

Exhibitor and Sponsor  
**PROSPECTUS**  
**2011**  
May 15-17 | Orlando



96th Annual **International Supply Management Conference** and Educational Exhibit



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**PROSPECTUS**  
**2011**

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## *Let the Sun Shine In...*

Orlando, Florida is consistently ranked as one of the top vacation destinations in the world, boasting more theme parks and entertainment attractions than anywhere in the world. In May, 2011 it will feature thousands of industry leaders from the supply management field, as well, as they flock to the Sunshine State for ISM's Annual Conference and Educational Exhibit.

Now in its 96th year, the ISM Conference has developed a reputation for its strong educational value and positive return — not only for attendees but sponsors and exhibitors, too. Exhibiting at this one-of-a-kind event allows you to market your products and services to an incredibly receptive and responsive group — a group comprised of decision-makers from small businesses to Fortune 500 companies.

Our attendees understand the importance of face-to-face time with suppliers, which is why each year nearly all of them visit the Exhibit Hall at least once, making sure their time and money are put to good use.

So while most people who visit Orlando do so to enjoy the Magic Kingdom, SeaWorld or any of the other wonderful attractions it has, you'll be getting a little more out of it in the way of a positive return on your exhibit's investment — which is pretty attractive, too.

Reserve your space in Orlando today. We look forward to seeing you there.



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

- Computer Supply companies
- Contract Management
- eSourcing, eProcurement 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 & 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

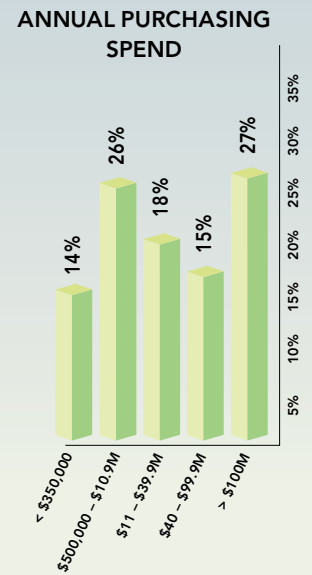
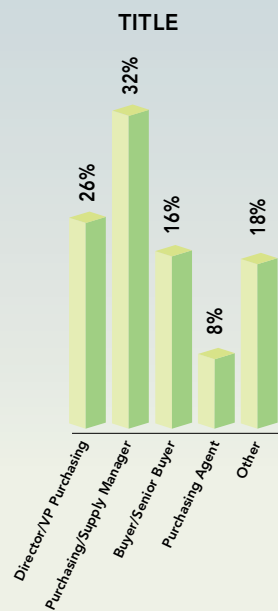
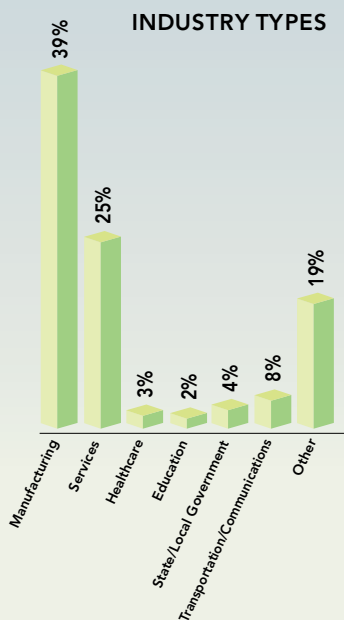


