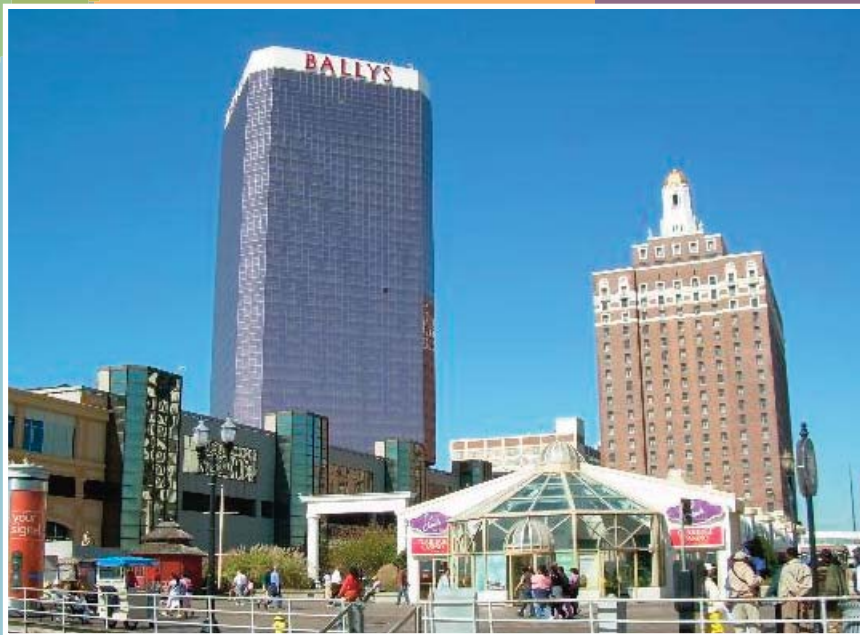


2011 Exhibitor and Sponsorship Opportunities



September 21 – 23, 2011 • Bally's Atlantic City • Atlantic City New Jersey

Dear Prospective Exhibitor:

AIA of New Jersey, AIA of New York State and AIA of Pennsylvania are teaming up for the Tri-State Design Conference and Expo on September 21 – 23, at Bally's Atlantic City in Atlantic City, New Jersey. The one-day Expo offers you a tremendous opportunity to gain maximum visibility and recognition for your company. With an audience of architects, you will be able to showcase the latest in products, services and technology to the design industry. We will kick off the Conference with an Ice-Breaker Reception Wednesday evening from 6:00 – 7:30 pm.

Exhibitor Packages

Premium Package

\$1,750 (20 Available)

- Premium booth location
- 1 ticket to the Ice-Breaker Reception
- Listing in the digital preliminary brochure if paid in full by June 2011
- List of convention attendees after the conference
- Opportunity to attend any convention seminars (pre-registration required)
- Lunch for three Booth Personnel

Standard Package

\$1,500

- Listing in the digital preliminary brochure if paid in full by June 2011
- List of convention attendees after the conference
- Opportunity to attend any convention seminars (pre-registration required)
- Lunch for three Booth Personnel

All Booths Include...

- 8' x 10' Booth with one six-foot skirted table, two chairs, a header sign and a wastebasket
- Entire Ballroom is carpeted
- Lunch on Exhibitor Floor Thursday, September 22nd for all attendees
- Each booth is allowed three representatives
- Additional services such as internet access, telephone lines, electric, etc., will be at the expense of the exhibitor
- Expo hours are subject to change without notice



Expo Hours

The show will run on Thursday, September 22, 2011 from 10 AM to 5 PM with several hours of "show only" time in the schedule.

Wednesday, September 21, 2011	Exhibitor Set Up/Registration	1:00 PM - 6:00 PM
Thursday, September 22, 2011	Exhibitor Final Review	9:00 AM
Thursday, September 22, 2011	Exhibitor Hours	10:00 AM – 5:00 PM
Thursday, September 22, 2011	Lunch on the Expo Floor	12:00 Noon – 1:30 PM
Thursday, September 22, 2011	Exhibitor Tear Down	5:30 PM – 8:00 PM

(Please note, additional services such as internet access, telephone lines, electric, etc., will be at the expense of the exhibitor. Expo hours are subject to change without notice.)

