

November 7, 2007

TO: All Exhibitors
FROM: Iris J. Howell, AIPLA Meeting Planner
RE: 2008 Mid-Winter Institute
January 23 – 26, 2008, Phoenix, AZ

Plans are underway for this year's 2008 Mid-Winter Institute. Our 2008 Mid-Winter Institute will be held at the Arizona Biltmore Resort & Spa on January 23 – 26, 2008 in Phoenix, AZ.

Please visit our website www.aipla.org to view the 2008 Mid-Winter Institute Program Highlights. 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*. Attached is a copy of our sponsorship opportunities available for your convenience. If you are interested, call now, so you don't miss out!

Attached 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 Resort Guidelines, all exhibit spaces are 8' x 8', table top only. No free-standing floor 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 floor pop-up display.

If you would like to have your company information included in the 2008 Mid-Winter Institute Program on our web site, please e-mail a *brief description (25-50 words)* of your business to Iris J. Howell at iris@aipla.org **no later than November 16, 2007.** 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 Frank Lloyd Wright Ballroom Foyer along with Food & Beverage and AIPLA's Cyber Café (individual internet-access kiosks). The Frank Lloyd Wright Foyer is located just outside the Frank Lloyd Wright 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 the Brede Exposition Services 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 22, 2008, 10:00 a.m. – 5:00 p.m. **PLEASE NOTE:** Pre-registration for AIPLA opens at 5:00 p.m. on Tuesday in the Frank Lloyd Wright Ballroom Foyer.

EXHIBITOR BREAKDOWN: Saturday, January 26th, beginning no earlier than 1:00 pm.

EXHIBIT SHOW DATES AND TIMES ARE AS FOLLOWS: Wednesday, January 23; 11:00 a.m. – 6:00 p.m. Thursday, January 24, 7:15 a.m. – 6:00 p.m.; Friday, January 25, 8:00 a.m. – 6:00 p.m.; Saturday, January 26, 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 7, 2008**, 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 7, 2008.**

HOLD HARMLESS CLAUSE: The Exhibitor Agrees to defend, indemnify and hold harmless, Arizona Biltmore, AIPLA and their owners, managers, officers or directors, agents, employees, independent contractors, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

The Exhibitor understands that neither the American Intellectual Property Law Association nor the Arizona Biltmore Resort & Spa 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 2008 Mid-Winter Institute.

Enclosure:
Sponsorship Opportunities
Exhibitor Registration Form

2008 MID-WINTER INSTITUTE EXHIBITOR REGISTRATION FORM

Arizona Biltmore Resort & Spa – Phoenix, AZ – January 23 – 26, 2008

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 (2) complimentary exhibitor registration badges, (1) six foot skirted table, (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 Resort Guidelines, all exhibit spaces are 8' x 8', table top only. No free-standing floor pop-up displays allowed. Please plan accordingly for space restrictions.** Overnight security will be provided.

HOLD HARMLESS CLAUSE: The Exhibitor Agrees to defend, indemnify and hold harmless, Arizona Biltmore, AIPLA and their owners, managers, officers or directors, agents, employees, independent contractors, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

The Exhibitor understands that neither the American Intellectual Property Law Association nor the Arizona Biltmore Resort & Spa maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Refund Policy: Up to **January 7, 2008** 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 **January 7, 2008**.

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 Brede Exposition Services soon after you register.

If you would like to have your company information included in the 2008 Mid-Winter Institute Program on our web site, **please e-mail a brief description (25-50 words) of your business to Iris J. Howell at iris@aipla.org no later than November 16, 2007** when you submit your registration and payment. This information is requested so that competitors will not be placed next to each other and to provide information for a flyer included in attendees' registration packets. 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:** _____