# A Sampling of Companies That Attended in 2010

- |                               |                                 |                                     |
|-------------------------------|---------------------------------|-------------------------------------|
| Ahold USA                     | Hallmark Cards Inc              | Saudi Aramco                        |
| American Red Cross            | HBO                             | Shanghi Shenji International Co Ltd |
| Anheuser-Busch InBev          | Hitachi                         | Shell Oil                           |
| AssetNation Inc               | IBM                             | Siemens Industry Inc                |
| Bombardier Aerospace          | IHS Global Insight              | Sony                                |
| BorgWarner                    | ITT Corp                        | Starbucks Coffee Co                 |
| Boston Scientific             | John Deere                      | Steelcase Inc                       |
| Brown Shoe Co Inc             | Kraft Foods Inc                 | T Rowe Price                        |
| Cargill Meats Central America | Live Nation                     | Target Corp                         |
| CarMax                        | Lockheed Martin                 | The Boeing Company                  |
| Caterpillar                   | McDonald's Corporation          | The Clorox Co                       |
| Chicago Mercantile Exchange   | McKesson                        | The Hershey Co                      |
| Clear Channel                 | Microsoft                       | The Walt Disney Co                  |
| Con-Way                       | Mitsubishi Motors North America | Under Armour                        |
| Delta Air Lines Inc           | Nintendo of America Inc         | Unilever                            |
| Department of the Navy        | Northrop Grumman                | Verian Technologies                 |
| Emerson Process Management    | Northwestern Mutual             | Volvo Parts North America           |
| FEMA                          | PetSmart Inc                    | Winn-Dixie                          |
| Ford Foundation               | Quicksilver Resources           | Wolters Kluwer Financial Services   |
| General Electric Co           | QuikTrip Corp                   | Xerox Corp                          |
| Georgia Pacific LLC           | Rolls Royce                     |                                     |
| Goldman Sachs                 | Ryder                           |                                     |
| Goodrich Corp                 | Samsung Electronic Co           |                                     |

## 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 Orlando makes good business sense.



# 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 non-manufacturing 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)
- Your company's URL and booth assignment placed on our event web page
- Significant advertising discounts in our magazine, *Inside Supply Management*®, and in the 2011 *Conference Navigator*

## Pricing

Booth Size 10' X 10' - US\$4,700  
(before December 1, 2010)

Booth Size 10' X 10' - US\$4,900  
(after December 1, 2010)

## Contact Information

For complete information on exhibiting or sponsorship packages, contact the ISM Sales Department:

**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, 2011.

Orlando 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 14, 2011

Exhibitor Move-In  
9:00 a.m. - 6:00 p.m.

### Sunday, May 15, 2011

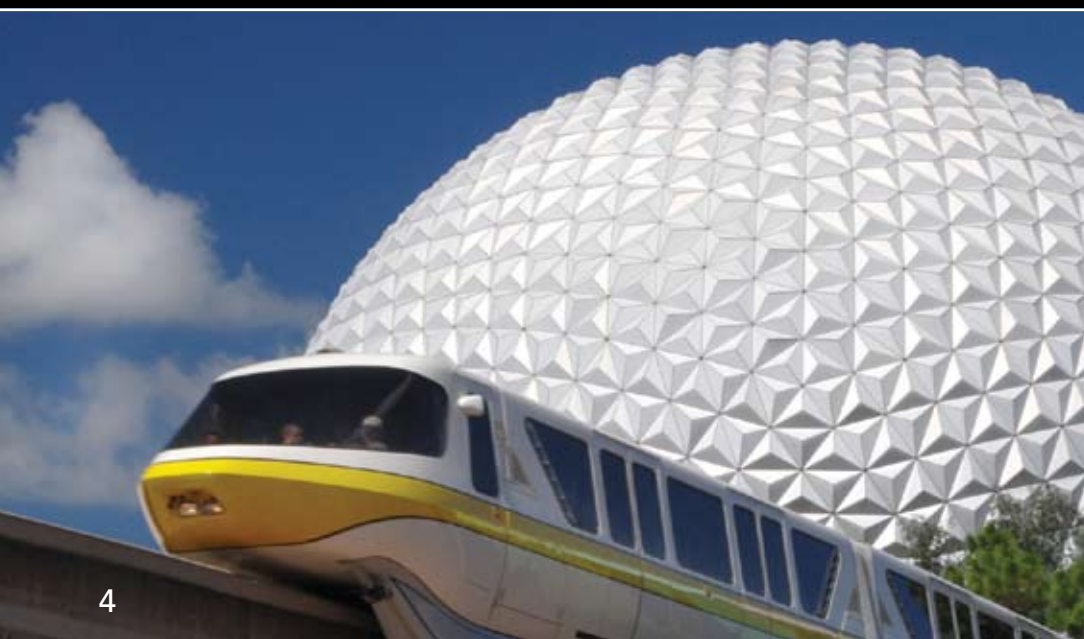
Exhibitor Move-In  
8:00 a.m. - 3:00 p.m.  
Grand Opening and  
Networking Reception  
5:00 p.m. - 7:00 p.m.

