

2012

Exhibitor Brochure

American Prepaid Legal Services Institute



The 2012 API Conference

*Cleveland
Rocks!*

May 3-5, 2012

Cleveland DoubleTree Hotel

Cleveland, OH

WELCOME

We are pleased to invite you to exhibit at the 2012 API Annual Educational Conference to be held May 3-5, 2012 at the Cleveland DoubleTree hotel in Cleveland, OH. We hope you take this opportunity to showcase your products and services. Visitors to the API web site will find information on every company exhibiting at the Annual Educational Conference, including contact and product information, as well as a link to the home page of each exhibiting company. This information is placed on our web site immediately and is available to visitors to our web site throughout the year. The goal is to maximize your company's exposure to the decision makers. Please join us in making this a very successful exhibition at the 2012 Annual Meeting in Cleveland.

Tori Jo Wible
Executive Director, API

PS - Space is extremely limited, so book early!

For more information about the API Annual Educational Conference, please visit our web site at www.aplsi.org/conference/

Exhibitors

THE INSTITUTE

The American Prepaid Legal Services Institute serves as the national professional association for the group and prepaid legal services industry, committed to enhancing consumer access to legal services and dedicated to the growth and development of group and prepaid legal services plans.

EXPOSURE AND VISIBILITY

Those who attend the API Conference buy and influence buyers in a number of legal, academic instruction and office administration areas such as:

- communication technology
- innovative instructional, computerized & audio/visual systems
- legal research software
- bibliographic services
- computer hardware and software
- case management software
- office management and financial software

EXHIBIT BENEFITS

Each booth fee paid includes:

- One 6' draped table with 2 side chairs and 1 waste basket
- All meal functions (except ticketed events)
- A free listing on the API web site and hyperlink to your company's web site
- Note: separate conference registration is required to attend educational sessions.

BOOTH FEE

The fee for each booth is \$400 for members, \$550 for non-members and \$250 for each additional person staffing the exhibit booth.

THE APPLICATION FOR EXHIBIT SPACE

Complete the enclosed "Application for Exhibit Space". Carefully read the Terms and Conditions set forth; sign and return the application to API. API will acknowledge receipt and approval of exhibit space application with written confirmation of booth assignment. An Exhibitor Kit detailing shipping and other pertinent information will be emailed by API.

BOOTH PERSONNEL ARRANGEMENTS

Each member of your exhibit team must submit an Exhibit Booth Personnel Registration Form. Registration forms and hotel reservation information will be included with the Annual Meeting Brochure, which will be e-mailed to each confirmed exhibitor upon acceptance of exhibit application. Photocopies of the Registration Forms will be accepted.

OTHER MARKETING OPPORTUNITIES

WEB SITE

Your company (contact information, product description, etc.) will be listed on the API Web site along with a link to your web site. Anyone accessing the API Web site will easily be able to gather more information on your products and services by using this link.

SPONSORSHIP

Give your company larger presence at the Annual Conference by becoming an API conference event sponsor.

Sponsorships

- Generate new business.
- Build and sustain recognition for your products, services and programs.
- Make valuable face-to-face contact with the most influential professionals in the Group and Prepaid Legal Services industry.
- Your company will be listed on our web site, along with a link to your company.
- Special recognition during the Welcome Remarks.
- High visibility location in main registration area.

Sponsorship Opportunities

Friday Night Event - \$5000

Sponsored by -

Hyatt Legal Plans

A MetLife Company

Luncheon Sponsor - \$1500

Sponsored by



Luncheon Sponsor - \$1500

One Opportunity Left

- Signage during session
- Logo on the website w/link
- Special verbal acknowledgement at conference
- Logo in the brochure

Breakfast Sponsor - \$800

2 opportunities

- Table signage during one breakfast
- Special verbal acknowledgement at conference
- Website recognition
- Mention in the brochure

Thursday Annual Welcome

Reception - \$3000 - One Opportunity

- Professional banner signage during the event
- Logo on the tickets (if applicable)
- Logo in the brochure
- Logo on the website
- Verbal thank you from API President during the event
- Verbal thank you during the house keeping notes at the commencement of the meeting.

