



American Association of SNAP Directors

an affiliate of the American Public Human Services Association

35th Annual AASD Education Conference
October 17-20, 2010

Dear AASD Sponsors and Exhibitors:

It is my sincere privilege to invite you to exhibit and fully participate in the 35th annual American Association of SNAP Directors (AASD) Education Conference, "Responding in a SNAP to Hunger in America", on October 17-20, 2010 in Boise, Idaho.

Our conference program will, once again, offer workshops, keynote speakers and addresses from leaders in our profession, drawing conferees from around the country. The participation, sponsorships and exhibits of our vendor partners add greatly to the success of our annual conference. This conference promises to be one you will remember and, most importantly, one that will reward you in the future.

The following brochure contains Exhibit and Sponsorship Information. We hope that you will support our organization, as you have in past years, with your sponsorships and exhibit support. Your participation in our annual event is greatly appreciated.

We look forward to seeing you and to hearing the latest about the business products you have to offer.

Thank you,

A handwritten signature in black ink that reads 'Kathie Wright'.

Kathie Wright
National President
American Association of SNAP Directors (AASD)

Sponsorships

As a sponsor at the 2010 APHSA/AASD Conference, your company obtains increased visibility, not only with conference attendees, but also with the overall APHSA/AASD membership. These are great benefits for your dollar! Several sponsorship opportunities are available to fit your budget and needs.

Benefits

Sponsors will be recognized in the following manner:

- ❖ Your company's name and logo listed on the sponsorship page in the program
- ❖ Sponsors are entitled to actual advertisement copy in final program
- ❖ Differentiated signage in the exhibition hall acknowledging sponsorship
- ❖ Free or reduced Vendor Registration

Sponsorship Levels*

Emerald	\$5,000.00 (two full registrations/one 8X10 Table Top/Full page B/W Ad)
Sapphire	\$4,000.00 (two full registrations/one 8X10 Table Top/one-half page B/W Ad)
Ruby	\$3,000.00 (one full registration/one 8X10 Table Top/one-quarter page B/W Ad)
Gold	\$2,000.00 (one full registration/one 8X10 Table Top)

**Donated funds to be used at the discretion of APHSA/AASD for the overall enhancement of the conference. APHSA/AASD is a 501(C)(3) organization. Your donations may be tax deductible.*

Questions? Contact Freddy Wiggins at fwiggins@aphsa.org

Exhibit and Sponsorship Highlights

- ❖ More than 200 Program Directors and/or key decision-making attendees
- ❖ Each exhibiting company receives a complete participant listing two weeks prior to conference
- ❖ Exhibitors entitled to attend all educational workshop sessions
- ❖ Multiple networking opportunities
- ❖ Continental Breakfasts and Breaks held in Exhibition Space



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To help plan our exhibit area, please return this form to reserve your booth space and indicate your choice of sponsorship for this year's conference.

Company _____

Office Contact Person/Title _____

Sponsorship

Yes, we are very interested in supporting the 35th Annual SNAP Directors' Conference!

Please plan to recognize our organization as a:

- Emerald Sponsor \$5,000.00
Sapphire Sponsor \$4,000.00
Ruby Sponsor \$3,000.00
Gold Sponsor \$2,000.00

We will be sponsoring our own after-hours social event at the conference.

Please describe: _____

On-site Contact Person/Title (if different from above) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Return completed form and payment to: Freddy Wiggins, Conference Assistant, Fax: (202) 408-5947, E-mail fwiggins@aphsa.org



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EXHIBIT SPACE ONLY ORDER FORM

(Please return form with payment by September 7, 2010)

(Please print legibly or type—one name per form and complete all information.)

Last Name: First:

(Person to receive complimentary exhibitor registration)

Name on Badge:

Title:

Company:

Contact Person for Exhibit materials to be sent (if different from above):

Address:

City: State: Zip:

Phone: Fax:

E-mail:

\$850.00 for 8 x 10 ft. table top exhibit space * (Note: Registration form and full payment must be received with exhibit space form before order can be processed. The exhibit fee includes one exhibitor registration. Each exhibitor must complete a separate general registration form for all other attendees coming to conference.) Spaces are assigned on a first-come, first-served basis, with preferential booth space for sponsors. Spaces are not guaranteed until you receive an official meeting confirmation!

Method of Payment (please check one):

- Check (personal or agency) VISA MasterCard American Express

Credit Card # Exp. Date

Name on Credit Card

Signature Today's Date

Mail or Fax Exhibit Space Order Form to: AASD 2010 Annual Conference
Freddy Wiggins, Conference Assistant
1133 19th Street, NW, Suite 400, Washington, DC 20036
Phone: (202) 682-0100 x264; Fax: (202) 408-5947

FOR OFFICIAL USE ONLY: Date: Batch #: Voucher/PO#: APHSA Invoice:

Member #: Ck. Amt: Processor Initials:

Exhibition applications due by September 7, 2010, or until all booths are sold. *Spaces are assigned on a first-come, first-served basis, with preferential booth space for sponsors.*

Exhibition Hours:

Monday, October 18, 2010	7:00 a.m.–5:00 p.m.
Tuesday, October 19, 2010	7:00 a.m.–5:00 p.m.

Exhibitor Registration:

All exhibitor staff must register as participants for the conference. If other staff members from your organization are attending, please check the APHSA or AASD web sites for general registration details: <http://www.aphsa.org> or <http://foodstamp.aphsa.org>.