Additional Exhibitor Opportunities

Exhibitors are welcome to purchase tickets and attend convention events including the Ice Breaker Reception and the Tri-State Design Conference Gala Reception where Design Award winners will be announced.

Questions

For more information please call Laura Slomka at 609-393-5690 or email at lslomka@njpsi.com

Room Reservations

Hotel Accommodations at Bally's Atlantic City

We are pleased to offer guest rooms at Bally's Atlantic City at the group rate of \$99.00 per night, plus tax and fees, Tuesday, September 20 through Friday, September 23, 2011. The rates are based on single or double occupancy. You may make your reservation by calling Bally's Atlantic City at (800) 345-7253 (be sure to specify that you are with the AIA Tri-State Conference to get the reduced group rate) or click on the following link:

<http://www.harrahs.com/CheckGroupAvailability.do?propCode=BAC&groupCode=GBTRI>

The cut-off date for hotel room reservations at the \$99 rate is August 20th, 2011. After August 20th, reservations will be accepted on availability at prevailing rates. Cancellation less than 72 hours prior to arrival will be subject to a forfeit of one night's room charge.

2011 Expo Rules and Regulations

Payment

Payment is due in full by September 16, 2011

Booth Cost Includes

8 x 10 (single space, unless otherwise noted), 8' high backdrop, 3' side rails, 6' skirted table, 2 chairs, waste basket and header sign.

Booth Regulations

No construction in the exhibit space shall exceed ten feet in height and any construction in excess of four feet must be kept within three feet of the back line of the exhibit space

The Show Management reserves the right to remove or eliminate any objectionable exhibits, persons, advertisements, souvenirs, or any other feature or action which might harm or injure the high standards of the Conference.

Booth representatives shall be restricted to Exhibitor's employees, agents and authorized representatives. No more than three representatives shall be in each booth space at any one time.

Booth representatives shall wear identification badges furnished by the Show Management at all times.

Bally's Atlantic City will not permit the affixing of anything to the walls, floor or ceiling in the rooms with nails, staples, tape or any other substance without prior written approval of the Convention Services manager at the Hotel/Casino.

All property destroyed or damaged by the Exhibitors must be replaced to its original condition by the Exhibitor at the Exhibitor's expense.

Bally's is the only licensed entity to provide food and beverages on our premises. Food and beverages may be purchased directly from the Catering Department with advanced notice.

All materials used in the Exhibit Hall MUST be non flammable to conform with the Fire Regulations of Atlantic City and the State of New Jersey.

Electrical wiring and equipment installation must conform to the National Electrical Code and the Electrical Code of Atlantic City. Materials not conforming to such regulations will be removed immediately at the Exhibitor's expense. Electrical arrangements should be made directly with Bally's Atlantic City. Any additional cost occurred will be the responsibility of the exhibitor. Detailed exhibit information will be sent to confirmed exhibitors.

Engines, motors or any kind of equipment may be operated only with the consent of the Convention Services manager at the Hotel.

Each Exhibitor expressly releases the Hotel and Show Management against any and all claims for such injury, loss or damage. Bally's Atlantic City will not accept any packages of any weight or size addressed to any convention attendees/exhibitors. Package storage and fees are arranged strictly through the Drayage Company, Atlantic Exposition Services, Inc. (AEX).

All Exhibitors are required to load-in and load-out exhibits through the loading dock. Under no circumstances, will exhibitors be allowed to move in or out through the Hotel lobby.

Installation and dismantling of exhibits will be set-up in accordance with the enclosed show schedule. NO set up of exhibits is permitted during the hours when the exhibit area is formally open. No dismantling will be permitted until the tradeshow is formally concluded.