### Monday, May 16, 2011

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 17, 2011

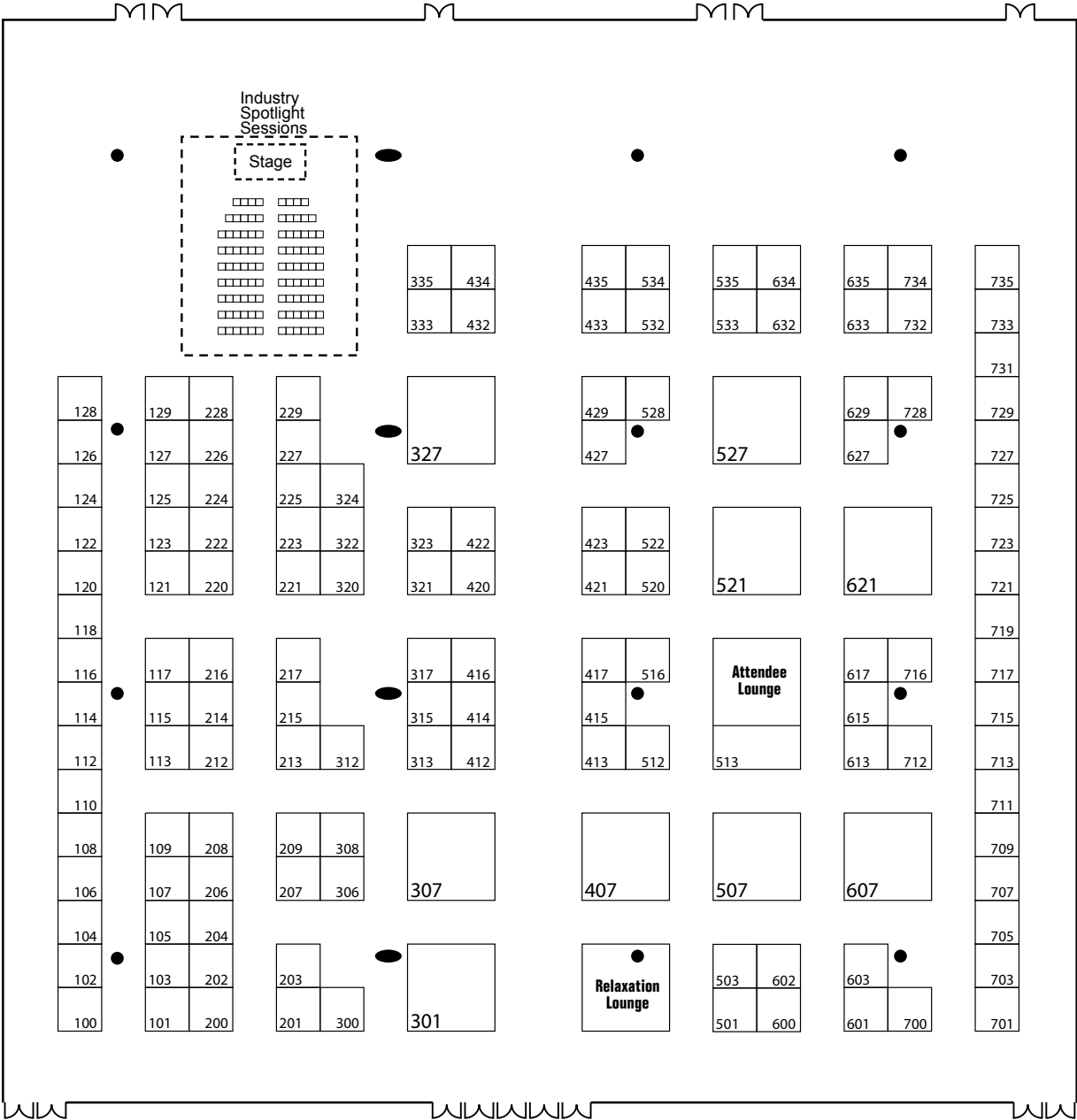
Dessert Reception  
1:00 p.m. - 3:00 p.m.  
Exhibitor Move-Out  
3:00 p.m. - midnight



# ISM 96th Annual International Supply Management Conference and Educational Exhibit

May 15-18, 2011 | Orlando, Florida

## Gaylord Palms Resort and Convention Center Halls D and E



Entrance



96th 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, 2010, US\$4,700 | After December 1, 2010, 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 | ttrue@ism.ws

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

**RESERVE YOUR SPONSORSHIP** at the ISM International Supply Management Conference and Educational Exhibit in exciting Orlando, Florida. The Conference attracts supply management professionals interested in networking with industry peers and suppliers and staying abreast of current industry trends.

