

Corporate Exhibit & Sponsorship Guide



*San Diego
Convention Center
San Diego, California*

June 1-4, 1999

1999 PROFESSIONAL DEVELOPMENT INSTITUTE

What is ASMC?

ASMC is the non-profit organization for persons, military and civilian, who are involved in the overall field of military comptrollership in the Department of Defense and Coast Guard. The mission of the society is to promote the education, training and professional development of our members and support the advancement of the profession. Our membership is comprised of over 17,000 individual members internationally. The Professional Development Institute (PDI) draws over 3,500 attendees for a three day conference on comptrollership related topics.

The Professional Development Institute

Each year, over 3500 attendees gather at the national conference of the ASMC, the Professional Development Institute (PDI), which is one of the premier training events for personnel employed in resource management in the Department of Defense and the U.S. Coast Guard. The PDI provides a forum that facilitates the individual development and technical competencies of persons in basic and complementary resource management disciplines. The conference consists of a day of service specific sessions and two days with over 60 technical and general interest workshops and mini-courses, six general sessions and three evening networking opportunities.

The Exhibit Hall

This year's exhibit hall provides attendees the opportunity to network with firms and agencies that provide products and services to the military resource management field. The hall will be open 23 hours in the three-day period, and will be closed during the luncheon sessions. The booth fee includes full registration and meals for two personnel. Additional personnel may be added for a small fee, which includes a nametag and registration materials. Meal and event tickets are available on site. A Tuesday evening reception will allow exhibitors, advertisers and sponsors to network with each other, senior defense officials and ASMC national officers. Bar-code scanner packages are available for rental, allowing exhibitors to compile a database of potential customers from the PDI.

Sponsorship Opportunities

Bring your company name into the spotlight by sponsoring an event or conference product. Full descriptions of the sponsorship opportunities are provided on page 3 of this brochure. Sponsorship opportunities will be awarded on a first come, first serve basis, as determined by the host committee.

Advertising

The on-site PDI brochure provides an excellent opportunity to market your products and services to the PDI attendees. The brochure contains all the information necessary for an attendee to get around at the conference. Quarter, half and full-page advertising is available within sponsorship levels or as an individual item. Specific advertising information will be conveyed upon receipt of your application.

Housing Accommodations

Twelve hotels will be used for lodging in San Diego, within a range of \$93 to \$124 per night. A block of hotel rooms has been set aside at the headquarters hotel for our exhibitors and sponsors. Your confirmation package will contain a special housing form to obtain room(s) from this block, or at any of the other hotels.

Demonstration Theater

A facility close to the Exhibition Hall will be provided as a Demonstration Theater. This facility will permit certain exhibitors the opportunity to show the capabilities of their software in a workshop setting. The scheduling of this facility will be on a first come, first serve basis as determined by the host committee. The final schedule will be published in the on-site program brochure. Exhibitors desiring access to this facility should indicate so on their registration form.

San Diego, California! *Could there be a better place than San Diego to have PDI '99? San Diego's not just a city with a warm year round climate and an ocean view, no way! There is so much to see and do. San Diego's communities are lined with world famous museums, national monuments, breathtaking beaches, science and art centers and of course the well known San Diego Zoo. Take a tour to Mexico or spend the evening having dinner on San Diego Harbor. Fly over the city in a corporate helicopter or spend the day whale watching. Whatever your taste, there is something for you in San Diego, in and out of the water! You will receive information regarding the special tourism events that have been organized for conference participants.*

SPECIAL SPONSORSHIP OPPORTUNITIES

Bring your company name into the spotlight as a PDI Corporate Sponsor! In addition to the recognition described below, all sponsors will be spotlighted in the on-site program book with their company name, logo and company bio. Sponsors will also be recognized in the daily conference newsletter.

Chapter Fair

Welcome over 3500 attendees to the annual chapter fair as its corporate sponsor. This year's theme will be Anchors Aweigh. In addition to the chapter booths, there will be dancing and light snacks. As our corporate sponsor, your company name will be featured on the welcome banner and at the snack food stations. The band will proudly mention you, our sponsor, throughout the evening.

Cost of Sapphire Level Package including event \$5,000

Icebreaker

Break the ice by sponsoring this Tuesday evening event, featuring light snacks and a DJ. Attendance at the event is approximately 2500. This gathering is the first social function of the event and bound to be a hit with attendees. As the sponsor, your company will be recognized by the DJ throughout the evening.

Cost of Sapphire Level Package including Icebreaker \$5,000

Continental Breakfast

Attendees are your guests at one, two or three of the continental breakfasts on Wednesday, Thursday, and Friday morning during the PDI. Attendance at the breakfast each day will be approximately 2500. The Continental Breakfast provides you with an opportunity to display sign advertising and distribute promotional material at the start of the business day.