All materials must be removed by the Exhibitor at the conclusion of the show. The Show Management reserves the right to remove any material left at the conclusion of the show at the expense of the Exhibitor.

The Exhibitor must have an attendant in charge of their booth during the hours of the Tradeshow.

Insurance

Exhibitors are required to carry Comprehensive Liability on the personnel, exhibits and equipment. Exhibitor assumes responsibility and agrees to indemnify and defend AIA NJ, AIA NYS, AIA PA and their respective officers, committee, staff members and agents against any claims or expenses arising out of their participation in this event and the use of the exhibition premises. Exhibitor is responsible to provide documentation of insurance policy to AIA NJ, AIA NYS and AIA PA upon request.

Security

The Exhibit Floor will be secured after set-up on Wednesday, September 21, 2011. Although the exhibit floor will be secured, the Show Management, AIA NJ, AIANYS and AIA PA will not be responsible for any items left in the exhibition area before, during or after the conclusion of the show.

Cancellation Policy

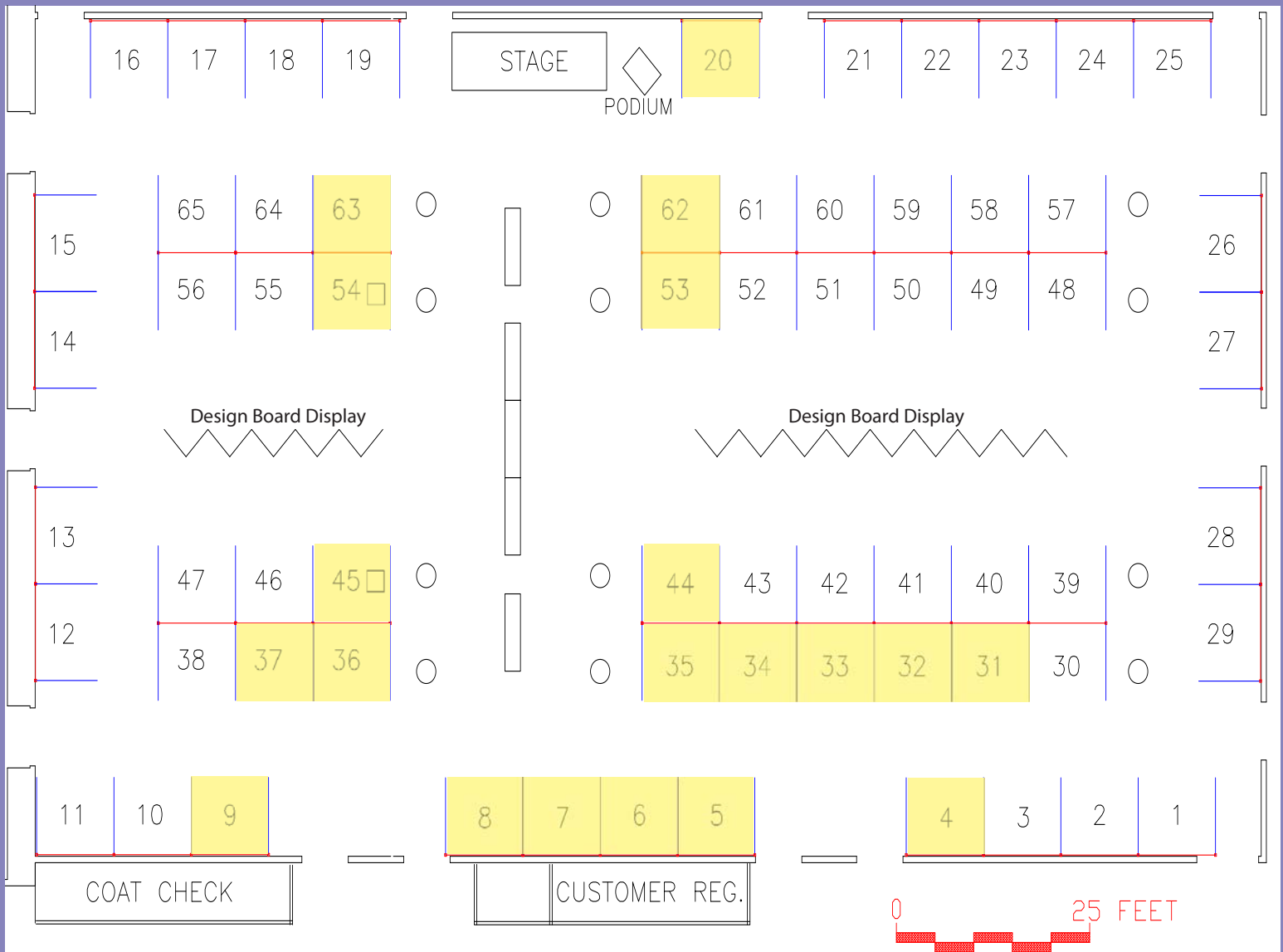
All exhibit booth cancellations must be made in writing and received by the Show Management no later than July 31, 2011. A \$150 fee will apply to all cancellations. There will be no refunds after July 31, 2011. Send notice of cancellation to Laura Slomka, 414 River View Plaza, Trenton, NJ 08611 or fax to 609-393-9891.