We expect more than 2,000 attendees and over 125 exhibiting companies, including some of the industry's top leaders. You don't want to miss out on sponsoring this event. If you are interested in a sponsorship, please contact Kathy Braase or Trish True at [kbraase@ism.ws](mailto:kbraase@ism.ws) or [ttrue@ism.ws](mailto:ttrue@ism.ws), or call +1 480/752-6276, extensions 3061 or 3086.

## Sponsorship PACKAGES

### EXCLUSIVE PLATINUM Sponsorship — US\$35,000 (SOLD)

- Lanyard/Badge holder — sponsor logo on lanyard and badge holder
- Platinum sponsor featured on large sign placed in the registration area and entrance to the Exhibit Hall (platinum sponsor's logo larger than all other sponsors)
- Eight (8) complimentary full Conference registrations
- Invited to submit presentation(s) for Industry Spotlight (Exhibit Hall sessions). Includes speaker introduction and publicity in Conference brochure and *Navigator*
- Company name and color logo with 50-word description in conference brochure (if contract received prior to printing)
- Sponsor highlighted with company logo on Exhibit Hall map in *Navigator/Program Guide*
- One item (flyer, brochure or CD-Rom) inserted into the tote bag or handed out at registration
- Company logo and link with 50-word description on Conference website
- Sponsor receives a company profile (logo and a 50-word description) in three electronic and one print version of the Conference *Navigator* and recognition as platinum sponsor
- Pre or post e-mail blast to attendee list (approved by ISM)

### GOLD Sponsorship — US\$25,000 (4 available)

- Sponsor's logo placed on large sign in registration area and entrance to the Exhibit Hall
- Six (6) complimentary full conference registrations
- Invited to submit presentation(s) for Industry Spotlight (Exhibit Hall sessions). Includes speaker introduction and publicity in Conference brochure and *Navigator*.
- Company name and color logo with 50-word description in Conference brochure (if contract received prior to printing)
- Company logo and link with 50-word description on Conference website
- Sponsor highlighted with company logo on Exhibit Hall map in *Navigator/Program Guide*
- One item (flyer, brochure or CD-ROM) inserted into the tote bag or, if you choose the networking luncheon, one item of your choice is placed at each place setting
- Pre or post e-mail blast to attendee list (approved by ISM)

### Select one of the following:

- Conference Tote** — Sponsor's logo, ISM logo and Conference name on conference tote distributed to all attendees.
- Sunday, May 15 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 enhanced branding, sponsor may feature signature cocktail, souvenir glass, centerpieces or specialty linens (at sponsor's expense).
- Monday, May 16, Networking Lunch** — Sponsor may provide slide or 60-second commercial to air during program. Sponsor logo and name on table tents, service staff may wear one sponsor logo item (provided by sponsor) and one table reserved in front of the room for sponsor and guests.
- Monday, May 16 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.

### EXCLUSIVE GREEN Sponsorship — US\$20,000 (SOLD)

- All attendees receive a CD or flash drive with sponsor logo. The CD or the flash drive will contain a link to download speaker presentations.
- Recognition as the green sponsor on all Conference signage
- Sponsor receives a company profile (logo and a 50-word description) in three electronic and one print version of the Conference *Navigator*
- Invited to submit presentation(s) for Industry Spotlight (Exhibit Hall sessions). Includes publicity in Conference brochure and *Navigator*
- Six (6) complimentary full Conference registrations
- Quarter-page ad in 2011 Conference *Navigator* promoting the green sponsor, and flash drive
- Company name and company logo with 50-word description in Conference brochure (if contract received prior to printing)
- Company logo and link with 50-word description on Conference website

# Sponsorship PACKAGES

## SILVER Sponsorship — US\$15,000 (7 available)

- Sponsor's logo placed on large sign in registration area and entrance to the Exhibit Hall
- Invited to submit presentation/s for Industry Spotlight (Exhibit Hall sessions). Includes publicity in Conference brochure and *Navigator*
- Four (4) complimentary full Conference registrations
- Company name and color logo with 50-word description in Conference brochure (if contract received prior to printing)
- Company logo and link with 50-word description on Conference website
- Sponsor highlighted with company logo on Exhibit Hall map in *Navigator/Program Guide*

