



# SPONSORSHIP & EXHIBITOR PROSPECTUS

## **SCOTTSDALE, ARIZONA**

2015 SPRING WORLD CONFERENCE

Conference Dates: April 22-25, 2015

Exhibit Hall Dates: April 23-24, 2015

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## **CHICAGO, ILLINOIS**

2015 FALL WORLD CONFERENCE

Conference Dates: October 8-10, 2015

Exhibit Hall Dates: October 8-9, 2015

# SIOR

SPONSORSHIP / EXHIBITOR PROSPECTUS

# 2015

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The Society of Industrial and Office REALTORS (SIOR)

is the world's leading industrial and office brokerage

association. 2,800 industrial and office brokers and

agents worldwide have met stringent qualifications to

earn the SIOR designation, certifying their expertise

and success.

# ABOUT SIOR

## ABOUT OUR MEMBERS

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SIOR members are influencers and decision-makers who have significant say or input in the direction of their respective companies. Therefore, the benefit of having your message in front of 2,800 high-caliber real estate brokerage professionals is exponentially increased by the number of people each designee impacts on a daily basis.

Brokers do not join SIOR, they earn the SIOR designation - requirements include:

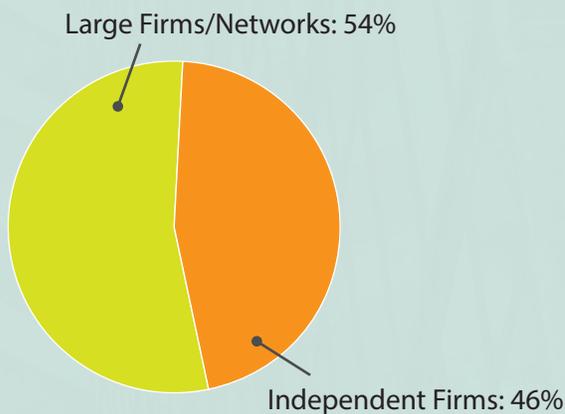
- Experience
- Endorsements
- Ethics
- Production
- Education

Collectively, SIORs close more than 78,000 transactions annually for a per-member average of:

- 30 deals
- 1.05 million square feet (97,500 square meters)
- US \$32.2 million in leases/sales

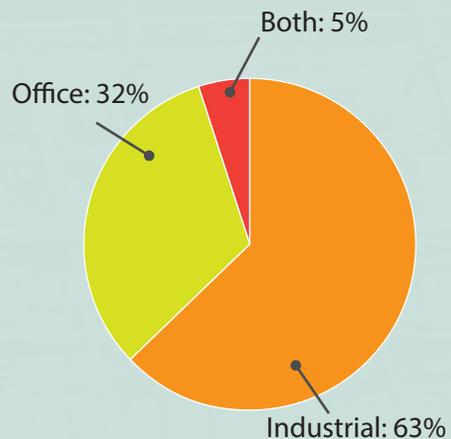
### PERCENT OF MEMBERS WITH LARGE FIRMS/NETWORKS VS. INDEPENDENT FIRMS

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### PERCENT OF MEMBERS SPECIALIZING IN INDUSTRIAL, OFFICE OR BOTH

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## ABOUT OUR CONFERENCES

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Nothing beats face-to-face networking to build relationships. Everyone wants to do business with someone they know and trust. SIOR World Conferences are the place to meet top brokers and agents in commercial real estate and establish those long-term relationships.

SIOR holds two World Conferences every year in the spring and the fall. Members and other industry professionals gather from around the world for high level networking and education. SIOR is fertile ground for business opportunities.

# WORLD CONFERENCES - EXHIBIT

## EXHIBIT WITH SIOR

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SIOR makes every effort to place the exhibit hall in a centrally located area and most food and beverage events are held in the exhibit hall to allow for maximum traffic and exposure. Don't miss out on this opportunity to promote your organization to the world's leading commercial real estate professionals!

