



Decades of Dedication

Celebrating 60 Years of Service

Austin Human Resource Management Association Annual Conference
Crowne Plaza Hotel • Austin, Texas • August 19-20, 2010

Exhibit Prospectus

NEW LOCATION!

Crowne Plaza Austin
6121 North IH-35
Austin, Texas 78752

August 19-20, 2010



Austin Human Resource Management Association 2010 Annual Conference

The AHRMA Annual Conference is the Austin Human Resource Management Association's most popular and talked about event of the year! Each year many of the AHRMA members attend the conference featuring international keynote speakers, a choice of speakers in multiple concurrent sessions, and more than 40 exhibitors and sponsors. Each conference captures the successful momentum of the one before. The Conference is an excellent opportunity to promote your products or services, in an established venue, and develop great relationships with AHRMA members in Austin's competitive business environment. Tell HR Managers about your products and services and confirm relationships with current clients!

AHRMA is the premier association in Central Texas driving the human resource profession to a position that is critical to organizational success. We develop professionals and provide opportunities to contribute to each other, our organizations, and our communities.

We are an affiliate member of SHRM, the Society for Human Resource Management. If you would like more information about membership in AHRMA or SHRM, please call membership@austinhumanresource.org.

Who Will Attend?

More than 350 Human Resource Professionals are expected to attend the 2010 Annual Conference, representing more than 200 Austin area businesses. These individuals review the exhibitors' products and services in order to recommend or make purchases for their businesses, corporations, or agencies.

2010 Exhibit Hall Schedule

Times are subject to change. Notification will be sent if any changes are made. Check out new schedule!

THURSDAY / August 19

12:00 - 4:00 p.m.	Set-up of Exhibition
3:00 - 3:15 p.m.	Refreshment Break
4:00 - 7:30 p.m.	60th Anniversary Celebration & Entertainment

FRIDAY / August 20

7:30 a.m. - 8:30 a.m.	Breakfast with Exhibitors
7:30 a.m. - 4:30 p.m.	Exhibit Hall Open
10:30 a.m. - 11:00 a.m.	Break with Exhibitors
1:00 p.m. - 1:30 p.m.	Lunch Dessert Served in Exhibit Hall
2:30 p.m. - 3:00 p.m.	Break with Exhibitors
4:30 p.m. - 6:00 p.m.	Exhibitor Break Down

Sponsorship / Exhibit Opportunities

AHRMA is fortunate to have generous sponsors whose participation allows us to provide educational opportunities for human resource management professionals at a cost they can afford.

To maximize visibility at AHRMA's 2010 Annual Conference and Exhibition, sponsors will:

- Select their exhibit location: Assignment is based on sponsorship level and the date when the completed and signed contract is submitted to Horizon Meetings, Inc.
- Receive recognition: Recognition is provided in many ways. Explore the sponsorship levels to determine your company's recognition level. **Note:** Non-sponsoring companies have the opportunity to advertise in the onsite Conference Program. To take advantage of this great offer complete the "Advertising Opportunities" form included.

Sponsorship / Exhibit Levels

PLATINUM LEVEL

\$5,000

- **Keynote Sponsor:** Your company's representative may make remarks from the podium and introduce the Keynote Speaker at one keynote session. **EXCLUSIVE**
- **Tote Bag Sponsor:** Your company's logo on the attendee bag (co-branded with AHRMA) **EXCLUSIVE**
- **Print Media Sponsor:** Promote your publication in trade for your sponsorship.
- **Breakfast Sponsor:** Your company's representative may make remarks from the podium at the Friday breakfast event.
- **Lunch Sponsor:** Your company's representative may make remarks from the podium at the Friday lunch event.
- **Pre-Conference Workshop:** Your company's representative may make remarks from the podium at the pre-conference workshop.

Includes:

- 8 x 8 booth in prime location
- Recognition in the AHRMA newsletter prior to the conference
- Corporate Banner in prominent location in Exhibitor Area
- Conference participation list for marketing opportunities
- Recognition by Master of Ceremonies
- Full page ad in the Program & Exhibitor Directory
- 4 full conference registrations
- 1 year of web exposure in AHRMA's Vendor Section

DIAMOND LEVEL

\$3,500

- **Registration Sponsor:** Your company's logo will be on all pre-conference printed and online materials. You may also provide a company banner which will be prominently displayed in the registration area. **EXCLUSIVE**
- **Conference Program Sponsor:** Your company's logo will be printed on all conference programs. You may also provide a company banner which will be prominently displayed in the keynote area. **EXCLUSIVE**

