

# 98th Annual International Supply Management Conference and Educational Exhibit

Dallas/Ft. Worth, Texas | April 28-May 1, 2013

Exhibitor *and* Sponsor

# PROSPECTUS



institute for  
supply management

"This show is designed very well to drive quality  
traffic to the Exhibit Hall. In fact, ISM is one of  
the better shows in this respect."



DALLAS-FT. WORTH

APRIL 28 – MAY 1, 2013

**X** Make Your Mark





2013 Exhibitor *and* Sponsor

# PROSPECTUS

Let ISM help build your business. One location, unlimited opportunities.

ISM's 98th Annual International Supply Management Conference and Educational Exhibit is the premier event for supply management, procurement and purchasing professionals seeking strategic options for today's business challenges.

## About ISM

Institute for Supply Management™ (ISM) is the first supply management institute in the world. Founded in 1915, ISM exists to lead and serve the supply management profession and is a highly influential and respected association in the global marketplace. By executing and extending its mission through education, research, standards of excellence and information dissemination — including the renowned monthly *ISM Report On Business*® — ISM maintains a strong global influence among individuals and organizations.

## Why Should You Exhibit at ISM?

- 2,000+ key supply management professionals eager to learn about your products and services
- Nearly 100 percent of Conference attendees indicate they visit the suppliers in the Exhibit Hall
- 70 percent of Conference attendees report that they plan on or are considering doing business with the exhibitors they visit at the ISM Conference
- Dedicated Exhibit Hall hours with little overlap of session time



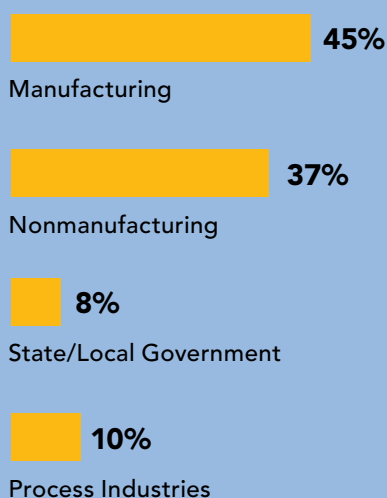
**DALLAS-FT. WORTH**  
APRIL 28 – MAY 1, 2013

**X Make Your Mark**

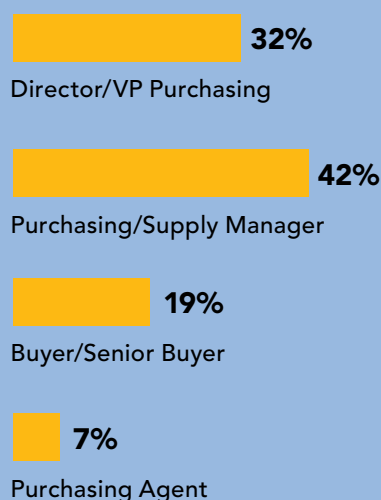
## Who Attends ISM Conferences?