Cost of Diamond Level Package including one breakfast \$5,000

Luncheon Session

Attendees are your guests at one, two or three of the luncheon sessions on Wednesday, Thursday, and Friday morning during the PDI. Attendance at luncheons each day will be approximately 3500. The session sponsorship provides you with an opportunity to display sign advertising and distribute promotional material at a seated meal function. Recognition will also include a podium announcement of sponsor.

Cost of Platinum Level Package including one luncheon \$5,000

Newsletter

Get noticed! Sponsor the daily newsletter and have your company name printed on 3000 newsletters a day. The daily newsletter provides up-to-date conference information, daily highlights, and prior day reviews. As corporate sponsor, you will receive masthead recognition and a quarter page newsletter ad each day.

Cost of Diamond Level Package including newsletter \$5,000

Welcome Reception

You'll host a night to remember at the California Dreaming Welcome Reception, featuring heavy hors d'oeuvres and live entertainment. Attendance is expected to be over 3200. As our corporate sponsor, your logo will appear on the banner and you will be permitted to distribute material at the event. In addition, the band will mention you as our corporate sponsor throughout the evening.

Cost of Platinum Level Package including event \$10,000

Banquet

Sponsor the final event of PDI '99! Sail into the Sunset with an attendance of approximately 3000. As the sponsor, you will have banner and podium recognition.

Cost of Platinum Level Package including Banquet \$10,000

Conference Bags

Carry the load with handy conference bags bearing your company name and logo, in addition to the event logo. You'll get high visibility among attendees at the PDI and throughout the year. These bags go everywhere!

Cost of Platinum Level Package including Bags \$10,000



SET-UP

Tuesday
11:00 am - 4:00 pm

EXHIBITOR RECEPTION

Tuesday
5:00 pm - 6:00 pm

DISMANTLE HOURS

Friday
2:00 pm - 7:00 pm

Exhibit Hall will close during luncheon sessions.

EXHIBIT HOURS

Wednesday
7:00 am - 6:00 pm

Thursday
7:00 am - 6:00 pm

Friday
7:00 am - 12:00 pm

SAN DIEGO CONVENTION CENTER Lower Level Hall A



Step One Select Your Package

Determine which level of sponsorship you would like. Use the floor plan above to select your booth space. All booths are 8' x 10' and you may reserve as many as you like. Keep in mind that ASMC may receive numerous requests for the same booth. Since space is reserved on first come, first serve basis, the first company to reserve and pay for a booth reserves it. This is why we ask that you select three locations. If all selections are taken, you will be assigned to the closest available booth to your first choice.

Step Two Complete the Application

Fill out the enclosed application in its entirety. If you have any questions while completing the application, please call Susan Watkins at (619) 545-8588. Retain a copy for your records.

Step Three Take Advantage of the Member Discount

Members receive a significant savings over non-members! Use this opportunity to join the society and receive a savings larger than the annual membership dues. Call ASMC National Headquarters at (800) 462-5637 for more membership information.

Step Four Include your Payment

To reserve your sponsorship package and/or booth, you must include a minimum 50% non-refundable deposit **no later than March 2, 1999**. Contracts are not finalized until full payment is received. Balance is due by April 1, 1999.

Step Five Mail the completed application and deposit made payable to:

ASMC PDI '99,
Attn: Corporate Sponsorship,
PO Box 180860, San Diego, CA 92178-0860

1

2

3

4

5

PDI '99 SPONSORSHIP PROGRAM APPLICATION

Company/Agency Information

Name of Company/Agency _____
 Address _____
 Phone (____) _____ Fax (____) _____ E-mail _____
 Web Site Address _____
 Primary Contact _____ Title _____
 Products/Services to be Exhibited _____

Please attach a brief description of your company/agency for the on-site book (50 words or less).

Booth Personnel *(two included in fee)*

Name _____ Name _____
 Additional (\$35) _____ Additional (\$35) _____

Exhibit Hall Booth Selection

First Choice _____ Second Choice _____ Third Choice _____

As a courtesy to ASMC, please indicate items included in your exhibitor package which you will **NOT** need in your booth.

Table One Chair Two Chairs ID Sign

Sponsorship Level *(Indicate One)*

ASMC

Cost

<input type="checkbox"/> Platinum Package <i>(Conference Bags or Welcome Reception or Banquet, Booth, and Full Page Ad)</i>	Corp Member	\$10,000
<input type="checkbox"/> Diamond Package <i>(Newsletter or Continental Breakfast or Luncheon Session, Booth, and Full Page Ad)</i>	Corp Member	\$5,000
<input type="checkbox"/> Sapphire Package <i>(Icebreaker or Chapter Fair, Booth, and Full Page Ad)</i>	Corp Member	\$3,000
<input type="checkbox"/> Gold Package <i>(Booth and Full Page Ad)</i>	Non-Member	\$2,150
<input type="checkbox"/> Silver Package <i>(Booth and Half Page Ad)</i>	Corp Member	\$1,950
<input type="checkbox"/> Bronze Package <i>(Booth and Quarter Page Ad)</i>	Non-Member	\$1,850
<input type="checkbox"/> Regular Package <i>(Booth)</i>	Corp Member	\$1,650
<input type="checkbox"/> Defense Agency <i>(one complimentary)</i>	Non-Member	\$1,550
<input type="checkbox"/> Additional Booth Space <i>(each 8 x10)</i>		\$1,350
<input type="checkbox"/> Additional Booth Personnel <i>(each)</i>		\$1,200
		\$1,000
		\$700
		\$35

