

**SHRM Tri-State Conference –
Winning New Business Battlefronts : HR Criticality
April 7-9, 2010
Hyatt Resort Goat Island, Newport RI**

SPONSOR & EXHIBITOR REGISTRATION FORM

Please complete and return to: Dina Pescione
Fax: 401-334-1491 or e-mail exhibits@tristatehrm.com

COMPANY NAME (please print this exactly how it should appear in all signage and advertising):

CONTACT NAME: _____

CONTACT TITLE: _____

EMAIL: _____ **PHONE:** _____

ADDRESS:

WEBSITE: _____

DESCRIPTION OF COMPANY PRODUCTS/SERVICES:

SPONSORSHIP OPPORTUNITIES

Please select the event that you would like to sponsor. All sponsorship opportunities include an exhibitor booth, logo on conference bag and home page of website, pre and post conference attendee list, (including e-mail addresses of participants), and prize giveaway for raffle in exhibit hall:

Platinum Co-Sponsorships 2 at \$5,000

- Full page color ad in program guide.
 - Dinner at Naval War College - Welcome attendees and give a 5-minute presentation of your company's products and services. Includes logo on conference bag, event/dinner tickets, placards on table, signage at the entrance.

Gold Sponsorships \$5,000

- ½ Page color ad in program guide.
 - ~~Networking/Welcome Reception~~ **SOLD**
 - Greet people at entrance, signage at entrance, hand out small promotional item, table tents at bar and tables, and few minutes to speak about your company.
 - ~~Introduce luncheon Keynote speaker~~ **SOLD**
 - Greet people at entrance, hand out small promotional item, and brief presentation of your company's products and services.

- ~~Introduce closing Keynote speaker~~ **SOLD**
 - Greet people at entrance, hand out small promotional item, and brief presentation of your company's products and services.
- ~~Meal Sponsor — sponsor all meals in exhibit hall~~ **SOLD**
 - Table tents and promotional material/item at place settings, signage at entrance, a few minutes speak about your company prior to each meal.
- ~~Relaxation Reception~~ **SOLD**
 - Singage at entrance and at each service stand, table tents on bars and any standing tables. Hand out materials as people enter.

Silver Sponsorships \$4,000 SOLD OUT

- ½ Page color ad in program guide, introduce speakers at each track session, signage at entrance, promotional materials at tables, and table tents in sessions.

- ~~Track 1 — Strategic — Not Business as Usual: The New Business Landscape~~
- ~~Track 2 — Practitioner — Innovative High HR Value for Business~~
- ~~Track 3 — Global — Global Workplace: Global Workforce~~
- ~~Track 4 — Strategic — Culture Shifting for Turbulent Times~~

Bronze Sponsorships \$2,500 SOLD

~~Legislative Sponsor ¼ page color ad in program guide, few minutes to speak about your company and then introduce speaker at Legislative Conf., signage at entrance, logo on webpage~~

~~CD of all conference handouts — company logo on cover~~

Exhibitor ___ \$1,800 Exhibit Hall Booth - includes 2 staff persons and ¼ page B&W ad in program guide, listed as exhibitor on website, and post conference list of attendees.

Names and titles of people staffing the booth:

1) _____

2) _____

Names of additional booth staffers (\$275 each additional staff person)

3) _____

4) _____

*** 50% of the full sponsorship or exhibitor fee is due with registration form. Remaining balance is due one month prior to conference - by March 7, 2010 ***

Booth assignments are contingent upon receiving payment in full, and will be assigned on first come first serve basis.

Select your Payment Method:

1)___ Pay by check OR 2)___ Pay by Credit Card

You will be invoiced following receipt of your Registration form. An exhibitor packet will be forwarded upon receipt of your payment.

Please read the contract on the following pages and sign below: Signature indicates that I have read the exhibitor contract and agree to the regulations outlined therein.

Name (Print): _____ Title: _____

Signature: _____ Date: _____

2010 SHRM Tri-State Human Resource Management Conference

Sponsor and Exhibitor Contract Terms:

