

February 7, 2008

TO: All Exhibitors
FROM: Iris J. Howell, AIPLA Meeting Planner
RE: 2008 Spring Meeting
May 14 – 16, 2008, Houston, TX

Plans are underway for this year's 2008 Spring Meeting. Our 2008 Spring Meeting will be held at the InterContinental Houston, May 14 - 16, 2008 in Houston, TX.

Please visit our website www.aipla.org to view the 2008 Spring Meeting 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 8' high background drape, 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. 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 Spring Meeting 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 Thursday, February 28, 2008.** 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 Legends and Discovery Center Ballroom Foyer along with Food & Beverage and AIPLA's Cyber Café (individual internet-access kiosks). The Legends and Discovery Center Ballroom Foyer is located just outside the Legends and Discovery Center Ballrooms 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 Exposition Services Company 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, May 13, 12:00 Noon – 4:00 p.m. **PLEASE NOTE:** Pre-registration for AIPLA opens at 4:00 p.m. on Tuesday in the Legends Ballroom Foyer. Freeman will only be available during set up house, so it is important to be present during set-up hours to ensure that your materials 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: Friday, May 16th, beginning no earlier than 12:00 Noon.

EXHIBIT SHOW DATES AND TIMES ARE AS FOLLOWS: Wednesday, May 14; 8:00 a.m. – 5:30 p.m. Thursday, May 15, 8:00 a.m. – 5:30 p.m.; Friday, May 16, 8:00 a.m. – 12:00 Noon. Please note the "Traffic" section above for times of heavier or lighter traffic.

REFUND POLICY: Up to **April 29, 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 April 29, 2008.**

HOLD HARMLESS CLAUSE: The Exhibitor Agrees to defend, indemnify and hold harmless, the InterContinental Houston, 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 InterContinental Houston or any part thereof.

The Exhibitor understands that neither the American Intellectual Property Law Association nor the InterContinental Houston 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 Spring Meeting.

Enclosure:
Sponsorship Opportunities
Exhibitor Registration Form