## BENEFITS & INCLUSIONS

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- Two complimentary registrations per single (8'x10' or 10'x10') booth
- Three complimentary registrations per double booth
- Over 50% discount off all registrations for additional company attendees
- Company profile on SIOR's conference website and listed in the conference mobile app
- Complimentary entry into the Exhibitor Raffle (gift provided by exhibiting company)
- Complimentary attendee mailing list pre- and post-conference.
- Six-foot draped table & two chairs; nightly security
- Upload unlimited PDF documents to company profile in the conference mobile app

## PREMIUM VS. STANDARD BOOTH

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- Be among the first of the exhibitors to choose your booth location in the hall. Premium exhibitors choose first; standard exhibitors choose second.
- Companies who sponsor, in addition to exhibiting, are automatically upgraded to premium booth at the standard booth rate.

## EXHIBIT BOOTH PRICING

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- \$6,000 Standard Booth
- \$6,500 Premium Booth
- Companies who sponsor, in addition to exhibiting, are automatically upgraded to premium booth at the standard booth rate.

## EXHIBITOR RAFFLE

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Each exhibitor is encouraged to donate a quality gift to be awarded to conference attendees by way of a random drawing. Each attendee will be given a raffle card to complete. SIOR will promote the drawing, and require attendees to have their raffle card marked by each participating exhibitor to qualify for the drawing. This is a great way to drive traffic to your booth.

# WORLD CONFERENCES - EXHIBIT CONT.

## EXHIBIT TERMS & CONDITIONS

### Conditions of Participation

The Reservation Form must be completed and signed by an authorized individual. When payment is received, your exhibit reservation will be made and a confirmation will be sent to the pre-conference contact listed. Reservations will not be confirmed until full payment is received and are handled on a first-come, first-served basis.

### Attendee List Usage

All exhibitors will receive one pre- and one post-conference attendee list for one-time use. Prior to receiving the list, exhibitors must submit the piece

that will be distributed to attendees to SIOR for approval. Approval will take approximately two (2) business days.

### Entertainment Policy

SIOR requires that **no business, social or educational activity be scheduled at a time that competes with any scheduled SIOR function throughout the duration of the conference.** If your company wishes to plan any events during the SIOR conference dates, please contact SIOR to coordinate times.

## EXHIBIT HALL HOURS

### 2015 Spring World Conference - Scottsdale, Arizona, USA

Exhibitor Set Up:	Thursday, April 23, 7:30-10:30 a.m.
Exhibit Hall Open:	Thursday, April 23, 11:00 a.m.-12:45 p.m. Thursday, April 23, 3:00-4:00 p.m. Thursday, April 23, 5:30-6:30 p.m. Friday, April 24, 8:00-9:15 a.m. Friday, April 24, 11:15 a.m.-12:15 p.m.
Exhibit Hall Tear Down:	Friday, April 24, 12:15 p.m.-4:00 p.m.

### 2015 Fall World Conference - Chicago, Illinois, USA

Exhibitor Set Up:	Wednesday, October 7, 1:00-5:00 p.m.
Exhibit Hall Open:	Thursday, October 8, 11:00 a.m.-1:15 p.m. Thursday, October 8, 3:00-4:00 p.m. Friday, October 9, 8:00-9:00 a.m. Friday, October 9, 10:30-11:00 a.m. Friday, October 9, 12:30-4:00 p.m.
Exhibit Hall Tear Down:	Friday, October 9, 4:00-8:00 p.m.

\*\* Hours subject to change.\*\*

# SPONSOR WITH SIOR

Sponsorship opportunities at SIOR conferences allow participating companies ongoing exposure before, during and after each conference. SIOR offers a wide range of opportunities so you can pick the best option to meet your marketing needs!

Sponsoring companies have prominent visibility throughout SIOR conferences and are seen in support of SIOR by the membership. SIORs are loyal and support those who support them.



## BENEFITS OF SPONSORING

- Complimentary conference registrations or reduced rate registrations based on the amount of sponsorship
- Logo placement on signage at the conference.
- Thank you from SIOR President and logo shown on screens during a general session
- Logo on SIOR website and conference mobile app with company listing
- Invitation to President's VIP Reception
- 1 page insert in conference bag/registration packet (insert provided by sponsoring company)
- Upload unlimited PDF documents to company profile in the conference mobile app

## SPONSORSHIP TERMS & CONDITIONS

### Conditions of Participation

The Reservation Form must be completed and signed by an authorized individual. When payment is received, your sponsorship reservation will be made and a confirmation will be sent to the pre-conference contact listed. Reservations will not be confirmed until full payment is received and are handled on a first-come, first-served basis.

