of any exhibit.
5. **General Restrictions:** ISM reserves the right to restrict any exhibit because of noise, method of operation or any reason that is judged dangerous or objectionable, and also to prohibit, or to evict, that which is considered to detract from the general character of the exhibited event. This general reservation includes persons, things, conduct, printed matter or anything deemed objectionable by ISM. In the event of such restriction or eviction, ISM is not liable for any refund of rental or other exhibitor expenses. Exhibitors may make prizes available for general drawing that do not exceed US\$500 in value. Winners must be selected and notified during the Conference. Advertising novelties are not to exceed US\$25 in value.
6. **Restrictions in Use of Space:** All demonstrations, interviews or other activities, such as the distribution of circulars and advertising matter of any description, must be confined to the exhibitor's own booth. The exhibitor agrees not to assign, sublet or share the whole or any part of his/her assigned space without the prior knowledge and written consent of ISM. No exhibitor is permitted to show goods other than those manufactured or dealt with in the regular course of business. No firm or organization not assigned exhibit space will be permitted to solicit business in any manner in conjunction with the ISM Conference.
7. **Sound Systems:** The use of sound systems is permissible provided that they are not audible in neighboring booths, nor more than 3 feet into the aisle and that the sound is directed only into the exhibitor's booth vertically. ISM shall have and exercise absolute control over this regulation, the intent of which is that sound systems shall not be audibly objectionable to neighboring exhibitors. The exhibitor is responsible for any licensing fees.
8. **Booth Rental:** Booth rental includes standard back wall drape, 8 feet high with side rails 36 inches high; a standard booth sign showing the exhibitor's firm name; general overhead illumination; air conditioning; and overall security for the Exhibit Hall.
9. **Display Heights:** Side wall construction, if used, may taper diagonally from back wall for one-half of the depth of the booth. This limitation is intended to provide a clear view of neighboring exhibits. Raw wood, cardboard or similar materials for wings to booths must be covered or painted if they are visible in adjacent booths. Placement of taller equipment must conform to these rules. Exceptions to the above can be authorized for self-contained island configurations.
10. **Available Services:** On behalf of the exhibitors, ISM has designated official Conference contractors to perform the following services at rates considered equitable and normal: cartage, equipment moving and setup, furniture, booth decorations, signs, photographs, telephone, etc. Services of electricians, plumbers, carpenters and laborers will be provided and charged for at prevailing rates. ISM assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons and parties. Specific information about contractors will be forwarded to exhibitor after booth space has been assigned. Any services obtained by the exhibitor for official Conference contractors or other suppliers and persons must be in strict compliance with policies of the venue in which the Conference and exhibit are held.
11. **Dismantling of Exhibits:** The exhibitor agrees not to dismantle the exhibit or do any packing before the closing hour of the last exhibit time as described in the Exhibitor's Schedule. Charges will be billed of any exhibit material remaining after exhibit hours. If an emergency situation dictates that an exhibitor must leave prior to the close of the exhibit event, ISM Exhibit Management personnel must be notified prior to exhibitor's departure.
12. **Security:** ISM will provide regular security service to cover entrances to the exhibition area on a 24-hour basis from the beginning of move-in to the completion of move-out.
13. **Insurance:** Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability and Contractual Liability Insurance, insuring and specifically referring to contractual liability set forth herein, in an amount not less than US\$1,000,000 Combined Single Limit for personal injury and property damage. ISM and the Conference and Exhibit venue shall be included in such policies as additional named insureds. In addition, the exhibitor acknowledges that neither ISM nor the Conference and Exhibit venue maintains insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor. Evidence of such insurance must be provided by the insuring company.
14. **Liability:** Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the Institute for Supply Management™, event facility and its employees and agents harmless against all claims, losses

and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibit's installations, removal, maintenance, occupancy or use of the exhibited event premises or a part thereof, excluding any such claim caused by the sole negligence of the event facility or its employees and agents. Furthermore, in case said premises shall be destroyed by fire or the elements, or by any other cause or in case any other circumstances shall make it impossible for ISM to permit the said premises to be occupied by exhibit for the use herein specified, including without limitation, earthquakes or other natural or weather-related events, labor interruptions or other occurrences beyond the control of ISM, then and thereupon this contract shall terminate and exhibit shall and does hereby waive any claim for damages or compensation, except the pro rata return paid for any space rental, less expenses incurred by ISM.