### Select one of the following:

- a. Monday, May 16 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).
- b. Monday, May 16 Dessert Reception** — Includes tent cards on tables, wait staff may wear one sponsor logo item (provided by sponsor) and one item (flyer, brochure or CD-ROM) inserted into the tote bag. Selected desserts will incorporate sponsor logo.
- c. Tuesday, May 17 Dessert Reception** — Includes tent cards on tables, wait staff may wear one sponsor logo item (provided by sponsor) and one item (flyer, brochure or CD-ROM) inserted into the tote bag. Selected desserts will incorporate sponsor logo.
- d. Registration Area** — Attract Conference attendees, attention throughout the entire Conference by sponsoring one of the busiest areas, registration. Company banner, provided by ISM, prominently displayed. Sponsor logo on registration kick panels. One item flyer, brochure or CD-ROM inserted into the tote bag or distributed at registration. One item included with pre-Conference mailing that will include confirmation letter and name badge. Please note that item must fit into a #10-sized envelope. **SOLD!**
- e. Attendee Lounge** — A 20' X20' area in the Exhibit Hall. Sponsor may provide furniture, décor and small logo items such as pads and pens. ISM to provide carpet in lounge, two sofas, end tables and coffee table. There will be a quarter-page ad with sponsor's logo promoting Attendee Lounge in 2011 Conference *Navigator*. **SOLD!**
- f. Card Key** — Sponsor logo/message on guestroom card keys given to all ISM Conference attendees staying at host hotel.
- g. Branded Padfolios** — A guaranteed way to get your message out to attendees. These notebooks will be given to each attendee at registration and will be used during the Conference and long after. Sponsor logo will be on each padfolio.

## BRONZE Sponsorship — US\$10,000 (4 available)

- Signage acknowledging sponsor in registration area and entrance to the Exhibit Hall
- Two (2) complimentary full Conference registrations
- Company name and color logo with 50-word description in Conference brochure (if contract received prior to printing)
- Company logo and link with 50-word description on Conference website

- Sponsor highlighted with company logo on Exhibit Hall map in *Navigator/Program Guide*
- One item (flyer, brochure or CD-ROM) inserted into the tote bag

### Select one of the following:

- a. 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 and Monday. ISM will provide banner or 3' X 8' sign promoting with sponsor's logo promoting the Relaxation Lounge (sponsor may provide artwork). Sponsor may name the lounge to coordinate with theme or messaging. Sponsor may provide golf shirts or other signature clothing for massage therapists to wear. **SOLD!**
- b. Cyber Café (2 available)** — Interactive information center for all attendees located in the registration area and the Exhibit Hall. Attendees can check email, 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 provide mouse pads, logo pads and pens at each terminal. ISM to provide 3' X 8' sign with sponsor's logo promoting the Cyber Café.
- c. 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. Our 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.
- d. WiFi Lounge** — Keep attendees connected with the WiFi 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 WiFi Lounge during the event. Quarter-page ad in the 2011 Conference *Navigator* promoting the WiFi Lounge.

## ASSOCIATE Sponsorship Items (2 available)

Sponsorships include two (2) complimentary full Conference registrations

### Select one of the following:

- a. Exhibit Hall Booth Locator and Aisle Signs** — US\$6,000 **SOLD!**  
Your company logo/message will appear on the booth locator podium, all aisle signs throughout the exhibit hall and you can provide one item to be inserted into the tote bags (flyer, brochure or CD-ROM).
- b. Conference Pocket Guide** — US\$7,000 **SOLD!**  
Your company logo will appear on the front cover and one panel will include a company description and logo. This handy pocket guide helps attendees find their way throughout the Conference.

Please contact Kathy Braase at +1 480/752-7890, extension 3061 or [kbraase@ism.ws](mailto:kbraase@ism.ws), or Trish True at +1 480/752-890, extension 3086 or [ttrue@ism.ws](mailto:ttrue@ism.ws) to discuss your ideas or confirm your participation.



96th Annual **International Supply Management Conference** and Educational Exhibit

**NEW FOR 2011 —**

Purchase 6 full-page ads\* in *Inside Supply Management*® magazine and receive a 10' x 10' exhibit space at ISM's 2011 Conference as a **BONUS!**

*\*Ad schedule must be completed within 12 months of signed contract.*

**THE PROGRAM GUIDE AND NAVIGATOR**

*Your Complete Guide to the Supply Management Event of the Year!*

**Reach Attendees via Print and the Interactive Digital Edition**

The *Program Guide and Navigator* will be produced in an interactive digital edition that is identical to the printed version. This digital edition will be released in the months leading up to the Conference. The *Program Guide and Navigator* will generate excitement about the Conference, and highlights exhibitors and events in the Exhibit Hall.