### Entertainment Policy

SIOR requires that **no business, social or educational activity be scheduled at a time that competes with any scheduled SIOR function throughout the duration of the conference.** If your company wishes to plan any events during the SIOR conference dates, please contact SIOR to coordinate times.

### Attendee List Usage

All sponsors will receive one pre- and one post-conference attendee list for one-time use. Prior to receiving the list, sponsors must submit the piece that will be distributed to attendees to SIOR for approval. Approval will take approximately two (2) business days.

# SPONSOR WITH SIOR CONT.

## SPONSORSHIP OPPORTUNITIES

Note: The pricing listed below is per conference.

- **Friday General Session (SPRING & FALL SOLD)**

\$70,000

Sponsoring a keynote presentation from a nationally recognized speaker or industry expert places your organization in front of all attendees.

Inclusions: 20' x 8' premium exhibit booth space, arrangement of post-session invitation-only meet and greet with speaker for select guests, introduction of speaker.

- **Spring Conference Closing Night Party (SOLD)**

\$60,000

This social event, open to all attendees, is themed around the conference location and features dinner, cocktails and live entertainment. It is a great way for your company to make a splash at the conference.

Inclusions: 10' x 8' premium exhibit booth space, welcome address at party, cocktail napkins with company logo, access to VIP area for you and your invited guests.

- **Fall Conference Opening Cocktail Party (SOLD)**

\$60,000

We all love a good party! Held on the first night of the conference, this is your chance to be a huge part of the festivities and be the name people see all night. Open bar, heavy hors d'oeuvres - the event everyone attends.

Inclusions: 10' x 8' premium exhibit booth space, welcome address at party, cocktail napkins with company logo, access to VIP area for you and your invited guests.

- **Thursday Night After Hours Party**

\$42,000

Held after attendees return from dinner the first night of the conference, this not-to-be-missed networking party includes open bar, light snacks and entertainment.

Inclusions: 10' x 8' premium exhibit booth space, welcome address at party, cocktail napkins with company logo.

- **Grand Opening Luncheon**

\$42,000

The Grand Opening Luncheon is a great opportunity to get your company in front of attendees at the start of the conference and opening of the tradeshow.

Inclusions: 10' x 8' premium exhibit booth space, welcome address, cocktail napkins with company logo.

- **Opening General Session (SPRING & FALL SOLD)**

\$31,500

The Opening General Session kicks off the conference on the first day and always fills the room.

Inclusions: 10' x 8' premium exhibit booth space, introduction of the speaker.

- **Bull'n' Beer Reception**

\$26,250

Get great exposure during this popular networking event. At the close of the trade show on Friday, names are drawn for the exhibitor raffle. This is a lively event that draws crowds.

Inclusions: 10' x 8' premium exhibit booth space, opportunity to emcee the raffle, cocktail napkins with company logo.

# SPONSOR WITH SIOR CONT.

- **Spring Conference Exhibit Hall Crawl**

\$30,000

The Exhibit Hall Crawl and Reception, after the first full day of sessions, is where attendees continue their networking and discussing the exciting news of the first day while enjoying cocktails and hors d'oeuvres.

Inclusions: 10' x 8' premium exhibit booth space, cocktail napkins with company logo.

- **Fall Conference Networking Lunch**

\$26,250

This networking lunch, held in the exhibit hall on the second day of the conference, is for all attendees ensuring maximum exposure during your event.

Inclusions: 10' x 8' premium exhibit booth space, cocktail napkins with your company logo, welcome address.

- **Closing General Session**

\$21,000

This is an excellent opportunity for your company to receive maximum exposure at the last official event of the conference.

Inclusions: 10' x 8' premium exhibit booth space, introduction of speaker.