1. Acceptance of Application- Applications for exhibit space are subject to review by the Tri-state Conference Director to decide suitability for the Conference and to ensure conformity with Conference standards. Conference Director reserves the right to cancel or refuse rental of space to any person or company whose conduct or display of goods is incompatible with the general character and objectives of the Conference. Only the exhibiting company, whose name appears on the Contract, can occupy the space contracted herein.
2. Audiovisual Components of Exhibits- Audiovisual equipment, as part of a display, is acceptable. However, Exhibitors must regulate sound equipment so as not to disturb neighboring exhibitors. In addition, spectators at exhibits may not obstruct aisles or interfere with accessibility to other exhibits. Conference Director reserves the right to decide when sound levels from audiovisual or sound equipment are interfering with others or are unacceptable. In such cases, Exhibitors will reduce sound levels or Conference Director will remove the equipment at the exhibitor's expense.
3. Booth Assignments- Exhibitor space can only be assigned after receipt of required booth fees and a completed application to Exhibit. Exhibit space for sponsors shall be assigned on a first-come, first-served basis. Exhibitors will be assigned booths using a random selection process. All exhibits will be assigned with due consideration to each exhibitor's proximity to competitive displays and all other matters relating to the successful conduct of the trade show. Although we do not guarantee that an exhibitor will not be in the proximity of a competitor, every effort will be made to avoid such occurrence when making assignments.
4. Exhibit Booth Standards- To maintain a uniform appearance in the exhibit hall, Expo Services will provide a standard 8'x10' booth. Each booth will be equipped with 8' high back drape with 3' draped sidewalls, 6' draped table, 2 folding chairs, wastebasket, and standard sign mounted on back drape. In all booths, we restrict display materials to a maximum height of 10' and a depth of 36".
5. Food and Beverage Service- The Hotel is the exclusive provider of all food and beverage service within the facility. With the exception of sample sizes, exhibiting companies must arrange for serving food and beverages (in their booths) through the Conference host.
6. Forfeiture- If an exhibitor or his representatives do not follow the rules and regulations set by Conference Director, the exhibitor shall forfeit the amount paid for space rental, despite whether they subsequently lease the exhibit space.
7. General Conduct- Exhibits are not permitted to interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. The Tri-State Conference requires that booth personnel confine their activities within the booth space. Apart from the specific display space for which an exhibitor has contracted with the Conference, other entities may not use any part of the exhibit hall and its grounds, except SHRM, for display purposes of any kind. Exhibiting companies will modestly attire representatives, models, and employees of exhibitors to maintain the professional and businesslike climate of the Conference. Exhibitors are not permitted to tack, screw, paste or otherwise attach to columns, walls, floors or other parts of the building or furniture. Whatever supplies are necessary to properly protect the building, equipment, or furniture will be at the expense of the exhibitor. Exhibitors are liable for any damage they cause to the Hotel property.
8. Insurance- Exhibitors wishing to insure their exhibit materials, goods and/or wares against theft, damage by fire, accident, or loss of any kind must do so at their own expense. The Conference Center will furnish security for the exhibit area during the hours deemed necessary. However, the furnishing of security service is in no way to be understood or interpreted as a guarantee against loss or theft of any kind. Neither Hotel nor the SHRM State Councils of CT, RI, and MA will accept liability for any loss or damage sustained by Exhibitors. This policy remains active despite whether these losses occur during opened or closed show hours or anytime, whatever the cause.
9. Liability- Each exhibitor, in applying for space, agrees to protect, indemnify and hold harmless the Newport Hyatt and the SHRM State Councils of CT, RI, and MA. This excludes all of their agents, servants and/or employees from being included in all claims, liability, damage, or expenses asserted against them or incurred by them because of, or concerning, the negligence or wrongful acts of the exhibitor or its agents, servants, or employees for any injury to persons or damage to property. The exhibiting company acknowledges that it is responsible for obtaining insurance coverage in such amounts as it deems appropriate to comply with its obligations herein and for its own protection. At the end of the exposition, the exhibitor will at once surrender the exhibit space to the SHRM State Councils of CT, RI, and MA in as good repair and condition as the commencement of the exhibitor's use of the exhibit space. We expect reasonable wear and tear.
10. Termination of Contract – If the premises where the Tri-State Conference is to be housed is destroyed or damaged, or the exhibition fails to take place as scheduled or is relocated, interrupted or discontinued: or access to the premises is prevented due to any strike, lock-out, injunction, act of war, act of God, or emergency declared by any governmental agency, this contract may be terminated by the Tri-State Conference Committee. In the event of such termination, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of the Tri-State Conference is to return payment in full.
11. Shipping – The exhibitor agrees to ship at their own risk and expense property to be exhibited. All shipments must be prepaid. Further information regarding material handling and shipping costs and services will be forwarded upon the receipt of payment via the exhibitor manual.
12. Non-Endorsement- The exposition of products and services at the SHRM Tri-State Regional Conference does not constitute an endorsement by the SHRM State Councils of CT, RI, and MA of any product or service exhibited. An Exhibitor is not permitted to represent in any manner that the SHRM State Councils of CT, RI, and MA has endorsed its goods or services.

13. Reassignment of Space- Exhibit space not occupied at the opening of the show may be reassigned by Conference Director to another exhibitor without refund of the rental paid.
14. Representation of Exhibitor- Exhibitors agree to provide at least one representative to staff their exhibit space during all exhibit hall hours of operation. Exhibitors agree to be responsible for arranging all shift changes, the distribution of and accounting for all identification badges. Booth personnel including demonstrators are required to confine their activities within the exhibit's booth space.
15. Solicitation- Distribution of product or service literature may be made only within the booth space assigned to the exhibitor presenting such material. Any firm or organization not assigned space in the exhibit hall will not be permitted to solicit business. Miscellaneous regulations – Exhibitor shall not foster or conduct outside activities which would take participants from the conference functions and /or exposition during scheduled hours.
16. Subletting- Exhibiting companies specifically understand that the Conference does not permits subletting or sharing of exhibit space. Exhibitors must show only products or services manufactured or sold by them in the regular course of business. The Conference does not permit the featuring of names or advertisements of non-exhibiting firms or businesses. If an article of a non-exhibiting firm or business is required for the operation or display of any exhibitor's wares, identification of such articles will be limited to the usual and regular nameplates, imprinting, or trademarks under which the article is sold in the regular course of business.
17. Violation of Rules and Regulations- Violation of any of these regulations by the exhibitor, employees, or agents will annul the right to occupy space, and such exhibitors will forfeit to the Conference all money that they may have paid. Conference Director may reenter and take possession of the space and remove all persons and goods at the exhibitor's expense. Any damages incurred by Conference Director to the exhibit will be the responsibility of the exhibitor. The exhibitor expressly waives the service of written notice to reenter and terminate.
18. Sponsor/Exhibitor Cancellation - Notification of a Sponsor/Exhibitor's decision to cancel an exhibit must be submitted in writing to the Conference Director. No refund will be made when a written notice is received one month or less from the conference. 50% of the paid fee will be refunded when a written cancellation has been received two months from the conference. 100% of the fee will be refunded when a written cancellation has been received three months prior to the conference.