

## EXHIBIT INFORMATION & RESERVATION FORM – pg. 1 of 4

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**2010 Spring World Conference**  
**Hilton Bonnet Creek**  
**Orlando, FL**  
**Conference: April 22 - 24**  
**Exhibits Open: April 22 - 23**

**2010 Fall World Conference**  
**Grand Hyatt**  
**San Antonio, TX**  
**Conference: Oct. 21- 23**  
**Exhibits Open: Oct. 21 - 22**

SIOR (The SOCIETY OF INDUSTRIAL AND OFFICE REALTORS®) invites you to promote your organization to 800+ commercial real estate practitioners throughout the United States, Canada, Latin America and Europe who will gather for high-level education and networking.

SIOR is the world's leading professional commercial and industrial real estate association. With over 3,200 members in 590 markets worldwide, SIOR represents today's most knowledgeable and experienced industry professionals who assist corporations in relocation, expansion, and site selection for manufacturing plants, office space, and warehouse facilities. Additionally, many SIORs are also members of national and international networks, which further expand the scope of their referrals and client base.

Location, Location, Location! By choosing "premium choice" your company will be able to select your booth location prior to standard choice confirmed exhibitors (based on the date of your commitment). By choosing "standard choice" your company will select from the remaining available booths (based on the date of your commitment).

Note: Remember, all sponsors automatically receive "Premium Choice" for the "Standard Choice" rate!

### **Pricing:**

#### **Standard Location**

#### **Premium Location**

**OPTION A: Spring & Fall** \*BEST VALUE! - Sign up for Spring & Fall and receive a discount in the fall!\*

10' x 8' Booth	US \$7,800 ( <i>Spring: \$4,175, Fall: \$3,625</i> )	US \$8,250 ( <i>Spring: \$4,400, Fall: \$3,850</i> )
20' x 8' Booth	US \$14,950 ( <i>Spring: \$7,875, Fall: \$7,075</i> )	US \$15,400 ( <i>Spring: \$8,025, Fall: \$7,375</i> )

**OPTION B: Spring Only**

10' x 8' Booth	US \$4,175	US \$4,400
20' x 8' Booth	US \$7,875	US \$8,025

**OPTION C: Fall Only**

10' x 8' Booth	US \$4,175	US \$4,400 Total
20' x 8' Booth	US \$7,875	US \$8,025 Total

*\*Note: limit 2 10x8 booths or 1 20x8 booth per conference*

### **Benefits & Inclusions:**

- 2 complimentary full-access registrations per 10' x 8' booth
- 3 complimentary full-access registrations per 20' x 8' booth
- Discounted full-access registration fees available for exhibit booth personnel
- Limited number of exhibitors in order to maximize exhibitor/attendee ratio
- Discounted conference advertisement prices
- Complimentary mailing lists pre- and post-conference
- Company profile printed in onsite conference materials distributed to each attendee
- Company profile posted on SIOR's conference website, with link to company homepage
- 6' draped table and 2 chairs
- Nightly security

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### **Spring World Conference Exhibit Schedule:**

Wednesday, April 21

- 1:00 PM – 5:00 PM Exhibitor Move-in and Setup

Thursday, April 22

- 8:00 AM – 9:30 AM Exhibitor Move-in and Setup continued
- 10:00 AM – 1:50 PM Exhibits Open
- 12:00 PM – 1:50 PM Lunch in Exhibit Hall
- 3:45 PM – 5:45 PM Exhibits Open

Friday, April 23

- 7:00 AM – 10:30 AM Exhibits Open
- 7:00 AM – 8:20 AM Breakfast in Exhibit Hall
- 9:50 AM – 10:30 AM Exhibitor Raffle and Bull n' Beer Reception
- 10:30 AM – 3:00 PM Exhibitor Break-down and Move-out

### **Spring World Conference Exhibitor Checklist:**

#### **Pre-Event Conference Call (choose one):**

- € Tuesday, March 9, 2010, 3pm EST or Thursday, March 11, 2010, 3pm EST

#### **By March 3rd:**

- € Payment due.

#### **By March 17<sup>th</sup>:**

- € 75-word company profile to Kourtney Frawley at [kfrawley@sior.com](mailto:kfrawley@sior.com) for web & printed program book.

#### **By March 31<sup>st</sup>:**

- € Register each individual attendee in order to be listed in the printed attendee list.
- € Confirm raffle participation to be included on the printed raffle passport card (optional).
- € Obtain approval for any company booth giveaway items to assure distribution on site.

### **Additional Opportunities:**

#### ***Exhibitor Passport Drawing***

Each exhibitor is encouraged to donate a quality gift to be awarded to conference attendees by way of a random drawing. Each attendee will be given a passport card with all participating exhibitors listed. SIOR will promote the drawing and require attendees to have their passport card stamped by each participating exhibitor to qualify for the drawing. The drawing occurs in the final hour of the exhibit hall at the always well-attended and fun "Bull 'n Beer Reception."

#### ***Advertisements***

Exhibitors and/or sponsors receive 10% off ads in the on-site Program & Resources Book. For complete details, please contact Pam Fitzgerald at 202.449.8220 or [pfitzgerald@sior.com](mailto:pfitzgerald@sior.com).

Exclusive Color Ad on Back Cover:

Price: \$3,950 (compare to \$4,400 without booth)

Exclusive Color Ad on Inside Front Cover:

Price: \$2,975 (compare to \$3,300 without booth)

Exclusive Color Ad on Inside Back Cover:

Price: \$2,975 (compare to \$3,300 without booth)

#### ***Sponsorship Packages***

If you are interested in packaging sponsorship, exhibiting and/or advertising, please contact Pam Fitzgerald at 202.449.8220 or [pfitzgerald@sior.com](mailto:pfitzgerald@sior.com).