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

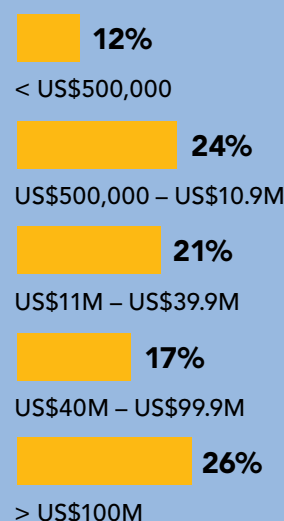
### Industry Type



### Title



### Annual Purchasing Spend



## A sampling of companies that **attend our Annual Conference**

Advanced Semiconductor Engineering Group	Eli Lilly and Co	Microsoft
Aerojet	Enterprise Holdings Inc	Munich Reinsurance America
Ahold USA	ES Robbins Corp	Newell Rubbermaid
Allegheny Technologies Inc	Estee Lauder Inc	Nintendo of America Inc
Allegiant Air	Federal Reserve Bank of New York	Owens Corning
Allscripts	Fleischmanns Yeast	PNC Bank
Amadeus Inc	Flextronics	Praxair Inc
Amalgamated Sugar Co	Ford Foundation	PriceWaterhouseCoopers
Ameren Services Co	Gemological Institute of America	Pridgeon & Clay Inc
American Airlines	Genentech Inc	QPS Engineering LLC
American Family Insurance	General Dynamics	Quest Diagnostics
American Honda Motor Co	Genworth Financial	Quicksilver Resources
Amway	Goodwill Industries	RadioShack Corp
Bass Pro Shops	Graco Inc	Ryder System
Bath & Body Works	Grant Thornton LLP	Samsung Electronics
Bayer Healthcare	Halliburton	Sealy Inc
Bell Helicopter	Harry & David Holdings Inc	Shire Pharmaceuticals
Blue Cross Blue Shield	Helzberg Diamonds	Sprint Corp
Boeing Co	Hershey Entertainment & Resorts	Standard Steel LLC
Bombardier Aerospace	Hewlett-Packard	Ste Michelle Wine Estates
Boston Scientific	Honeywell	Steelcase Inc
BP	Howard Hughes Medical Institute	The Clorox Co
Bristol-Myers Squibb	IBM Corp	The Coca-Cola Co
CarMax	Integrus Energy Group	The Home Depot
Caterpillar Logistics Inc	ITT Corporation	The Walt Disney Company
Catholic Health Services	J&J Medical Device & Diagnostics Co	T-Mobile
Centurylink	JC Penney	United Space Alliance LLC
Cephalon	J.E. Boyer Company Inc	United States Olympic Committee
Chevron Services Company, A Division of Chevron U.S.A. Inc.	Johnson & Johnson	United States Steel Corporation
Chicago Mercantile Exchange	JPMorgan Chase & Co	UPS
Chick-fil-A	KPMG	Verizon
Colgate Palmolive	LabCorp	Wells Fargo Bank
Continental Tire The Americas LLC	Loews Hotels	Wolters Kluwer Financial Svcs
Delphi Corporation	L'OREAL USA	Wolverine Power Supply Cooperative Inc
DuPont	Louis Vuitton North America Inc	Work Nexus
Dyncorp Intl	Magellan Health Svcs Inc	World Bank
Eaton Corp	Marathon Petroleum Co LP	
	McDonalds Corporation	





**"Networking in the Exhibit Hall was the most valuable part of the Conference."**

## Exhibit INFORMATION

### Reasons to Exhibit

- Showcase your company to key decision-makers in manufacturing and nonmanufacturing industries.
- 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.
- Meet and network with a pre-qualified audience of supply professionals.
- Strategic show hours.

### Booth Space & Pricing

10'X10' (100 square feet) .....	US\$5,000
10'X20' (200 square feet).....	US\$10,000
20'X20' (400 square feet).....	US\$20,000

### Exhibitors Recieve

- Two complimentary full Conference registration with each 10'X10' booth (US\$2,958 value)
- 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)
- 8' high back drape with 3' high side rail drape and a 7"x44" identification sign
- 24-hour Exhibit Hall security
- Your company's URL and booth assignment placed on our event website
- Significant advertising discounts in our magazine, *Inside Supply Management*®, and in the 2013 *Program Guide & Navigator*

### 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 is provided, covering services, shipping information, exact move-in and move-out hours, and convention center information. This kit is posted on the Conference section of our website after January 1, 2013.

Hotel reservation information is 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 hotel guestroom deliveries.

## Exhibit Hall SCHEDULE (subject to change)

### Saturday, April 27, 2013

Exhibitor Move-In

9:00 a.m. – 6:00 p.m.

### Sunday, April 28, 2013

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, April 29, 2013

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, April 30, 2013

Networking Breakfast

8:00 a.m. – 9:30 a.m.

Dessert Reception

1:00 p.m. – 3:00 p.m.