Speaker Sponsor - \$1000

2 Opportunities

- Signage during session
- Logo on the website w/link
- Special verbal acknowledgement at conference

Break Sponsor - \$400

3 opportunities

- Table signage during one break
- Website recognition
- Logo in the brochure

Exhibitor Application form for the 2012 API Conference

Deadline to be included in the Annual Conference Brochure: Dec. 15, 2011

MAIL FORM, PAYMENT AND SIGNED AGREEMENT TO:
American Prepaid Legal Services Institute (API)
Exhibitor Registration
321 North Clark Street,
19th Floor
Chicago, IL 60654
Ph: 312/988-5751

Make all checks, money orders or cashiers checks payable to the American Prepaid Legal Services Institute or API

FAX:
This form may be faxed to 312/988-5483
Attn.: Sara Walsh

HOTEL INFORMATION:
Cleveland DoubleTree Hotel
1111 Lakeside Avenue,
Cleveland, OH 44114
Ph: 216-241-5100

CANCELLATION POLICY

In the event an exhibitor must cancel, the amount paid will be refunded less a \$50 administrative fee if a written request is received in prior to April 13, 2012. No refunds will be issued after that date.

Please note Sponsorships are non-refundable. Exhibit space will be assigned when the API office has received the completed registration form, signed agreement and full payment.

Primary Contact (print): _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Web Site: _____

Additional Exhibitor's Name: _____

Email: _____

EXHIBITS

TABLE/BOOTH:

___ API Member: \$400 ___ Non-Member: \$550 ___ Additional Exhibitor: \$250

Name of Exhibitor Representatives:

Exhibitor: _____

Additional Exhibitor (\$250): _____

Fee includes:

- One 6' draped table with 2 side chairs and 1 wastebasket
- An advance and final copy of the API conference attendee registration list (PDF format or hardcopy only).

Do you need electricity (no charge)? Yes ___ No ___

Do you need internet connection? Yes ___ No ___ (there may be a fee for this)

Sponsors

_____ \$3000 Reception Sponsor _____ \$1500 Lunch Sponsor
_____ \$1000 Speaker Sponsor _____ Thurs. Welcome
_____ \$800 Breakfast Sponsor _____ \$400 Break Sponsor
Thurs. or Fri. (circle one)

PAYMENT

Exhibitor Fee..... \$ _____
Additional Exhibitor Fee (s)..... \$ _____
Sponsorship Fee..... \$ _____
TOTAL PAYMENT..... \$ _____

Credit Card Payment: American Express Visa MasterCard Discover

Cardholder's Name: _____ Card No.: _____

Exp. Date: _____ Card ID: _____

**2012 American Prepaid Legal Services Institute Annual
Educational Conference
May 3-5, Cleveland, OH
Due Date: April 2, 2012**

Conditions and Rules

The exhibitor rules are part of the agreement between the exhibitor and API. API shall have the authority to interpret and enforce these rules. All matters not covered by these rules are subject to the decision of API. The exhibitor who fails to observe these conditions and rules, may be excluded from the exposition immediately without refund. API reserves the right to determine the eligibility of all exhibit space applicants.

Liability

Each exhibitor has the responsibility of safeguarding their own exhibit materials or goods from the time they are placed in the exhibit space until they are removed. The exhibitor agrees to make no claim against API or any of its sponsoring organizations, agents, or employees on account of loss occasioned by fire, accident, theft, storm, or damage from negligence; or on account of any injury to the exhibitor or exhibitor's employees while in the exhibit space; or for damage of any other nature or character, including any damage to the exhibitor's business as a result of the exhibit, or as a result of its installation or removal; or for failure to hold the exhibition as scheduled.

Cancellation

In the event an exhibitor must cancel, the amount paid will be refunded less a \$50 administrative fee if a written request is received prior to April 13, 2012. No refunds will be issued after that date. If payment is not received within the prescribed time limit, the agreement is voidable at the option of API and the space will be reassigned.

Please note: Sponsorships are non-refundable.

Unions

The exhibitor hereby agrees to abide by all agreements made among any unions or other labor groups with jurisdiction at the Exposition and API or its agents and the exposition facility.

By signing below, you acknowledge and agree to the terms and conditions above. You also acknowledge that exhibit space will only be assigned once the API office has received the completed registration form, signed agreement and full payment. Please keep a copy of the entire exhibitor application/agreement for your records and either scan and email, fax or mail the information by April 2, 2012.

Mail to:
American Prepaid Legal Services Institute
Exhibitor Registration
Attn.: Sara Walsh
321 North Clark Street, 19th Floor
Chicago, IL 60654

Print Name

Sign name

Date