Exhibit Set-Up

Exhibitors may set up on Sunday, October 17, 2010, 11:00 a.m.–4:00 p.m. or on Monday, October 18, 2010, 6:00 a.m.–7:00 a.m.

Booths must be operational and staffed during all continental breakfasts and breaks.

Dismantling

Exhibits may be dismantled after 5:00 p.m. on Tuesday, October 19, 2010.

Booth Selection/Assignment

All reasonable requests for placement within the Exhibit Hall will be considered. Final assignment is at the discretion of the Exhibitor Coordinator.

Conference Dates: October 17–20, 2010

Exhibition Dates: October 18–19, 2010

Hotel Reservation Cut-Off Date: September 13, 2010

Hotel Reservations: (1-888) 961-5000 (Refer to Rate Code: GRPSNAP)

Room Rates: \$85.00 single/double plus applicable taxes, currently 13% (subject to change without notice).

Booth Fees: One 8 ft. x10 ft. table-top booth space costs \$850.00 (which includes one exhibit registration pass)

APHS/AASD Exhibition Rules and Regulations

- 1. Registration.** All exhibitors and sponsors, including booth staff, are required to register as participating attendees at the APHS/AASD Annual Education Conference. Conference registration entitles Exhibitors and sponsors to participate fully in all conference workshops, keynotes and social events.
- 2. Exposition Data.** Each booth area is 8 ft. X 10 ft. and includes one 6 ft. table, and 2 chairs. Electrical service, additional equipment and decorations may be acquired through the Grove Hotel at additional costs. All necessary order forms and shipping information will be provided in the Exhibitors confirmation packet.
- 3. Booth Blocks.** In the event an organization would like to purchase multiple booth space or if two Exhibitors would like adjoining space, this request MUST be indicated on the Booth Application form. Every effort will be made to accommodate adjoining booth requests, but final assignment is at the discretion of the Exhibition Coordinator.
- 4. Exhibit Installation.** Exhibit installation hours are Sunday, October 17, 2010 from 11:00 am – 4:00 pm and Monday, October 18, 2010 from 6:00 am – 7:00 am. Tables will be delivered to exhibition hall by 11:00 am on Sunday, October 17, 2010. Exhibitors agree that all booths will be operational and staffed by 7:00 am on Monday, October 18, 2010.
- 5. Dismantling Exhibits.** Exhibits may be dismantled after 5:00 pm on Tuesday October 19, 2010. Early tear down is discouraged.
- 7. Canceled Booths.** In the unfortunate event that your organization must cancel its participation, cancellations of exhibit space made within 10 days of the scheduled event will not receive any refund. Cancellations made before this time will receive a refund, less the \$200.00 Sponsor/Exhibitor cancellation fee. All cancellations and requests for refunds must be in writing and sent to the attention of Freddy Wiggins, APHS, 1133 19th Street, NW, Suite 400, Washington, DC 20036. Qualifying refunds will be processed after the conference.
- 8. No Shows.** If Exhibitor fails to install or display in assigned space or fails to comply with any other provision of this agreement, APHS/AASD shall have the right without notice to Exhibitor to take possession of said space and lease said space or any part thereof to such parties and upon such terms and conditions, as it may deem proper.
- 9. Fees.** Full payment must accompany the enclosed reservation form for booth space. Exhibitor Information Packets and Booth assignments will be mailed after confirmation of conference registration. Shared booth space is prohibited. All materials, services and products represented must be the wholly owned or managed by the exhibitor on record.
- 10. Indemnification & Hold Harmless**
 - The exhibitor shall indemnify, defend and hold harmless the APHS and its officers, directors, partners, agents, members and employees from and against any and all demands, claims, damages to person or property, losses and liability, including reasonable attorney fees (collectively "claims") arising out of or caused by the exhibitors negligence in connection with the provision of services of the Grove Hotel. The exhibitor shall not have waived or be deemed to have waived, by reason of this paragraph, any defense, which it may have with respect to such claims.
 - The APHS shall indemnify, defend and hold harmless the exhibitor and its officers, directors, partners, agents, members and employees from and against any and all demands, claims, damages to person or property, losses and liabilities, including reasonable attorney fees (collectively "claims") arising out of or caused by the APHS's negligence. The APHS shall not have waived or be deemed to have waived, by reason of this paragraph, any defense, which it may have with respect to such claims.
 - Exhibitors assume the entire responsibility and liability for losses, damages and claims arising out of injury or damage to their displays, equipment and other property brought upon the premises of the hotel and shall indemnify and hold harmless the APHS and The Grove Hotel, their officers, directors, partners, agents, members and employees from any and all such losses, damages and claims.
 - In all cases, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and especially when exhibits are being set up or dismantled, to protect against loss.
- 11. Rules.** APHS/AASD reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to decision by APHS/AASD. APHS/AASD reserves the right to make such changes, amendments and additions to these rules as considered advisable for the proper conduct of the exhibit, with the provision the exhibitors will be advised of any such changes.
- 12. Rights of Termination.** This agreement is subject to termination for cause, upon written notice, without liability to the terminating party due to acts of God, war, government regulation, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency beyond the party's control making it illegal or impossible to provide the facilities, or to hold the meeting. The phrase without liability wherever used in this agreement shall be deemed to include a refund by the APHS of all deposits and repayment made within thirty (30) days of the notice of termination.