Includes:

- 8 x 8 booth in prime location
- Recognition in the AHRMA newsletter prior to the conference
- ½ page ad in the Program & Exhibitor Directory
- Conference participation list for marketing opportunities
- Recognition by Master of Ceremonies
- Corporate Banner in the Keynote or Exhibitor area
- 2 full conference registrations
- 1 year of web exposure in AHRMA's Vendor Section

GOLD LEVEL

\$2,500

- **Conference Grand Prize Sponsor:** Your company may provide a promotional item or advertisement to be included in all attendee's tote bags. **SOLD**
- **Conference Badge Sponsor:** Your company may provide a high quality logo image to have printed on all attendee badges. **SOLD**
- **Conference Lanyard Sponsor:** Your company may provide a high quality logo image to have printed on all attendee lanyards. **SOLD**

Includes:

- 8 x 8 booth in prime location
- Recognition in the AHRMA newsletter
- ½ page ad in the Program & Exhibitor Directory
- Conference participation list for marketing opportunities
- Recognition by Master of Ceremonies
- Corporate Banner in Keynote or Exhibitor area
- 2 full conference registrations
- 1 year of web exposure in AHRMA's Vendor Section

SILVER LEVEL

\$2,000

- **Refreshment Breaks Patron:** Your company may provide a corporate banner to display on the refreshment table during each break.

Includes:

- 8 x 8 booth in prime location
- Recognition in the AHRMA newsletter
- 2 full conference registrations
- 1 year of web exposure in AHRMA's Vendor Section
- Recognition by Master of Ceremonies
- Quarter page ad in the Program & Exhibitor Directory
- Conference participation list for marketing opportunities

BRONZE LEVEL

\$1,500

- **Room Sponsor:** (5 slots available) Your company may provide a corporate banner to be displayed in one of the 5 session rooms. The workshop tracks include legal, organizational development, diversity, leadership, and business acumen. **ONLY TWO SLOTS LEFT**

Includes:

- 8 x 8 booth in prime location
- Recognition in the AHRMA newsletter
- 2 full conference registrations
- 1 year of web exposure in AHRMA's Vendor Section
- Recognition by Master of Ceremonies
- Quarter page ad in the Program & Exhibitor Directory
- Conference participation list for marketing opportunities

EXHIBIT BOOTH OR TABLE

SEE EXHIBIT CONTRACT

NEW THIS YEAR! Prime Location in Foyer - Be the first seen - Priceless!

Includes:

