

February 17, 2009

TO: All Exhibitors
FROM: Iris J. Howell, AIPLA Meeting Planner
RE: 2009 Spring Meeting
May 13 – 15, 2009, San Diego, CA

Plans are underway for this year's 2009 Spring Meeting. Our 2009 Spring Meeting will be held at the Hotel del Coronado, May 13 – 15, 2009 in San Diego, CA.

Please visit our website www.aipla.org to view the 2009 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 2009 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 Friday, February 27, 2009.** 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 Coronet Room along with some of the kiosks for AIPLA's Cyber Café (individual internet-access kiosks), AIPLA's CLE Booth and AIPLA's Attendee Gift Booth. The Coronet Room is located next to the Crown Room where the Continental Breakfast, Luncheons and the Friday Plenary are being held. We will close the doors to the Crown Room, so the attendees will have to enter through the Coronet Room. In our efforts to increase traffic to the exhibitors we will provide the attendees with a card that they will have stamped by each exhibitor they visit. Once the card is completed, they will return it to the AIPLA CLE Booth and the attendee will be given a gift, **a recorded copy of an AIPLA Webinar** and will qualify to be entered into a raffle to win the **Grand Prize**.

Heavy traffic can be expected in the mornings and before the luncheons. There will be times when traffic is light, especially during the educational sessions and committee meetings. The preliminary program will be available soon.

SERVICE KITS: You will receive a service kit directly from the Freeman by the 3rd week in April. This kit will include shipping instructions and special order forms for the electrical, telephone and Internet.

EXHIBITOR SET-UP: Tuesday, May 12, 12:00 Noon – 4:00 p.m. **PLEASE NOTE:** Pre-registration for AIPLA opens at 4:00 p.m. on Tuesday in the Garden Room. Freeman will only be available during set up hours, 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 15th, beginning no earlier than 12:00 Noon.

EXHIBIT SHOW DATES AND TIMES ARE AS FOLLOWS: Wednesday, May 13; 8:00 a.m. – 3:00 p.m. Thursday, May 14, 8:00 a.m. – 3:00 p.m.; Friday, May 15, 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 28, 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 April 28, 2009.**

HOLD HARMLESS CLAUSE: The Exhibitor Agrees to defend, indemnify and hold harmless, the Hotel, 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 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 2009 Spring Meeting.

Enclosure:
Sponsorship Opportunities
Exhibitor Registration Form