Force Majeure

Neither party shall be liable in damages or have the right to terminate the Agreement for any delay or default in performing hereunder if such a delay or default is caused by conditions beyond its control including, but not limited to Acts of God, Government restrictions (including the denial of cancellation of any export or other necessary license), wars, insurrections and/or other cause beyond the reasonable control of the party whose performance is affected.



Expo Floor Plan



- Premium Booth \$1,750
- Standard Booth \$1,500

Expo hours 10:00 am – 5:00 pm.

Complimentary conference lunch on the Expo Floor.

Further exhibitor information upon receipt of payment for the Booth(s).

Changes in floor layout subject to change by the Conference Management.

Questions: Please contact Laura Slomka at 609-393-5690 or lslomka@njpsi.com.



Tri-State Sponsorship Packages

\$10,000

Platinum Event Sponsor

Name/logo on all conference material

4 tickets to every conference event including Tri-State Design Gala Reception, receptions and seminars
(Does not include the AIANYS Design Award Presentation and Dinner.)

Standard Exhibitor Booth

VIP Seating

5 Minute Speaking opportunity before Keynote

Full page ad in the preliminary convention brochure digitally sent to 15,000 AIA members in the Tri-State Region

Full page ad in the Tri-State Design Gala Reception Program

Logo on each State website through 2011

Logo on each e-News Bulletin through 2011

Item insertion in the gift bag

\$5,000

Tri State Design Gala Reception

Name/logo on all conference material

4 tickets to the Tri-State Design Gala Reception

Standard Exhibitor Booth

Half page ad in the preliminary convention brochure digitally sent to 15,000 AIA members in the Tri-State Region

2 Conference passes - must be pre-registered

(Does not include the AIANYS Design Award Presentation and Dinner.)

Full page ad in the Gala Reception Program

Logo on each State website through 2011

Logo on each e-News Bulletin through 2011

Item insertion in the gift bag

\$5,000

Exhibit Floor Sponsor

Name/logo prominently displayed in the Exhibit Hall

2 tickets to every conference event including Gala Reception, receptions and seminars

(Does not include the AIANYS Design Award Presentation and Dinner.)