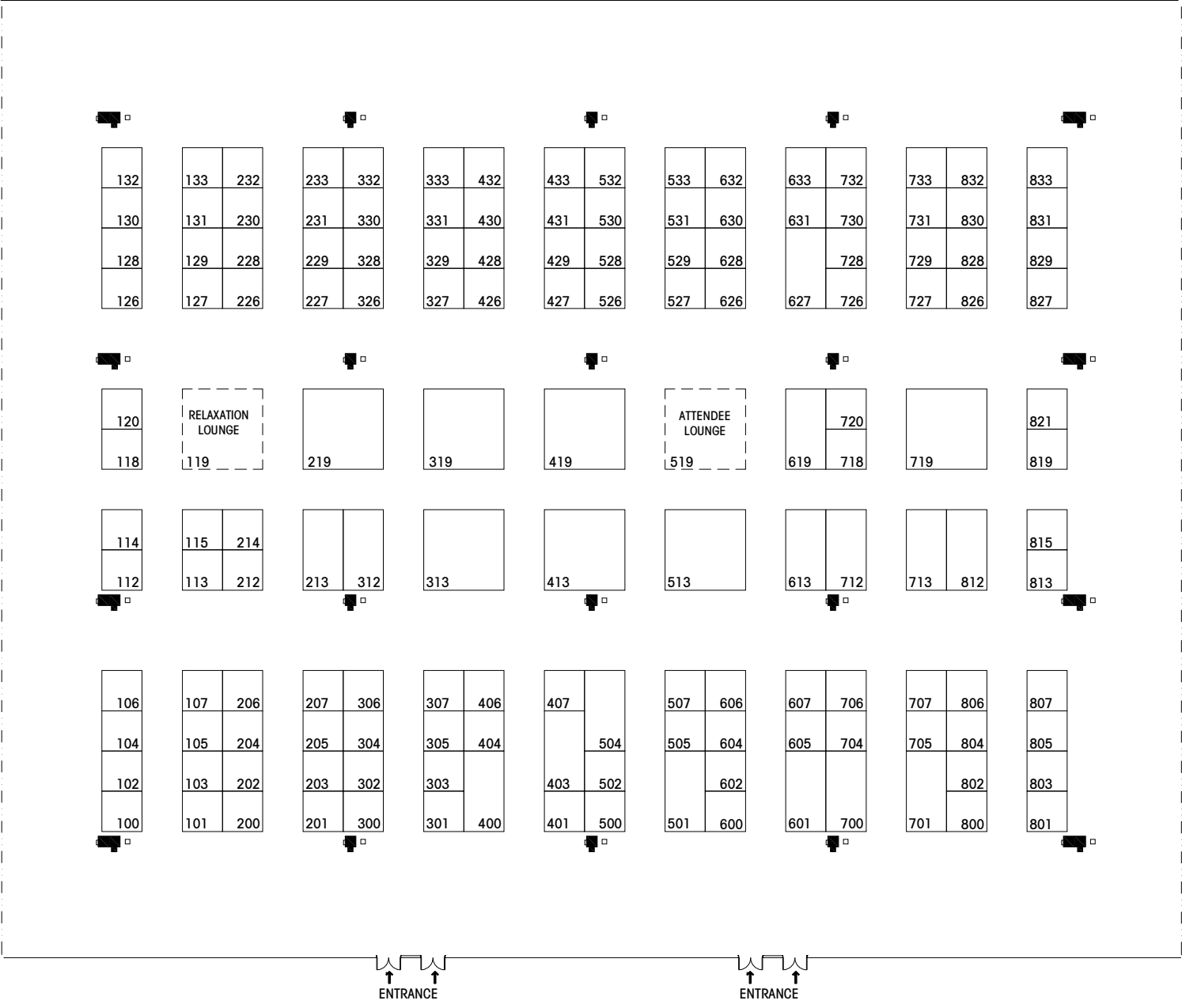
Exhibitor Move-Out

3:00 p.m. – midnight

ISM 2013

APRIL 28-30, 2013

GAYLORD TEXAN, DALLAS/FT. WORTH, TX  
LONGHORN EXHIBIT HALLS D & E



"The types of businesses you had in the Exhibit Hall gave me a sense of the market and where things are going."

# Sponsorship OPPORTUNITIES

## ISM'S 98th Annual International Supply Management Conference Sponsorship Opportunities

Sponsorship offers important value-added opportunities to create brand awareness and highlight your organizations products and services. It helps to maximize your exhibit investment and stand out from your competition. Let us work with you to develop the right mix that delivers the visibility and networking opportunities you desire. To confirm your sponsorship, contact Kathy Braase or Trish True in the ISM Sales Department at +1 480/752-6276, extension 3061, or 3086 or email [kbraase@ism.ws](mailto:kbraase@ism.ws) or [ttrue@ism.ws](mailto:ttrue@ism.ws).

