

June 17, 2009

**TO:** All Exhibitors  
**FROM:** Iris J. Howell, AIPLA Meeting Planner  
**RE:** 2009 Annual Meeting  
October 15 – 17, Washington, DC

Plans are underway for this year's 2009 Annual Meeting. Our Annual Meeting will be held at the Marriott Wardman Park Hotel on October 15 – 17, 2009 in Washington, DC.

Please visit our website [www.aipla.org](http://www.aipla.org) to view the 2009 Annual Meeting Highlights. Our expected attendance is more than 1800. We have limited space available to sell to vendors who offer services or products to intellectual property attorneys.

As you may know, firms and corporations participate as sponsors of regularly programmed events at our three major meetings during the year. We welcome your continued support as an exhibitor, and AIPLA would like to offer your company the opportunity to sponsor one of our *regularly programmed events or activities*. Enclosed is a copy of our sponsorship opportunities available for your convenience. If you are interested, call now, so you don't miss out!

**Exhibit space is available on a "first sign-up, first assign" basis. Please note important change**, because the space is in an exhibit hall, we are now able to offer double spaces and free-standing booths.

Also, enclosed is the exhibitor registration form. *The exhibitor fee is \$4,500 for (1) one space and \$8,500 for (2) two spaces.* Your fee includes two complimentary exhibitor registration badges for one space (three complimentary exhibitor registration badges for two spaces), one six foot (6') skirted table, pipe and drape, two (2) chairs, a wastebasket, carpet and an identification sign. Exhibit space(s) are 10' x 10'. Please see exhibitor registration form to select quantities of spaces. Overnight security will be provided.

**WE WILL ACCEPT REGISTRATION FORMS AND PAYMENTS IMMEDIATELY. Full payment must accompany your completed registration form. Advanced Registration is required. Walk-ins are not accepted.** Incomplete forms will be returned. You will be notified and your payment will be returned immediately if we are sold out when your registration arrives. You will receive confirmation via e-mail once your registration and payment have been processed.

If you would like to have your company information included in the 2009 Annual Meeting printed program and in our online version of the program, **please e-mail the information you would like listed, company name, name of the contact person, address, phone number, fax number, their e-mail address, website and a brief description (25-50 words)** about your business to Iris J. Howell ([iris@aipla.org](mailto:iris@aipla.org)) **no later than Thursday, July 16, 2009.** This information is helpful, so that competitors will not be placed next to each other and to provide information for the printed Exhibitor Brochure that will be placed on our "handouts" table at the meeting. If you plan to offer a give-away, include that in your write-up.

At many successful trade shows, exhibitors give away free promotional products and/or offer a give-away, to encourage members to stop at each exhibit space. Members deposit a business card into a bowl or box and drawings are held at various times. These give-aways need not be large or costly; often an investment of \$50.00 or even less will produce more than the usual number of visitors. This is offered only as a suggestion; you are, in no way, either expected to or required to do this, but please use good judgment when handing out any promotional products.

**Traffic Information:** To help increase the traffic, we have placed the exhibits in Exhibit Hall A on the Exhibition Level along with AIPLA's On-Site Registration, Pre-Registration, Technology Center and Cyber Cafés (individual internet-access kiosks). Also all our continental breakfast, beverage breaks and lunch receptions will take place in Exhibit Hall A on the Exhibition Level.

Heavy traffic can be expected in the mornings, before the luncheons, as the educational sessions change, and as committee meetings wind down. There will be times when traffic is light, especially during the lunches, educational sessions and committee meetings. To review the complete meeting schedule, please refer to our website [www.aipla.org](http://www.aipla.org). The full program will be available soon.

**SERVICE KITS:** You will receive a service kit directly from Freeman the first week in September. This kit will include shipping instructions and special order forms for the electrical, telephone and internet.

**EXHIBITOR SET-UP:** Wednesday, October 14, 12:00 Noon – 4:00 p.m. **PLEASE NOTE:** Pre-registration for AIPLA opens at 4:00 p.m. on Wednesday in Exhibit Hall A on the Exhibition Level. All booths must be set during the set-up time. The exhibit hall must be cleared of all shipping boxes before Pre-registration opens at 4:00 p.m.