## EXHIBIT INFORMATION & RESERVATION FORM – pg. 3 of 4

**Company Information (as it should appear on the SIOR website and printed program):**

Company Name:		
Street Address:		
City:	State/Prov:	Zip/PC:
Phone:	Fax:	
Website:		

**Contact Information:**

Pre-Conference Contact:	
Title:	Email Address:
Phone:	Fax:
Onsite Contact (if different than above):	
Title:	Email Address:
Phone:	Cell:

Note: Remember, all sponsors automatically receive "Premium Choice" for the "Standard Choice" rate!

**OPTION A: Both 2010 Spring World Conference & 2010 Fall World Conference**

- |                       | <b>Standard Choice</b>  | <b>Premium Choice</b>   |
|-----------------------|---|---|
| <b>10' x 8' Booth</b> | <input type="checkbox"/> US \$7,800 (Spring: \$4,175, Fall: \$3,625)  | <input type="checkbox"/> US \$8,250 (Spring: \$4,400, Fall: \$3,850)  |
| <b>20' x 8' Booth</b> | <input type="checkbox"/> US \$14,950 (Spring: \$7,875, Fall: \$7,075) | <input type="checkbox"/> US \$15,400 (Spring: \$8,025, Fall: \$7,375) |

- Yes, we would like to participate in the Exhibitor Passport Raffle. Item description: \_\_\_\_\_
- Yes, we would like to purchase the following ad in the Program & Resources Book: \_\_\_\_\_

**OPTION B: 2010 Spring World Conference – Orlando, FL**

- |                       | <b>Standard Choice</b>              | <b>Premium Choice</b>               |
|-----------------------|-------------------------------------|-------------------------------------|
| <b>10' x 8' Booth</b> | <input type="checkbox"/> US \$4,175 | <input type="checkbox"/> US \$4,400 |
| <b>20' x 8' Booth</b> | <input type="checkbox"/> US \$7,875 | <input type="checkbox"/> US \$8,025 |

- Yes, we would like to participate in the Exhibitor Passport Raffle. Item description: \_\_\_\_\_
- Yes, we would like to purchase the following ad in the Program & Resources Book: \_\_\_\_\_

**OPTION C: 2010 Fall World Conference- San Antonio, TX**

- |                       | <b>Standard Choice</b>              | <b>Premium Choice</b>               |
|-----------------------|-------------------------------------|-------------------------------------|
| <b>10' x 8' Booth</b> | <input type="checkbox"/> US \$4,175 | <input type="checkbox"/> US \$4,400 |
| <b>20' x 8' Booth</b> | <input type="checkbox"/> US \$7,875 | <input type="checkbox"/> US \$8,025 |

- Yes, we would like to participate in the Exhibitor Passport Raffle. Item description: \_\_\_\_\_
- Yes, we would like to purchase the following ad in the Program & Resources Book: \_\_\_\_\_

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### Conditions of Participation

This Exhibit Information and Reservation Form must be completed and signed by an authorized individual. When your payment is received, your exhibit space reservation will be made and a confirmation letter will be sent to the pre-conference contact listed. Reservations and booth assignments will not be confirmed until full payment is received and are handled on a first come, first served basis.

### Cancellation Policy

Once your exhibit fee is received and SIOR has confirmed a booth space in your company's name, it is considered a mutual commitment. Cancellation for the 2010 Spring World Conference prior to **March 26, 2010** will result in a 50% penalty. After March 26, 2010, all exhibit fees become non-refundable. Prior to **September 24, 2010**, a cancelled exhibit for the 2010 Fall World Conference will be subject to a 50% penalty. After September 24, 2010, all exhibit fees become non-refundable. Please submit all cancellations in writing to Pam Fitzgerald by fax: 202.318.9181 or email: [pfitzgerald@sior.com](mailto:pfitzgerald@sior.com).

### Entertainment Policy

SIOR requires that no business, social, or educational activity be scheduled at a time that competes with any scheduled SIOR functions throughout the duration of the conference. If your company wishes to plan any events during the SIOR conference dates, please contact Renee Battle, Events Director, at 202.449.8224 or [rbattle@sior.com](mailto:rbattle@sior.com) to coordinate times.

### Exhibitor Breakdown

You are not permitted to break down before the designated time. Any early exhibit booth breakdown requests must be made and approved prior to the conference by Pam Fitzgerald by fax: 202.517.9151 or email: [pfitzgerald@sior.com](mailto:pfitzgerald@sior.com). It is the exhibitor's responsibility to arrange shipping of booth and/or materials from the exhibit floor. A show manager will be on-site to assist in this effort. Please note, should you choose not to use our show manager for shipping, all of your exhibit items must be removed from the exhibit floor before the close of breakdown hours. Should any items be left behind for any reason, show management is required to "Force Ship" those items.

Note: payment may be made by check or credit card. Credit card payments are charged a 3% processing fee. Please:

1. **COMPLETE** Reservation Form
2. **FAX** pages 3 & 4 to 202.318.9181
3. **MAIL** form if paying by check to SIOR

I have read and agree to the above conditions of participation.

Company name: \_\_\_\_\_

Amount due: \_\_\_\_\_

Print name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

SIOR  
1201 New York Ave., NW, Suite 350  
Washington, DC 20005

Charge Information		
<input type="checkbox"/> MasterCard	<input type="checkbox"/> VISA	<input type="checkbox"/> AMEX
Booth Space Rate:	_____	
3% Processing Fee:	_____	
Net Total:	_____	
Acct #:	_____	
Exp. Date:	_____	
Signature:	_____	

### QUESTIONS?

Contact Pam Fitzgerald at [pfitzgerald@sior.com](mailto:pfitzgerald@sior.com) or 202.449.8220