With so many booths at the show, attendees will use the guide to build their list of "MUST SEE" exhibitors.

Reach out to attendees prior to Conference and drive potential customers to your website. Enjoy more qualified traffic at your booth in May.

Advertising opportunities allow you to tell attendees about:

- Products and services you will be showcasing
- Special incentives or booth giveaways
- Where to locate your booth
- How to schedule an appointment

Call today to secure top visibility for your company within the *Program Guide and Navigator*.

For complete information on advertising in the *Program Guide and Navigator*, contact:

Kathy Braase  
Senior Sales Associate  
800/888-6276 or  
+1 480/752-6276,  
ext ension 3061  
kbraase@ism.ws

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



PROGRAM GUIDE & NAVIGATOR AD SIZE	EARLY RESERVATION DISCOUNTED RATE	EXHIBITOR RATE Net Four-Color Rates
Full-page	US\$3,540	US\$4,790
½-page	US\$1,985	US\$2,680
¼-page — Company Profile	US\$795	US\$995
	<i>(signed insertion order must be received on or before December 11, 2010)</i>	<i>(rates after December 11, 2010)</i>

	ONLINE MARCH 1, 2011	ONLINE APRIL 1, 2011	ONLINE MAY 1, 2011
Company profiles due to ISM	February 18, 2011	March 16, 2011	April 15, 2011
Ad material deadline	February 21, 2011	March 22, 2011	April 22, 2011

# 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. Exhibits may not make prizes available for general drawing. 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 packaging 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 registration for each 10' x 10' booth space rented. Exhibit Only badges will be available to exhibit personnel that 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.**

## 2010 EXHIBITORS

ADR/ISM School for Supply Management

ADTRAV Travel Management

AECsoft

AFMS Logistic Management Group

Allied Barton Security Services

American Express

American Graduate University

American Metal Market

ARI-Automotive Resources International

Ariba

Asset Auctions

Avercast, LLC

Bravo Solution

Bureau Van Dijk

China Supply Chain Services

Co-eXprise

CombineNet

Competitive Solutions, Inc.

Concur

Corestrust Purchasing Group

Corporate Graphics International

CORT

Coupa

DataBasics

Decideware

(DSSI) Relativity Services

DS Waters of America, Inc.

Dun & Bradstreet (D & B)

Ebix BPO

eCompany Store

EC Sourcing Group

Economist Intelligence Unit

Electronic Risks Consultants, Inc.

Element, a division of Corporate Imaging Concepts

Emptoris

Equifax

ESIS

Fastenal

First National Bank of Omaha

Freeman

Government Liquidation

Guardsmark

Hagemeyer North America, Inc.

IASTA

IHS Global Insight

Innerworkings

Intertek Consumer Goods

IQNavigator

ISM

ivalua, Inc.

JVKellyGroup, Inc.

Kaman Industrial Technologies

Lily Transportation Corp.

Mohr Partners

MTM Recognition

NBTA

NC4

Nestle Professional

NetFiraConnect

NetGain dba NISH

Nitor Partners

Oakleaf Waste Management

OB10

Office Depot

OfficeMax

Oracle

Pace Butler

Paragon Global Resources

Peopleclick Authoria

PHH Arval

Plus Relocation Services, Inc.

Positive Purchasing

PunchOut Catalogs

Puridiom

RelocationProcurement.com

SAP

ScanMarket

Setech

Shanghai Pentagonal Mart,

Shanghai International Sourcing Base

Shanghai International Sourcing Promotion Center

SIRVA Relocation

SSC Service Solutions

Staff Management

Staples

Storeroom Solutions, Inc. (SSI)

Strategic Procurement Solutions

Supply Chain Management Review

The Pasha Group

The Suddath Companies

ThomasNet

Travelocity Business

TRC Global Solutions, Inc.

Turtle & Hughes Integrated Supply

United Nations Department of Field Support for Peace Operations

University of San Deigo

University of San Francisco (University Alliance)

UPS

Upside Software Inc.

U.S. Lawns, Inc.

Verian Technologies

Vinimaya

Volt

WALL PROCUREMENT Inc.

WBENC

Wheels

Zycus