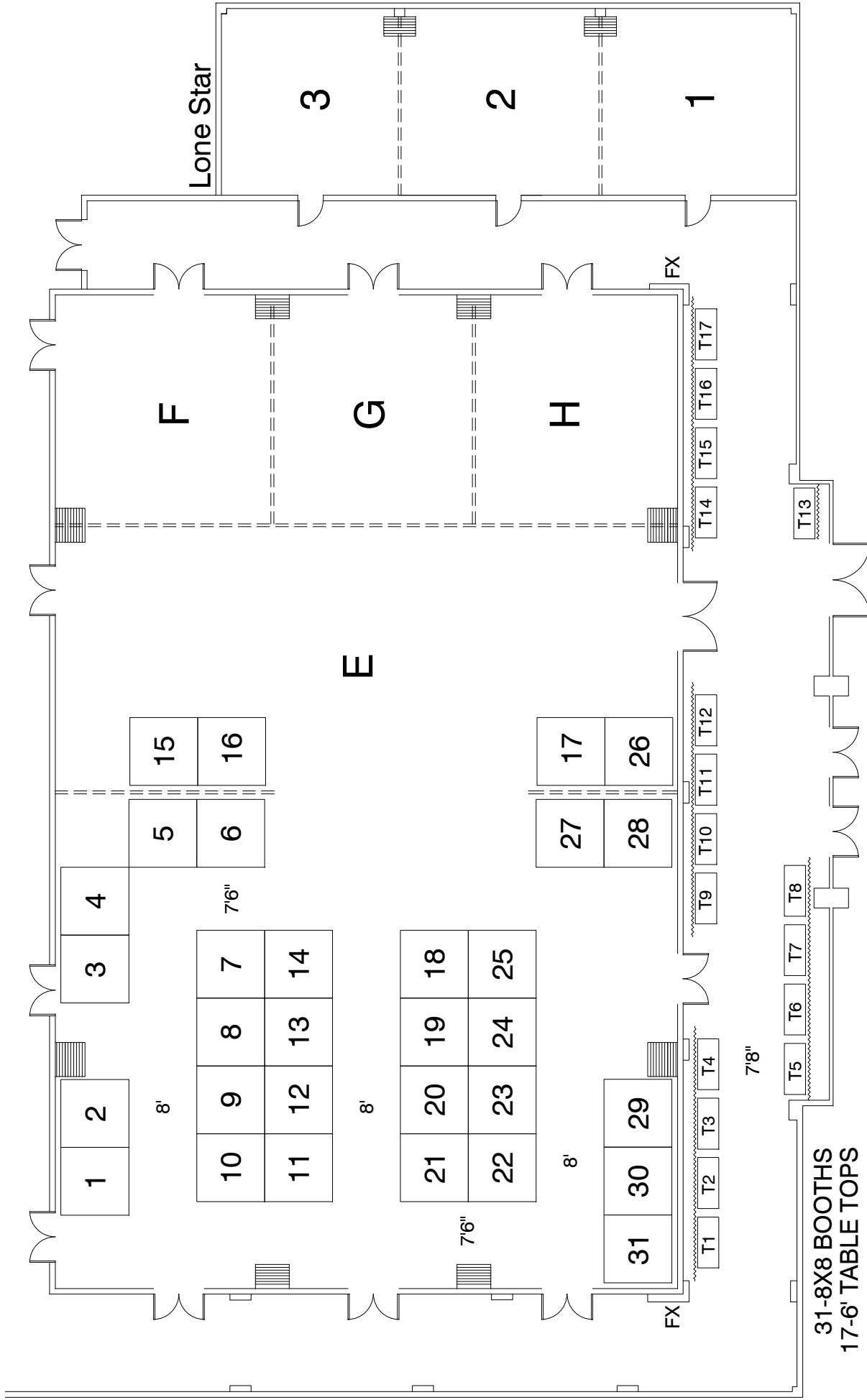
- 8 x 8 booth in exhibit hall; or table top display in foyer
- Company Listing in the Program & Exhibitor Directory
- Conference participation list for marketing opportunities
- Booth identification sign with Company Name
- 2 exhibit hall passes (booth personnel badges)
- 1 year of web exposure in AHRMA's Vendor Section

Hotel Information

New Venue This Year!