**EXHIBITOR BREAKDOWN:** Saturday, October 17<sup>th</sup>, beginning at 1:00 p.m. Exhibitors are not allowed to breakdown prior to 1:00 p.m.

**EXHIBIT SHOW DATES AND TIMES ARE AS FOLLOWS:** Thursday, October 15, 8:00 a.m. – 6:00 p.m.; Friday, October 16, 7:45 a.m. – 6:00 p.m.; Saturday, October 17, 7:00 a.m. – 12:00 Noon. Please note the "Traffic" section above for times of heavier or lighter traffic.

**REFUND POLICY:** Up to **Thursday, October 1, 2009**, in the event that you must cancel your reservation, we can provide refunds only if we find an exhibitor to take your space. **No refunds or credit will be given for cancellation received after Thursday, October 1, 2009.**

**HOLD HARMLESS CLAUSE:** The exhibitor assumes responsibility and agrees to indemnify, defend and hold harmless the American Intellectual Property Law Association, the Hotel and their respective employees and against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understands that neither the American Intellectual Property Law Association nor the Hotel maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Thank you for your interest in exhibiting with us, and we look forward to seeing you at our 2009 Annual Meeting.

Enclosure:

Sponsorship Opportunities

Exhibitor Registration Form

# 2009 AIPLA ANNUAL MEETING EXHIBITOR REGISTRATION FORM

Marriott Wardman Park Hotel – Washington, DC – October 15 – 17

*Please Type or Attach a Business Card*

Name of Company (For Identification Sign)

---

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail Address \_\_\_\_\_  
Area Code Number Area Code Number

Credit Card American Express  Master Card  Visa  Check Enclosed

Card Number \_\_\_\_\_ Name on Card \_\_\_\_\_

Fee Enclosed \_\_\_\_\_ Expiration Date \_\_\_\_\_ Cardholder's Signature \_\_\_\_\_

**Exhibitor fee is \$4,500 for (1) one space and \$8,500 for (2) two spaces.** If paying by credit card, please fax to **(703) 415-0786**. Your registration fee includes two complimentary exhibitor registration badges for one space (three complimentary exhibitor registration badges for two spaces), one six foot (6') skirted table, pipe and drape, two (2) chairs, a wastebasket, carpet and an identification sign (**be sure to list your company name exactly as you wish it to appear on the sign**). Exhibit space(s) are 10' x 10'. Overnight security will be provided. Please select quantities of spaces.

Please check  One Space \$4,500  Double Space \$8,500

**Hold Harmless Clause:** The exhibitor assumes responsibility and agrees to indemnify, defend and hold harmless the American Intellectual Property Law Association, the Hotel and their respective employees and against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understands that neither the American Intellectual Property Law Association nor the Hotel maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

**Refund Policy:** Up to **Thursday, October 1, 2009**, in the event that you must cancel your reservations, refunds can only be given if we find an exhibitor to take your space. **No refunds or credit will be given for cancellation received after Thursday, October 1, 2009.**

Please check  if this is your first time exhibiting with AIPLA

No, I cannot exhibit this year, but wish to remain on the mailing list

Check  if you will be ordering: Electricity  Phone Hook-Up  Offer Give-Away? Yes  No

Give-away description: \_\_\_\_\_

Shipping information, electricity, and phone order forms will be included in your service kit sent by Freeman around the first week of September.

If you would like to have your company information included in the 2009 Annual Meeting printed program and in our online version of the program, **please e-mail the information you would like listed, company name, name of the contact person, address, phone number, fax number, their e-mail address, website and a brief description (25-50 words)** about your business to Iris J. Howell (iris@aipla.org) **no later than Thursday, July 16, 2009**. This information is helpful, so that competitors will not be placed next to each other and to provide information for the printed Exhibitor Brochure that will be placed on our "handouts" table at the meeting. If you plan to offer a give-away, include that in your write-up. You will receive confirmation via e-mail once your registration has been processed.

By Signing and returning this form you indicate that you have read, understood, and agreed to the terms noted above.

Signed by: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_