Premium Exhibitor Booth

Half page ad in the preliminary convention brochure digitally sent to 15,000 AIA members in the Tri-State Region

Full page ad in the Gala Reception Program

Logo on each State website through 2011

Logo on each e-News Bulletin through 2011

Item insertion in the gift bag

\$3,500

Ice-Breaker Reception Wednesday Evening

4 tickets to the Reception

Quarter page ad in the preliminary convention brochure digitally sent to 15,000 AIA members in the Tri-State Region

Sponsorship recognition at the Reception

Attendance to Conference seminars of your choice

Logo on each e-News Bulletin through 2011

Item insertion in the gift bag

3,500 Thursday Luncheon Sponsor

2 tickets to the Luncheon
Quarter page ad in the preliminary convention brochure digitally sent to 15,000 AIA members in the Tri-State Region
Sponsorship recognition at the Reception
Attendance to Conference seminars of your choice
Logo on each e-News Bulletin through 2011
Item insertion in the gift bag

\$3,500 Friday Luncheon Sponsor

2 tickets to the Luncheon
Quarter page ad in the preliminary convention brochure digitally sent to 15,000 AIA members in the Tri-State Region
Sponsorship recognition at the Lunch
Attendance to Conference seminars of your choice
Logo on each e-News Bulletin through 2011
Item insertion in the gift bag

\$2,500 Wednesday Keynote Seminar Sponsor (Limit 1)

1 ticket to every conference event including Gala Reception, receptions and seminars
(Does not include the AIANYS Design Award Presentation and Dinner.)
Business card ad in the preliminary convention brochure digitally sent to 15,000 AIA members in the Tri-State Region
2 Minute Speaking opportunity before Keynote
Logo on each State website through 2011
Item insertion in the gift bag

\$2,500 Friday Keynote Seminar Sponsor (Limit 1)

1 ticket to every conference event including Gala Reception, receptions and seminars
(Does not include the AIANYS Design Award Presentation and Dinner.)
Business card ad in the preliminary convention brochure digitally sent to 15,000 AIA members in the Tri-State Region
2 minute speaking opportunity before Keynote
Logo on each State website through 2011
Item insertion in the gift bag

\$2,000 Thursday Breakfast Sponsor

2 Vouchers for Breakfast
Business card ad in the preliminary convention brochure digitally sent to 15,000 AIA members in the Tri-State Region
Sponsorship recognition at Breakfast
Attendance to Conference seminars of your choice
Item insertion in the gift bag

\$2,000 Friday Breakfast Sponsor

2 Vouchers for Breakfast
Business card ad in the preliminary convention brochure digitally sent to 15,000 AIA members in the Tri-State Region
Sponsorship recognition at Breakfast
Attendance to Conference seminars of your choice
Item insertion in the gift bag



- \$2,500** **Badge Lanyard Sponsorship** (Limit 1)
 Company name imprinted on all convention registrants lanyards
 Business card ad in the preliminary convention brochure digitally sent to 15,000 AIA members in the Tri-State Region
 Logo on each State website through 2011
- \$2,500** **Onsite Program Sponsorship** (Limit 3)
 Logo on the onsite program
 Business card ad in the preliminary convention brochure digitally sent to 15,000 AIA members in the Tri-State Region
 Attendance to Conference seminars of your choice
 Logo on each State website through 2011
 Item insertion in the gift bag
- \$2,500** **E-Mail Confirmation Sponsor** (Limit 2)
 (Your name will appear on all digital confirmations)
 Listing in the preliminary convention brochure digitally sent to 15,000 AIA members in the Tri-State Region
 Two passes to the Exhibit Hall
 Logo on each State website through 2011
- \$1,500** **Thursday Morning Coffee Break**
 Quarter page ad in the preliminary convention brochure digitally sent to 15,000 AIA members in the Tri-State Region
 Sponsorship recognition at the coffee break
 Attendance (one person, may NOT be a licensed architect) to Conference seminars of your choice
 Item insertion in the gift bag
- \$1,500** **Thursday Afternoon Coffee Break Sponsor**
 Quarter page ad in the preliminary convention brochure digitally sent to 15,000 AIA members in the Tri-State Region
 Sponsorship recognition at the coffee break
 Attendance to Conference seminars of your choice
 Item insertion in the gift bag
- \$1,500** **Friday Morning Coffee Break Sponsor**
 Quarter page ad in the preliminary convention brochure digitally sent to 15,000 AIA members in the Tri-State Region
 Sponsorship recognition at the coffee break
 Attendance (one person, may NOT be a licensed architect) to Conference seminars of your choice
 Item insertion in the gift bag
- \$1,000** **Gift Bag Sponsor**
 Name on all Gift Bags given out to all conference attendees
- \$500** **Friends of the Conference**
 List on each State Website through 2011
- \$250** **Registration Kit Attendee**
 Put a marketing item in the bag