Crowne Plaza
6121 North IH-35
Austin, Texas 78752

Reservations: 800-593-5676
Website: www.crowneplaza.com/austincentral



31-8X8 BOOTHS
17-6' TABLE TOPS

Austin Human Resource Management Association Annual Conference

August 19-20, 2010

Crown Plaza Hotel, Austin TX

Revision Date:
5/20/2010 fdl

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F R E E M A N

Rules and Regulations

1. Fifty percent of the total space fee must accompany this application. Applications will not be processed nor booths assigned without the required payment.
2. Exhibit Space Cancellation Policy – All exhibit booth space cancellations must be submitted in writing and received by Horizon Meetings, Inc. / AHRMA on or before July 19, 2010, for a full refund less \$500 administration fee. Exhibit booth / Sponsorship cancellations received after July 19, 2010, will not be refunded. Please note that exhibitor registration cancellations must be submitted in writing separately from the exhibit booth space cancellation. Cancellations must be submitted in writing to Meetings.Admin@horizonmeetings.com.
3. Termination of Meeting and Exposition – Should the premises in which AHRMA's 2010 Annual Conference is to be held become, in the sole judgment of the Association, unfit for occupancy, or should the meeting and trade exposition be materially interfered with by reason of action of the elements, strike picketing, boycott, embargo, injunction, war, riot, emergency declared by a governmental agency, or any other act beyond the control of AHRMA, the contract for exhibit space may be terminated. AHRMA will not incur liability for damages sustained by exhibitors as a result of such termination. In the event of such termination, the exhibitors expressly waive such liability and release the Association of and from all claims for damages and agree that the Association shall have no obligation except to refund to exhibitors pro-rated shares of the aggregate amounts received by the Association as rental for exhibit spaces for said exhibits after deducting all costs and expenses in connection with such exhibits, including reasonable reserves for claims, such deduction being hereby specifically agreed to by the exhibitor.
4. If an exhibitor does not follow the rules and regulations set by AHRMA, then this contract may be terminated – In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages the amount paid by the exhibitor for exhibit space, rental, regardless of whether or not AHRMA enters into a further lease of the space involved.
5. Where possible, space assignments will be made by AHRMA in keeping with the preferences as to location requested by the exhibitor – AHRMA, however, reserves the right to make the final determination of all space assignments in the best interest of the exposition.
6. Exhibitors cannot sublet any part of their assigned exhibit space – No exhibitor shall assign, sublet, or share the space allotted with another business or firm.
7. The General Rule of the Exhibit Hall is: Be a Good Neighbor – No exhibits will be permitted that interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, receptionists, and models are required to confine their activities within the exhibitor's booth space. Apart from the specific display space for which an exhibiting company has under contract with AHRMA, no part of the Exhibit Hall and its grounds may be used by any organization other than AHRMA for display purposes of any kind or nature. Representatives should be attired to maintain the professional and businesslike climate of the convention.
8. In fairness to all exhibitors, AHRMA exhibit construction guidelines must be observed. Booth backgrounds are eight feet high; side rails are approximately 33" high. The back half of the sidewalls of the booth may extend to the height of the back wall. The front half of the sidewall must contain at least 50% open area to permit side viewing through the booth. If motion pictures, other than A/V or loud speakers are used, the exhibitor agrees to comply with the union requirements for the operation of the equipment. Sound presentation, slides or movies will be permitted if tuned to conversational level and if not objectionable to neighboring exhibitors. AHRMA reserves the right to restrict the use of glaring lights or objectionable light effects. The exterior of any display cabinet or structure visible from an adjacent exhibitor's booth must be finished or suitably decorated at the expense of the exhibitor erecting or installing such a display and must not include corporate or product identity that would detract from the adjacent display.
9. To insure the safety of all participants, fire regulations must be observed – Fire regulations require that all display materials be flameproof. Electrical signs and equipment must be wired to meet the specification of the local Fire Underwriters Inspection Bureau. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention, and public safety while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.
10. Cost for repairing any damages to the exhibit hall will be billed to the responsible exhibitor – Nothing can be posted or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture, or other properties of the Exhibit Hall, Convention Center, or Hotel.
11. Service personnel will not be allowed on the exhibit floor without work orders and official service badges – Exhibitors using companies other than AHRMA's Official Contractors, must advise them to check with the Exhibitor Service Center upon their arrival. Copies of all job orders must be presented at that time for management's files to qualify their company's participation. Upon verification, official service badges allowing access to the exhibit area during service hours only will be issued.
12. All exhibits must be fully operational by Thursday, August 19 at 4:00 p.m. – If erection of any exhibit has not started by 2:00 p.m., the Association shall order the exhibit to be erected and the exhibitor shall be responsible for payment of expenses incurred. Exhibitors who do not claim their booths by 2:00 p.m., Thursday, August 19, forfeit all rights to the exhibit space. All monies paid shall be retained by AHRMA and the booth space reverts back to AHRMA for use or resale at AHRMA's discretion.
13. Exhibitors are advised to provide locked storage facilities within their own display area for excess merchandise.
14. The dismantling of displays begins on Friday, August 20, at 4:30 p.m. and move out must be completed by Friday, August 20, at 6:00 p.m. At that time all exhibit displays or materials left in booths without instructions will be packed and stored at the discretion of AHRMA, and all charges will be applied to the exhibitor.
15. No equipment can be removed from the exhibit hall during the conference without written permission from AHRMA.
16. Exhibitor's displays will not be dismantled or packed in preparation of removal prior to the official closing time of Friday, August 20, 2:45 p.m.
17. AHRMA reserves the right to make changes to these rules – Any matters not specifically covered herein are subject to decision by AHRMA. AHRMA 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 that all exhibitors will be advised of such changes.
18. Exhibitors are advised to carry floater insurance to cover exhibit material against damage and loss and public liability insurance against injury to the personal and property of others – Guards will be furnished, but the furnishing of such guards shall not be deemed to increase the liability of AHRMA, its members, representatives or Official Service Contractors, employees, or the Crowne Plaza Austin, its representatives and employees, nor to modify in any way the assumption of risk and release provided for the above. All property of the exhibitor is understood to remain under his custody and control, in transit to and from the confines of the hall, subject to the Rules and Regulations of the Exposition.
19. Hold Harmless Clause – The exhibitor assumes the entire responsibility and liability for losses, damage, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the hotel and convention center shall indemnify and hold harmless the hotel, convention center agents, and employees from any and all such losses, damages, and claims.
20. Exhibitor agrees to pay when all royalties, license fees, or other charges accruing or becoming due to any firm, person or corporation by reason of any music – either live or recorded or other entertainment of any kind or nature, played, staged, or produced by the Exhibitor.