- 15. Fire Protection:** No combustible decorations shall be used at any time. All packing containers, excelsior and wrapping paper, which much be fireproof, are to be removed from the floor and must not be stored under tables or behind displays. Any cloth decoration must stand a flameproof test as prescribed by the applicable fire and safety ordinances. All flammable materials and fluids are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted. If inspection indicates that any exhibitor has neglected to comply with the foregoing requirements, or otherwise incurs a fire hazard, ISM reserves the right to cancel the entire exhibit event, or such parts of it as may be irregular, with no refund of rental or liability for exhibit expenses.

- 16. Admission:** Admission to the exhibited event will be available to all event registrants. Publicity will encourage the attendance of all Conference registrants. ISM will invite supply managers from the surrounding area to visit the educational exhibit as our guests. Exhibit Hall passes will be available to these guests. These guests cannot attend educational sessions unless they register for the event. Exhibitors are encouraged to invite their customers and clients to visit the Exhibit Hall.

- 17. Badges and Conference Registration:** Each exhibitor will receive two complimentary full Conference registrations for each 10' x 10' booth space rented. Exhibit Only badges will be available to exhibit personnel who will be working in the booth and not attending the Conference event. Additional full Conference registrations may be purchased; contact your ISM Sales Representative for details.

- 18. Payment for Space:** Applications should be returned to ISM with full booth rental payment. Applications will be received until all space is allocated. If the application is received after all space is filled, payment will be refunded. Failure to comply with these requirements forfeits all rights to space, which may in such case be reassigned to others, with no obligations on the part of ISM.

- 19. Cancellations:** If exhibitor cancels their Exhibit space agreement 90 calendar days prior to the event, a 75 percent refund will be given after the exhibited event is held and only if ISM sells out the Exhibit Hall. No refunds will be given for cancellations received 89 days up to the date of the Conference.

- 20. Assignment for Exhibit Space:** The agreement for exhibit space and the payment of booth rental charges constitute a contract for the right to use the space allotted, subject to the rules and

regulations promulgated by ISM.

- 21. Space Assignment:** Space assignments will be solely at the discretion of ISM.

- 22. Event Promotion:** The exhibitor authorizes ISM, its employees or agents to use exhibitor's name to promote the event and to solicit other exhibitors for this and future events.

- 23. Photo Release:** From time to time, ISM uses photographs of participants and/or exhibitors in our promotional material. By virtue of your attendance and participation in the Conference and Exhibit, you agree to the usage of your likeness in such materials.

- 24. Exhibit Hall Entrance:** All persons entering the Exhibit Hall MUST wear an ISM-provided name badge, including after-hours and during move-in and move-out periods.

- 25. Booth Carpet:** All booths must be carpeted and it is the responsibility of the exhibitor to provide carpet, at their expense, if the hall is not carpeted by the venue operator.

- 26. Exhibited Events or Items:** ISM has the right to final approval to all items and events for Exhibitors. ISM must approve general details of exhibiting items or events, including, but not limited to, advertising novelties (such as bags, pens, apparel), menus, agendas, entertainment or other specific items or functions that are part of the exhibitor package.

- 27. Food and Beverage:** Any refreshments (food and beverages) must be ordered and served by the Convention Center or hotel's catering services. Exhibitors must notify ISM of catering arrangements. Any samples must be approved prior to the Conference and a corkage or service fee may apply. ISM reserves the right to deny or restrict catering arrangements and samples that interfere or distract with ISM planned events.