Advertising In On-Site Program Book

Federal government agencies receive a 20% discount.

All artwork is due by April 1, 1999.

Full Page \$1,000 Half Page \$700 Quarter Page \$400

TOTAL AMOUNT DUE	_____
50% Non-Refundable Deposit <i>(by March 2, 1999)</i>	_____
BALANCE DUE <i>(by April 1, 1999)</i>	_____

*I hereby contract with the American Society of Military Comptrollers (ASMC) for corporate sponsorship as indicated above.
 The undersigned has read the enclosed rules and regulations and agrees to abide by and be bound by said rules.*

Signature: _____ Date: _____

Please make check payable to ASMC PDI '99 and mail with application to: PO Box 180860, Coronado, CA 92178-0860. NO REFUNDS WILL BE GIVEN AFTER APRIL 1, 1999.

EXHIBITOR REGULATIONS

1 *Assignment of Space:*

Assignment of space will be made on a first-come first-serve basis. The American Society of Military Comptrollers (ASMC) reserves the right of final decision and the right to amend floor plans or relocate exhibits as necessary.

2 *Liability:*

A) Neither the Sponsor (ASMC) nor its agents will be responsible for any injury, loss or damage that may occur to the Exhibitor or to the Exhibitor's employees, guest of, or property from any cause. Under no circumstances will sponsor be liable for incidental or consequential damages. The sponsor shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God or any other cause beyond its control. Anyone visiting, viewing or otherwise participating in the Exhibitor's exhibit is deemed to be the invitee or licensee of the Sponsor. The rights of the sponsor under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized officer of the sponsor. This contract shall be governed by Texas law.

B) The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save ASMC and the San Diego Convention Center and its employees and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installations, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding any such liability caused by the sole negligence of the San Diego Convention Center and its employees and agents.

C) In addition, the Exhibitor acknowledges that neither ASMC nor the San Diego Convention Center maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

3 *Security:*

Sponsor will provide security during the hours that the exhibit area is closed.

4 *Responsibilities of the Exhibitors:*

A) The Exhibitor is responsible for damage to property. No signs or other articles may be attached to walls, floors, etc., in such a manner as to deface or damage them. Likewise, no attachments may be made to the floors by nails, screws, or any other device which would damage or mar them.

B) Exhibits must be self-contained within the booth area assigned; and no chairs, furniture or exhibit materials are to be placed outside the booth area, nor set up in such a manner as to block any aisles or exits.

C) Exhibitors displaying equipment where there is a possibility of oil dripping or other foreign matter must provide a tarpaulin, or other adequate protection to the floor, which is carpeted.

D) Exhibitors must set up and dismantle displays at the designated times.

5 *Booths:*

Back and sidewall draping, table, two chairs, and identification sign are provided without charge to the Exhibitor. Additional booth furnishings may be obtained, at the Exhibitor's expense, from the official decorator, GES Exposition Services. Labor to help Exhibitors erect and dismantle their exhibits must also be obtained through GES Exposition Services. A complete Exhibitor's kit (instructions for paperwork, furniture, freight handling, labor, electrical and other services) will be provided to each Exhibitor approximately 60 days prior to the event by GES Exposition Services.

6 *Objectionable Displays:*

Displays shall not be obtrusive, noisy, or otherwise objectionable, nor shall they violate municipal, state or federal laws, rules or regulations, including safety codes.

7 *Use of Exhibit:*

Exhibitor shall not assign, sublet or share the allotted space without the knowledge and written consent of the Sponsor. Exhibitors must display only the goods manufactured or dealt in by them in their regular course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area. The Sponsor reserves the right to restrict exhibits which become objectionable, and also to prohibit or to remove any exhibit which, in the opinion of the Sponsor, may detract from the general character of the Institute. The reservation includes persons, things, conduct, printed matter, and anything of a character which the Sponsor determines is objectionable. In the event of such restriction or removal, the Sponsor shall not be liable for any refund or other exhibit expenses.

8 *Agreement on Conditions:*

Each Exhibitor, for himself and his employees, agrees to abide by these conditions, and by subsequent amendments and additions thereto; it being understood and agreed that the sole control of the Exhibit Hall rests with the ASMC.