

2007 Annual Alcohol Responsibility Conference

August 22-24, 2007 ❖ Baltimore Marriott Waterfront ❖ Baltimore, MD



TIPS[®]

Baltimore, MD
August 22-24, 2007

Annual Alcohol Responsibility Conference 2007



It is our pleasure to invite you to participate in the 2007 Annual Alcohol Responsibility Conference hosted by the TIPS Program. Our unique format will provide an excellent opportunity to demonstrate your products and services and to network with:

- ◆ Trainers of alcohol server and seller programs
- ◆ Human Resources Professionals, Food & Beverage Managers, and Risk Management Managers
- ◆ Corporate executives within the hospitality industry
- ◆ Law enforcement professionals
- ◆ Insurance agents/providers

There are four sponsorship opportunities for the 2007 Annual Alcohol Responsibility Conference. For Sponsors at all four levels we will have at least one 6' skirted tabletop, prominently displayed in the exhibit foyer adjacent to the space where the conference sessions are being held.

Platinum \$8,500

Each Platinum Level Sponsor receives:

- ◆ Tabletop Display
 - ⇒ two 6' skirted tables, four chairs, one wastebasket, and one sign with company name
- ◆ Brochure placed in conference bag
- ◆ Full-page ad in program guide
- ◆ Attendee mailing list (provided at conference conclusion)
- ◆ Inclusion in our program guide, pre-conference marketing mailings, conference signage, and conference web site.

Platinum Level Sponsors choose ONE of the following:

- Hospitality Suite on conference floor
 - ⇒ signage
 - ⇒ web site recognition
 - ⇒ snack or beverage bar
- Sponsored Dinner Banquet (invitation only)
 - ⇒ 80 seats (Thursday or Friday)
 - ⇒ Invitations issued before/during conference
 - ⇒ Invitees determined by sponsor
 - ⇒ Location and menu set by HCI

Gold \$5,000

Each Gold Level Sponsor will receive:

- ◆ Tabletop Display
 - ⇒ one 6' table, two chairs, wastebasket, and one sign with company name
- ◆ Brochure placed in conference bag
- ◆ Half-page ad in program guide
- ◆ Attendee mailing list (provided at conference conclusion)
- ◆ Inclusion in or complimentary advertisement through program guide, pre-conference marketing mailings, conference signage, and conference web site.

Gold Level Sponsors choose ONE of the following:

- Conference Badge Lanyard
 - ⇒ Company logo placed on conference badge (co-branded with the TIPS logo and other Gold Level Sponsors)
- Sponsored Lunch Banquet (invitation only)
 - ⇒ 80 seats (Thursday or Friday)
 - ⇒ Invitations issued before/during conference
 - ⇒ Invitees determined by sponsor
 - ⇒ Location and menu set by HCI

Exhibitor \$1,500

Each Exhibitor will receive:

- ◆ Tabletop Display
 - ⇒ one 6' table, two chairs, wastebasket provided, and one sign with company name
- ◆ Attendee mailing list (provided at conference conclusion)
- ◆ One Conference Registration

Patron \$500

Each Patron will receive:

- ◆ Customer-supplied collateral in Conference Bag (pre-approval required)

SIGN-UP TODAY!

Offerings are first-come, first-serve! Limited Availability!





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Vendor Contract

VENDOR INFORMATION

Company: _____

Address: _____ Ste/MS/Rm: _____

City: _____ State: _____ Zip/Postal Code: _____

Country: _____ Web Site: _____

Phone: _____ Fax: _____

Primary Contact: _____

Title: _____

Phone: _____ Fax: _____ Email: _____

What is your company's industry? _____

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

Platinum Package: \$8,500

- Badge Lanyard **OR**
- Sponsored Dinner Banquet

Gold Package: \$5,000

- Badge Lanyard **OR**
- Sponsored Lunch Banquet

Exhibitor Package: \$1,500

Patron Package: \$500

PAYMENT OPTIONS

Sponsorship & Exhibitor opportunities are limited, and will be allocated on a first-come, first-served basis. Your sponsorship package can be secured by faxing or mailing the signed contract with full payment to Health Communications, Inc.

Full payment must be made upon submission of contract. If payment is not received, Health Communications has the right to refuse this agreement. The following means of payment will be accepted: Check, Money Order, Visa, MasterCard, and American Express.

Check or Money Order:

Make check or money order payable to "Health Communications, Inc." and mail, along with your completed application to:

Health Communications Inc.
 ATTN.: Trevor Estelle
 1101 Wilson Blvd. Ste. 1700
 Arlington, VA 22209
 (P) 800-438-8477 x357
 (F) 703-524-1487
 conference@gettips.com

VISA Master Card Amer. Express

Card No.: _____

Exp. Date: _____

Print Name: _____

Signature: _____

CONTRACT AGREEMENT

Please be sure to review the Terms and Conditions. All contracts MUST be accompanied by full payment in order to be accepted.