Application

Exhibitor

Please type or print clearly



Exhibitor Contact Information

Company _____

Contact Name _____

Email _____

Title _____

Street Address _____

City/State/Zip _____

Phone/Fax _____

Website _____

Company Listing for Directory

Company _____

Street Address _____

City/State/Zip _____

Phone/Fax _____

Website _____

Name of Attendees

1. _____

2. _____

3. _____

Booth Location

Please select in order of preference

#1 _____ #2 _____ #3 _____

(Please note, booths will be assigned after receipt of full payment on a first come, first serve basis.

Conference management reserves right to manage booth location for overall success of the Conference)

Door Prize

Yes, we will donate a door prize.
The door prize is: _____
(Please email or fax a one or two sentence description of your door prize and bring it to the registration table upon your arrival)

No, we will not donate a door prize.

Payment

Exhibitors

Premium Booth Package	# _____ @ \$1,750	each	= _____
Standard Booth Package	# _____ @ \$1,500	each	= _____
Ice Breaker Reception Ticket	# _____ @ \$100	each	= _____
Design Award Gala Reception Ticket	# _____ @ \$125	each	= _____

Sponsorships

10,000	Platinum Event Sponsor	= \$ _____
\$5,000	Tri-State Gala Reception	= \$ _____
\$5,000	Exhibit Floor Sponsor	= \$ _____
\$3,500	Ice-Breaker Reception Wednesday Evening	= \$ _____
\$3,500	Thursday Luncheon Sponsor	= \$ _____
\$3,500	Friday Luncheon Sponsor	= \$ _____
\$2,000	Thursday Breakfast Sponsor	= \$ _____
\$2,000	Friday Breakfast Sponsor	= \$ _____
\$2,500	Badge Lanyard Sponsorship	= \$ _____
2,500	Onsite Program Sponsorship	= \$ _____
\$2,500	E-Mail Confirmation Sponsor	= \$ _____
\$1,500	Thursday Morning Coffee Break	= \$ _____
\$1,500	Thursday Afternoon Coffee Break Sponsor	= \$ _____
\$1,500	Friday Morning Coffee Break Sponsor	= \$ _____
\$1,000	E-Mail Confirmation Sponsor	= \$ _____
\$500	Friends of the Conference	= \$ _____
\$250	Registration Kit Attendee	= \$ _____

Advertising

¼ Page Advertisement	Pre-Convention Digital Brochure	# _____ @ \$300 each	= _____
Business Card	Pre-Convention Digital Brochure	# _____ @ \$150 each	= _____
Full Page	Tri-State Gala Program	# _____ @ \$300 each	= _____
Half Page	Tri-State Gala Program	# _____ @ \$150 each	= _____
Quarter Page	Tri-State Gala Program	# _____ @ \$100 each	= _____
Business Card	Tri-State Gala Program	# _____ @ \$75 each	= _____

TOTAL PURCHASED

= \$ _____

CHARGE MY PAYMENT TO:

Credit Card: American Express Mastercard VISA
 Check: Check Enclosed made payable to Tri-State Conference

Credit Card # _____

Exp. Date _____

Billing Zip Code _____

Cardholders Signature _____

Cardholders Name _____

(Please Print)

Fees are not deductible as charitable contributions for federal income tax purposes, but maybe deductible as a business expense.

Return this form to:

Laura Slomka
AIA NJ
414 River View Plaza
Trenton, NJ 08611
 Or fax to:
609-393-9891
 Or email to
lslomka@njpsi.com