These regulations are a part of the contract for event exhibit, which does not become effective until countersigned by a duly authorized representative of the Institute for Supply Management™. The acceptance of the payment that accompanies the application for exhibitor does not constitute acceptance of a contract. The Institute for Supply Management™ reserves the right to make such additional conditions, rules and regulations as it deems necessary to ensure the success of the exhibited event.

**ALL EXHIBITORS MUST COMPLY WITH THE LAWS AND REGULATIONS OF THE CITY AND STATE IN WHICH THE EXHIBIT IS HELD.**

## 2011 EXHIBITORS

ADTRAV Travel Management  
 AFMS Logistics Management Group  
 Allied Van Lines  
 AlliedBarton Security Services  
 Allstates WorldCargo  
 American Express  
 American Graduate University  
 American Metal Market  
 American Product Distributors  
 American Public University  
 APICS, The Association for Operation Management  
 ARI - Automotive Resources International  
 Ariba  
 Atlas World Group  
 Beeline  
 Bossard  
 BravoSolution  
 Bureau van Dijk  
 Calyptus Consulting Group  
 Carlson Hotels  
 Club Colors  
 Co-eXprise  
 CombineNet  
 Competitive Solutions, Inc.  
 Concur  
 Connolly, Inc.  
 CoreTrust Purchasing Group  
 Corporate Graphics International  
 CoVest Sourcing Network  
 Credit Risk Monitor  
 D & B Supply Management Solutions  
 Denali Group  
 Directravel  
 Dow Jones & Company  
 EC Sourcing Group  
 eCompany Store  
 Element, a division of Corporate Imaging Concepts  
 Emptoris  
 Epicor Software Corporation  
 ePlus Systems, Inc.

ESIS  
 Eurest Services  
 Fastenal  
 First National Bank of Omaha  
 Freeman  
 Freight Management, Inc.  
 Guardsmark, LLC  
 Hagemeyer North America  
 Hubwoo, USA, LP  
 Iasta  
 IBISWorld, Inc.  
 IBM - Global Expense Reporting Solutions  
 IHS Global Insight  
 Industrial Gas Suppliers Alliance  
 International Data Corporation  
 InterplX Expense Management  
 IQNavigator  
 Ivalua  
 jCatalog Software  
 JVKellyGroup, Inc.  
 Kaman Industrial Technologies  
 MarkMaster, Inc.  
 MayFlower Transit  
 Midland Information Resources  
 MTM Recognition  
 My Purchasing Center  
 Nitor Partners  
 North American Van Lines  
 North Carolina State University  
 Office Depot  
 Oracle  
 Orr Safety Corporation  
 PaceButler Corporation  
 Paragon Relocation  
 Peopleclick Authoria  
 Perfect Commerce  
 PHH Arval  
 PICS  
 Point Nationwide  
 Positive Purchasing  
 Punchout Catalogs  
 Puridiom

Rearden Commerce  
 RelocationProcurement.com  
 Resources Global Professionals  
 RSC Equipment Rental  
 SAP  
 ScanMarket  
 Schwaab, Inc.  
 SciQuest  
 Short's Travel Management, Inc.  
 SIRVA, Inc.  
 Staples Advantage  
 Storeroom Solutions Inc.  
 Strategic Procurement Solutions  
 Swervepoint  
 Telepress  
 The Pasha Group  
 The Smart Cube  
 The Suddath Companies  
 The Supply Chain Group  
 The University of Tennessee  
 ThomasNet  
 Trace Laboratories  
 Travelocity Business  
 TRC Global Solutions, Inc.  
 Turtle & Hughes Integrated Supply  
 U.S. Bureau of Labor Statistics  
 United Van Lines  
 University Alliance  
 University of Michigan  
 University of San Diego  
 UPS  
 Upside Software, Inc.  
 US Lawns  
 Verian Technologies  
 Vinimaya, Inc.  
 Volt Consulting  
 Volt Workforce Solutions  
 Wallmedien AG  
 Wheels  
 Women's Business Enterprise National Council (WBENC)  
 ZeroChaos  
 Zycus  
 Zynapse- A Zycus Division