- **Leadership Reception (SPRING & FALL SOLD)**

\$15,750

This invitation-only exclusive event for SIOR leadership and volunteers is an excellent opportunity to get in front of leaders of SIOR prior to the start of the conference.

Inclusions: Welcome address, table signage, cocktail napkins with company logo.

- **Networking Reception**

\$10,500

Host a Friday night reception for a targeted group of SIOR members: New Members & Young Professionals (**SPRING & FALL SOLD**) and President's VIPs.

Inclusions: welcome address, cocktail napkins with company logo.

- **New Member Orientation & Luncheon**

\$10,500

This is a unique opportunity to put your company in front of new SIORs during their formal welcome luncheon.

Inclusions: logo giveaway items on tables, brief podium time, company logo on invitations

- **Charging Station/Lounge**

\$10,500

Be noticed while attendees charge-up during the day. These stations provide a great area of extended brand coverage while attendees charge their mobile devices.

Inclusions: signage on the charging station and within the charging station lounge.

- **Conference Wi-Fi**

\$10,500

User will log into a wireless network, named after your company and with your customized password.

Inclusions: company logo on signage noting login information.

# SPONSOR WITH SIOR CONT.

- **Conference Tote Bags**

\$7,875

Maximize your company's exposure by placing your logo or message on the conference tote bags, given to every attendee when they check-in at registration.

- **Conference Lanyards**

\$7,875

Distributed at registration, lanyards support the badges that all attendees must wear, ensuring non-stop exposure of your logo throughout the conference.

- **Networking Break (SOLD)**

\$6,825-\$8,400

Host a beverage break in the exhibit hall for continuous exposure. Full and half-day packages available.

- **Educational Breakout Sessions**

\$4,200

Concurrent 90-minute educational sessions allow a brief company "commercial" and the opportunity to introduce the session.

- **Design Your Own**

Have a specific idea or budget in mind, but can't find the perfect sponsorship listed above? Contact Wendy Ashburn at washburn@sior.com or 240.776.4237.

## Year Round Advertising Opportunities

SIOR's Quarterly Print Publication, *Professional Report* and website SIOR.com

For more information contact Wendy Ashburn at washburn@sior.com or call 240.776.4237



## GOLF SPONSORSHIP OPPORTUNITIES

SIOR is hosting the annual Spring Conference Golf Tournament on Friday, April 24. We are pleased to offer the sponsorships listed below for the tournament. Don't miss this opportunity to expand your presence by participating in this popular event!

All golf sponsorships include two complimentary registrations for the tournament.

- **Golf Give-Away Item**

\$4,000

SIOR will purchase a give-away item to be distributed to all golfers at the start of the tournament. Your company's logo/branding will be included on the item. Options include:

Golf Towels

Mini Golf Bag w/3 balls and tees

Golf Ball Business Card Box with 2 branded balls

Divet Repair Tool & Ball Marker

- **Golf Hole Sponsorship**

\$6,000

SIOR will provide a table and signage at your hole, branding it with your company logo. A snack or beverage would be provided by SIOR at your hole to be distributed to the golfers by your company representatives.

- **Beverage Cart Sponsorship**

\$10,000

Have your logo affixed to the beverage cart as it drives around the tournament providing refreshment for attendees. Includes cozies branded with your company logo.

# WHO PARTICIPATES?

The following is a sample of some of the sponsors and exhibitors from past SIOR World Conferences. If your competition is participating, shouldn't you?