	Number of Complimentary Conference Registrations	*Industry Spotlight Session and Pre-Email Blast Promoting Session	**Passport Program	***Tote Bag Insert
<b>PLATINUM (Exclusive) — US\$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 <b>SOLD!</b>	6	Yes	Yes	Yes
Monday Networking Reception	6	Yes	Yes	Yes
<b>SILVER — US\$15,000 each</b>				
Networking Breakfast (Monday or Tuesday)	4		Yes	Yes
Dessert Reception (Monday or Tuesday)	4		Yes	Yes
Registration Area	4		Yes	Yes
Attendee Lounge <b>SOLD!</b>	4		Yes	Yes
Wi-Fi Lounge	4		Yes	Yes
Branded Padfolios	4		Yes	
<b>BRONZE — US\$10,000 each</b>				
Hotel Card Key <b>SOLD!</b>	2			
Cyber Café <b>SOLD!</b>	2			
Relaxation Lounge <b>SOLD!</b>	2			
ISM Bookstore	2			
<b>ASSOCIATE — US \$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, 2012)
- Sponsor logo and link with 50-word description on Conference website
- Sponsor highlighted with company logo on Exhibit Hall map in *Program Guide & Navigator*

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

Industry Spotlight Sessions are 30 minutes in length and take place during Exhibit Hall hours. ISM promotes your Industry Spotlight Session with an email blast to all registered Conference attendees. The session is included in the *Program Guide & Navigator* and on the ISM Conference page.

**\*\*Passport Program** directs 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 the card to be entered for drawings held in the Exhibit Hall. Drawings are during Exhibit Hall hours.

**\*\*\*Tote Bag Inserts** must be received in ISM offices no later than March 22, 2013.

## PLATINUM

**Lanyard/Badge Holder** — Lanyards display your company's logo around the necks and on the badge holders of thousands of attendees. Sponsor ad on marketing email blasts that promote the Conference (received by 40,000+ members). Pre- or post-Conference sponsor email blast sent to all Conference 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).

**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).

## SILVER

**Networking Breakfast (Monday or Tuesday)** — 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)** — Includes tent cards on tables, wait staff may wear one sponsor logo item (provided by sponsor). Selected desserts to 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 panel. One item included with pre-Conference mailing that includes confirmation letter and name badge. Please note that the item must fit into a #10-size envelope.

**Attendee Lounge** — A 20'X20' 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 is placed in the *Program Guide & Navigator*.

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

**Branded Padfolios** — A guaranteed way to get your message out to attendees. These notebooks are given to the first 1,000 attendees at registration to use during the Conference and long after. Sponsor logo is 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 email, surf the web and download the Conference presentations. Sponsor may provide screen saver and home page for each terminal, which is set to sponsor's home page. For enhanced branding, we encourage you to provide mouse pads, logo pads and pens at each terminal. ISM provides 3'X8' 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 are required to stop by sponsor's booth to pick up coupon (provided by ISM) for the free massage. Relaxation Lounge is available during Exhibit Hall hours on Sunday, Monday and Tuesday. ISM provides banner or 3'X8' sign 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 is on bookstore shopping bags. Your company banner (provided by ISM) is displayed in the bookstore during the event. There is designated section to showcase your company's publication or designated book.

## ASSOCIATE

**Conference Pocket Guide** — Your company logo appears on the front cover and one panel includes a company description and logo. This handy pocket guide helps attendees find their way through out the Conference.

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

## Exhibit Hall TRAFFIC BUILDERS

There's nothing worse than watching other exhibitors connect with attendees while your booth is passed by. After you've redone your panels, selected the carpet, found the perfect giveaways ... what's next? Traffic Builders — that's what. Take a look at our Exhibit Hall Traffic Builders and pick the one that's right for you. Our Passport Program debuted last year to rousing accolades, but that's not all we offer. Sometimes a personalized email is the best reminder for our busy supply chain professionals. We also offer banner advertising and tote bag inserts to gain more traffic. Don't miss out. After all, nearly 70 percent of our attendees are considering doing business with organizations they've visited in the Exhibit Hall.



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

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

### Pre- or Post-Conference Email Blast (Limited Availability) — US\$2,500

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

### 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 during January, February, March and April 2013.**

### Tote Bag Insert — US\$1,500 (Limited Availability)

Don't miss this opportunity to be included in the Conference tote bag. Include one literature piece or novelty item in the Conference bag that every attendee receives at registration. Item must be approved by ISM and received at ISM no later than March 22, 2013.

**Program Guide & Navigator** — A complete guide to the supply management event of the year! Roadmap to exhibits, educational sessions and social events. This guide is distributed to all Conference attendees.

The *Program Guide & Navigator* is also produced in an interactive digital edition that is identical to the printed version.

The 2013 *Program Guide & Navigator* is an easy-to-use, easy-to-carry show guide that continues to capture your prospect's attention when you place a full-page ad, half-page ad or company profile!