We, the below signed company, have read and agreed to the terms and conditions specified within this Vendor Contract.

Signed: _____

Date: _____

Print Name & Title:

CANCELLATION POLICY

Requests for cancellations and refunds must be made in writing.

For cancellations received on or before April 20, 2007, a cancellation fee of \$150 will apply for each unit of rented exhibit space.

Cancellation received between May 1, 2007 and June 30, 2007 will receive a 50% refund. No requests for refunds will be granted after June 30, 2007.

If you have any questions regarding this application, please contact Trevor Estelle, at 800-438-8477 x357 or estellet@gettips.com

For Conference Management Team:

Application Received: _____

Order No.: _____

Booth No. Assigned: _____



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Exhibition Terms and Conditions

- 1. Terms of Payment.** All applications for sponsorship must be accompanied with full payment. Requests for cancellation and refunds must be in writing. For cancellations received on or before April 20, 2007, a cancellation fee of \$150 will apply for each unit of rented exhibit space. For cancellations received between May 1, 2007 and June 30, 2007, 50% of the rental fee for the exhibit space will be forfeited. No request for a refund will be granted for cancellations after June 30, 2007.
- 2. Subleasing or Sharing of Exhibit Space.** Subleasing or sharing of exhibit space is prohibited. All signs, displays and products in a booth must be related to the exhibitor's company.
- 3. Exhibit Space Assignments.** Exhibit space assignments are made on first come first served basis, with all assignments made in the best interest of the exhibition. HCI reserves the right to alter an exhibitor's assigned space if it is deemed necessary and in the best interest of the exhibition.
- 4. Exhibitor Appointed Contractors.** As agents for the exhibitor, all exhibitor-appointed contractors will be bound by these Terms and Conditions. Exhibitors will be responsible for the conduct of any contractors they appoint.
- 5. Displays and Exhibits Finishing.** Displays and exhibits in public view are required to be appropriately finished on all sides and surfaces. If such surfaces remain unfinished at the start of the exposition, HCI may authorize the official contractor to effect the necessary finishing and the exhibitor will be required to pay all costs involved.
- 6. Exhibitor Activities and Displays.** Exhibitor activities and displays must be limited and confined to the space for which the exhibitor has contracted. Public address, sound producing, or amplifying devices, which project sound beyond the exhibitor's booth, are expressly prohibited. Flashing or neon lights, lighted signs or electronic displays or devices must be constructed or controlled in a manner that will not interfere with or constitute a nuisance to other exhibitors.
- 7. Property Damage.** Damage caused by an exhibitor will be paid for by that exhibitor. "Damage" includes but is not limited to paint, tape, nails, screws, drills, or tacks applied to walls, columns, floors or ceilings of the building, adjoining displays, or the display materials that are the property of the official exhibit contractors.
- 8. Fire Department Regulations.** Fire department regulations must be observed. Display and packing material must be flame-retardant. Electrical equipment must be UL approved and must be wired by a licensed electrician. Helium balloons are not allowed in the Exhibit Foyer at any time.
- 9. Indemnity.** Each Exhibitor shall indemnify and hold harmless HCI, Baltimore Marriott Waterfront, appointed service contractors and for all liability that might ensue from any cause including accident or injury to invitees, guests, exhibitors, their agents and employees, including loss or damage to personal property.
- 10. Cancellation of Exposition.** If HCI is prevented from holding the conference, a full refund will be granted.
- 11. Badges.** Official badges for the exposition must be worn at all times on conference premises. Admittance to the Exhibit Foyer and the seminar rooms will require a badge at all times during the conference. Badges can be picked up at the Registration & Information Desk.
- 12. No Soliciting.** Soliciting outside the confines of the exhibitor's assigned space is prohibited.
- 13. Competitive Events.** Competitive events that distract from the conference and exposition are prohibited.
- 14. Restricted Attendance.** HCI will make every reasonable attempt, through advertising and promotion, to attract qualified attendees but does not guarantee any level of attendance. HCI shall have sole control over admission policies at all times.
- 15. Installation, Show and Dismantling.** Installation, show and dismantling hours and dates shall be those specified by HCI. Packing of exhibits prior to the close of the exposition is prohibited. Exhibitor shall be liable for all storage and handling charges for failure to remove exhibits by specified time and date.
- 16. Amendments to Rules & Regulations.** HCI, at its discretion, may make reasonable changes, amendments or additions to these Terms and Conditions. Any changes, amendments, or additions shall be binding on the exhibitor. The ruling of HCI shall be final in all instances with regard to use of any exhibit space.

QUESTIONS??

Contact Trevor Estelle at 703-524-1200 x357 or visit www.gettips.com/AARC/index.html