

December 15, 2006

TO: All Exhibitors
FROM: Iris J. Howell, AIPLA Meeting Planner
RE: 2007 Mid-Winter Institute
January 24 – 27, 2007, New Orleans, LA

Plans are underway for this year's 2007 Mid-Winter Institute. Our 2007 Mid-Winter Institute will be held at the Sheraton New Orleans Hotel on January 24 – 27, 2007 in New Orleans, LA.

Please visit our website www.aipla.org to view the 2007 Mid-Winter Institute Program. Our expected attendance is more than 500. 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!

Enclosed is the exhibitor registration form. *The exhibitor fee is \$2,800.* Your registration fee includes two complimentary exhibitor registration badges, one six foot (6') skirted table, two (2) chairs, a wastebasket and an identification sign. **Because of Fire Marshall Regulations and Hotel Guidelines, all exhibit spaces are 6' x 6', table top only to include only collateral material. No table top displays or pop-up displays allowed. Plan accordingly for space restrictions.** 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.

Exhibit space is available on a "first sign-up, first assign" basis. With such limited exhibit space we are unable to offer any double spaces. Further, the limited space will not accommodate a free-standing display or table top pop-up displays.

If you would like to have your company information included in the 2007 Mid-Winter Institute program on our web site, please e-mail a *brief description (25-50 words)* of your business to Iris J. Howell (iris@aipla.org) **no later than Friday, December 29, 2006.** This information is helpful, so that competitors will not be placed next to each other and to provide information for the flyer included in attendees registration packets and 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 the Grand Ballroom Foyer along with Food & Beverage and AIPLA's Cyber Café (individual internet-access kiosks). The Grand Ballroom Foyer is located just outside the Grand Ballroom where the Plenary and Concurrent Tracks are being held.

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. The full program will be available soon.

SERVICE KITS: You will receive a service kit directly from Freeman Expo several days after your registration has been received. This kit will include shipping instructions and special order forms for the electrical, telephone and Internet.

EXHIBITOR SET-UP: Tuesday, January 23, 2007, 2:00 – 5:00 p.m. **PLEASE NOTE:** Pre-registration for AIPLA opens at 5:00 p.m. on Tuesday in the Grand Ballroom Foyer – 5th Floor.

EXHIBITOR BREAKDOWN: Saturday, January 27, beginning no earlier than 12:00 Noon.

EXHIBIT SHOW DATES AND TIMES ARE AS FOLLOWS: Wednesday, January 24; 11:00 a.m. – 6:00 p.m. Thursday, January 25, 7:45 a.m. – 6:00 p.m.; Friday, January 26, 8:00 a.m. – 6:00 p.m.; Saturday, January 27, 8:00 a.m. – 12:00 Noon. Please note the "Traffic" section above for times of heavier or lighter traffic.

REFUND POLICY: Up to **January 8, 2007**, 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 January 8, 2007.**

HOLD HARMLESS CLAUSE: The exhibitor assumes responsibility and agrees to indemnify and defend the American Intellectual Property Law Association and the Sheraton New Orleans Hotel and their respective employees 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 Sheraton New Orleans Hotel maintains 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 2007 Mid-Winter Institute.

Enclosure:
Sponsorship Opportunities
Exhibitor Registration Form



2007 MID-WINTER INSTITUTE EXHIBITOR REGISTRATION FORM

Sheraton New Orleans Hotel – New Orleans, LA – January 24 – 27, 2007

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 \$2,800. If paying by credit card, please fax to **(703) 415-0786**. Your registration fee includes two complimentary exhibitor registration badges, one six foot (6') skirted table, two (2) chairs, a wastebasket, and an identification sign (**be sure to list your company name exactly as you wish it to appear on the sign**). **Because of Fire Marshall Regulations and Hotel Guidelines, all exhibit spaces are 6' x 6', table top only to include only collateral material. No table top displays or pop-up displays allowed. Plan accordingly for space restrictions.** Overnight security will be provided.

Hold Harmless Clause: The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitors' activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, AIPLA, and their agents, servants and employees from any and all such losses, damages and claims.

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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 the Freeman soon after you register.

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

Signed by: _____ Title: _____ Date: _____