Advertising opportunities allow you to tell attendees about:

- Products and services you are showcasing
- Where to find your booth
- Special incentives or booth giveaways
- How to schedule an appointment



PROGRAM GUIDE & NAVIGATOR 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 (125 to 150-word company description with logo)	Alpha	US\$795

Advertising rates above are net, noncommissionable.





## 98th Annual International Supply Management Conference and Educational Exhibit

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

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

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

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

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

Email: \_\_\_\_\_

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

Products and/or Services to Be Displayed: \_\_\_\_\_

**Pricing:** 10' X 10' — US\$5,000; 10' X 20' — US\$10,000; 20' X 20' — US\$20,000

Booth Size: \_\_\_\_\_ Booth Preference: 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

### 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

Cancellations must be received in writing to ISM. A 50 percent refund will be given for cancellations made on or before January 28, 2013. After January 28, 2013, no refunds will be issued. If a company decides to downsize, the cancellation policy remains the same for space cancelled.

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.)

### Email or Fax

ISM Sales Department

**Fax: +1 480/752-7890**

Email 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:** Cancellations must be received in writing to ISM. A 50 percent refund will be given for cancellations made on or before January 28, 2013. After January 28, 2013, no refunds will be issued. If a company decides to downsize, the cancellation policy remains the same for space cancelled.
- 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 materials. 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 its 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.**

# 2012 EXHIBITORS

AdaptOne	Forte Business Travel Solutions	Resources Global Professionals
Adelman Travel Group	GEP (Global eProcure)	Revitas, Inc.
ADTRAV Travel Management	GIS (General Information Services)	RMS Omega Technologies
AFMS	Guardsmark, LLC	SAP
Allied Van Lines	Hiperos	SC&H Group, Ltd.
AlliedBarton Security Services	HSS Material Management Solutions	SCANMARKET
American Express	lasta	Schwaab, Inc.
American Metal Market	IBISWorld	SciQuest
American Red Cross	IHS, Inc.	Setech, Inc.
APICS, The Association for Operations Management	Industrial Gas Supplier Alliance	Short's Travel Management
Ariba	Institute for Supply Management™	SIRVA Relocation
Atlas Van Lines	International Trade Centre (ITC)	SOS Employment Group
BravoSolution	IPS Laser Express	Staples Advantage
BuyerQuest	IQNavigator	Staples Relaxation Lounge
Co-eXprise	ISM—ADR School for Supply Management	Storeroom Solutions
CombineNet	Ivalua	Strategic Procurement Solutions, LLC
Competitive Solutions, Inc.	jCatalog Software	Telepress, Inc.
Concur	JVKellyGroup, Inc.	The Pasha Group
Connolly Inc.	Kaman Industrial Technologies	The Smart Cube
CoreTrust Purchasing Group	LexisNexis	The Suddath Companies
Corporate Graphics International	Liquidity Services - Capital Assets Group	The SupplyChain Group
Corporate Imaging Concepts	Livesource	The University of Tennessee
Corporate United	MarkMaster, Inc.	ThomasNet.com
CORT	MayFlower Transit	Trace Laboratories
CoVest Sourcing Network	Meeting Management Associates, Inc.	Tradeshift
CreditRiskMonitor	Michigan State University	Travel Leaders Corporate
Curtis 1000	MTM Recognition	TRC Global Solutions
D & B Supply Management Solutions	My Purchasing Center	Turtle & Hughes Integrated Supply
Denali Group	National Gift Card	U.S. Bureau of Labor Statistics
DHS/FEMA PS-Prep	National Minority Supplier Development Council	U.S. Lawns, Inc.
Digital B2B	North American Van Lines	United Van Lines
Direct Travel	Office Depot	University Alliance
Dow Jones	Oracle	University of Michigan
DXP Enterprises, Inc.	ORR Safety Corporation	University of San Diego
Ebix	Pennsylvania State University	Verian Technologies
EBSCO Information Services	Perfect Commerce	Vinimaya, Inc.
EC Sourcing	PHH Arval	Volt Consulting Group
eCompany Store	PICS	Volt Workforce Solutions
Emptoris	Point Nationwide	Wheels
ePlus Systems Inc	POTHOS, Inc.	Women's Business Enterprise National Council
Eurest Services	Puridiom	Work Nexus
FAISON Office Products	Rapid Ratings	Xonex Relocation LLC
Fastenal		Yapta Business Solutions
FCL Graphics		ZeroChaos
First National Bank of Omaha		Zycus