- ALM Real Estate Media Group
- Apto
- Advanced GeoEnvironmental
- ARCO Design/Build
- Arizona Commerce Authority
- Bank of America Merrill Lynch
- Becknell Industrial
- BFC Funding
- BH Properties
- Carroll County Economic Development
- CCIM Institute
- CCRE
- CenterPoint Properties
- City National Bank
- City of Henderson
- Clayco, Inc.
- CORFAC International (Corporate Facility Advisors)
- CoStar Group
- DC Liquidators
- DCT Industrial Trust
- Dermody Properties
- DFW Marketing
- DTZ, a UGL Company
- Exeter Property Group
- First Industrial Realty Trust
- Got-Rack.com
- Greater Des Moines Partnership
- Greater MSP
- H&M Company
- Hickey & Associates
- The Hollingsworth Cos.
- IDI Gazeley
- Indiana Economic Development
- Industrial Income Trust
- JLL
- Liberty Property Trust
- Lee & Associates
- Mericle Commercial Real Estate Services
- Montoni Group
- NAI Global
- National Association of Development Companies
- National Association of REALTORS Commercial
- Panattoni Development Co.
- Prologis
- Qube Global Software
- RealNex
- The Rockefeller Group
- San Joaquin Partnership
- Sparrowhawk
- Sperry Van Ness International
- Strategic Coach
- Team California
- Tennessee Economic & Community Development
- Tejon Ranch Company
- Xceligent
- Zions Bank

# FUTURE MEETING DATES & LOCATIONS

## SIOR 2016 SPRING WORLD CONFERENCE

April 13-16, 2016

San Diego Marriott Marquis & Marina

San Diego, California, USA



## SIOR 2016 FALL WORLD CONFERENCE

October 20-22, 2016

Sheraton New York Times Square

New York, New York, USA



## SIOR 2017 SPRING WORLD CONFERENCE

April 26-29, 2017

Sheraton New Orleans Hotel

New Orleans, Louisiana, USA



## SIOR 2017 FALL WORLD CONFERENCE

October 26-29, 2017

The Palmer House, A Hilton Hotel

Chicago, Illinois, USA



# SIOR 2015 World Conferences – Sponsorship & Exhibit Reservation Form

Company Information (as it will appear on the website and mobile app):

COMPANY NAME: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE/PROV/ZIP: \_\_\_\_\_

PRE-CONFERENCE CONTACT:

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ONSITE CONTACT:

CELL PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

OPTION A: SPRING & FALL\*

**Exhibit Booth Pricing:**

**Standard Booth**

**Premium Booth\***

Single Booth

US \$11,500 *Spring: \$6,000*  
*Fall: \$5,500*

US \$12,500 *Spring: \$6,500*  
*Fall: \$6,000*

Double Booth

US \$18,500 *Spring: \$9,500*  
*Fall: \$9,000*

US \$20,500 *Spring: \$10,500*  
*Fall: \$10,000*

OPTION B: SPRING ONLY **OR**  OPTION C: FALL ONLY

**Exhibit Booth Pricing:**

**Standard Booth**

**Premium Booth\***

Single Booth

US \$6,000

US \$6,500

Double Booth

US \$9,500

US \$10,500

*\*Once booth assignments are made, premium booths are no longer available.*

List your top three booth preferences: 1. \_\_\_\_\_ 2: \_\_\_\_\_ 3: \_\_\_\_\_

## SPONSORSHIP RESERVATION

OPTION A: SPRING & FALL

Sponsorship Item: \_\_\_\_\_

Fee: \_\_\_\_\_

OPTION B: SPRING ONLY **OR**  OPTION C: FALL ONLY

Sponsorship Item: \_\_\_\_\_

Fee: \_\_\_\_\_

I have read and agreed to all terms and conditions.

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Invoice  Mastercard  Visa  AmEx

Sponsorship Fee: \_\_\_\_\_

**3% Processing Fee (credit card only):** \_\_\_\_\_

Total Due (USD): \_\_\_\_\_

Card #: \_\_\_\_\_

Exp Date: \_\_\_\_\_ CW # \_\_\_\_\_

Signature: \_\_\_\_\_

Please submit form to Wendy Ashburn at [washburn@sior.com](mailto:washburn@sior.com) or fax to 240.607.7797. If paying by check, please include a copy of the form and mail to Society of Industrial & Office Realtors, 1201 New York Ave., NW Ste.350, Washington DC 20005-6126.

# EXHIBITOR RULES & REGULATIONS—SIOR 2015 Spring World Conference

All Exhibitors, by submission of their application, agree to abide by the following regulations:

**1. CONDITION OF PARTICIPATION:** This Exhibit Reservation form must be completed and signed by an authorized individual. When payment is received, your exhibit space reservation will be made and a confirmation will be sent to the pre-conference contact listed. Reservations and booth assignments will not be confirmed until full payment is received. Booth assignments are handled on a first-come, first-served basis. If full payment is not received prior to the conference, you will not be able to set up your booth until payment has been received.

