

March 2, 2007

**TO:** All Exhibitors  
**FROM:** Iris J. Howell, AIPLA Meeting Planner  
**RE:** 2007 Spring Meeting  
May 9 – 11, Boston, MA

Plans are underway for this year's 2007 Spring Meeting. Our 2007 Spring Meeting will be held at the Seaport Hotel & World Trade Center on May 9 – 11, 2007 in Boston, MA.

Please visit our website [www.aipla.org](http://www.aipla.org) to view the 2007 Spring Meeting 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*. Enclosed is a copy of our sponsorship opportunities available for your convenience. If you are interested, call now, so you don't miss out!

Also, enclosed is the exhibitor registration form. *The exhibitor fee is \$2,800.* Your fee includes two complimentary exhibitor registration badges, one six foot (6') skirted table, pipe and drape, two (2) chairs, a wastebasket, and an identification sign. **Exhibit space is available on a "first sign-up, first assign" basis.** Exhibit space(s) are 8' x 8'. 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 2007 Spring Meeting program on our website, please e-mail a *brief description (25-50 words)* about your business to Iris J. Howell (iris@aipla.org) **no later than Friday, March 16, 2007.** This information is helpful, so that competitors will not be placed next to each other and to provide information for the flyer that will be included in attendees registration packets. It will also 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 Atrium Foyer on the Plaza Level at the World Trade Center along with AIPLA's On-Site Registration, Pre-Registration Continental Breakfast, Beverage Breaks and Cyber Cafés (individual internet-access kiosks).

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 April. This kit will include shipping instructions and special order forms for the electrical, telephone and internet.

**EXHIBITOR SET-UP HOURS:** Tuesday, May 8, 12:00 Noon – 4:00 p.m. **PLEASE NOTE:** Pre-registration for AIPLA opens at 4:00 p.m. on Tuesday. Freeman will only be available during set up hours, so it is important to be present during set –up hours to ensure that your material have arrived at your booth. You also want to make sure that everything you ordered for your booth has been installed. The exhibit hall must be cleared of all shipping boxes before Pre-registration opens at 4:00 p.m.

**EXHIBITOR BREAKDOWN:** Thursday, May 10, 2007 beginning at 5:30 p.m. You are not permitted to breakdown prior to 5:30 pm on Thursday, May 10<sup>th</sup>.

**EXHIBIT SHOW DATES AND TIMES ARE AS FOLLOWS:** Wednesday, May 9, 8:00 a.m. – 5:30 p.m. and Thursday, May 10, 8:00 a.m. – 5:30 p.m. Please note the “Traffic” section above for times of heavier or lighter traffic.

**REFUND POLICY:** Up to **Monday, April 23, 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 Monday, April 23, 2007.**

**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 2007 Spring Meeting.

Enclosure:  
Sponsorship Opportunities  
Exhibitor Registration Form