**2. CODES AND AGREEMENTS:** The Exhibitor hereby agrees to be bound by the "Rules and Regulations" set forth in this document.

**3. SPACE ASSIGNMENTS:** Booth and event sponsor requests will be addressed in order of receipt of applications and payment. Exhibitor locations will be assigned to booths based on best fit. Society of Industrial and Office REALTORS (SIOR) reserves the right to make final assignments. Within these rules, decisions regarding space are solely at the discretion of SIOR.

**4. EXHIBIT HOURS: Set up—**Thursday, April 23, 7:30-10:30am

**Exhibit Hall Hours—**Thursday, April 23: 11:00am-12:45pm; 3-4pm; 5:30-6:30pm, Friday, April 24: 8-9:15am, 11:15am-12:15pm. **Breakdown—**Friday, April 24, 12:15-4pm. *Hours are subject to change.*

**5. USE OF SPACE:** The Exhibitor shall not sublet or share the booth space provided by SIOR, nor shall the Exhibitor assign this lease in whole or in part without written notice to and approval from SIOR. The Exhibitor, as specified in these rules and regulations, will forfeit space not occupied by the close of the installation period (10:30 a.m., April 23). The space may be resold, reassigned, or used by the exhibit management.

**6. EARLY DISMANTLING OF BOOTHS:** Exhibits are to remain set up until 12:15 p.m. on Friday, April 24. Any early exhibit booth breakdown requests must be made and approved prior to the conference. It is the exhibitor's responsibility to arrange shipping of booth and/or materials from the exhibit floor. An official service contractor will be on-site to assist in this effort. Please note, should you choose not to use our official service contractor for shipping, all of your exhibit items must be removed from the floor before the close of breakdown hours. Should any items be left behind for any reason, show management is required to "Force Ship" those items.

**7. EXCLUSION:** SIOR reserves the right to exclude or require modification of any display or demonstration which, in its sole discretion, it considers unsuitable or not in keeping with the character of the show. SIOR shall have the right to prohibit use of amplifying equipment or music, which, in its sole discretion, it considers objectionable. SIOR reserves the right to demand modification of the appearance of dress or person used in connection with displays or demonstrations.

**8. SAFETY REGULATIONS:** The use or storage of flammable liquids, gases or solids will not be permitted. Only a safety film can be used. Video presentation must be arranged so that aisles are not blocked. Exhibitors must adhere to all municipal and state laws, rules and regulations. No combustible decorations are allowed and other material must comply with fire department regulations.

**9. LIABILITY:** Exhibitor shall be fully responsible to pay for any and all damages to property owned by The Westin Kierland (Hotel), its owners or managers, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and

affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

**10. GUARD SERVICE:** SIOR will provide guard service when the exhibit hall is closed and exercise reasonable care for the protection of Exhibitors' material and display. Beyond this, SIOR, its officers, agents, employees, subsidiaries, affiliates, and members (separately or collectively) cannot accept responsibility for any damage to or for the loss or destruction of an exhibit or for the property of an exhibitor either from fire, theft, accidents or other causes.

**11. FOOD & BEVERAGE:** If you plan on distributing food and/or beverages from your booth, you must receive prior approval from SIOR. Any additional fees that are levied by the Hotel will be your sole responsibility. Please contact SIOR prior to the event to determine the costs associated with your consumable giveaway.

**12. MINIMUM AGE FOR ENTRY:** To maintain a business environment, children under the age of 16 will not be permitted to enter the exhibit hall. Toddlers in strollers may be allowed access to the exhibit hall, but must remain in the stroller and be accompanied by an adult at all times.

**13. OFFICIAL SERVICE CONTRACTOR:** To assure orderly and efficient installation, operation and removal of the displays, and to minimize confusion by the presence or solicitation of unknown or unqualified firms, the official service contractor is General Exhibition Services. The official service contractor will send all confirmed exhibitors a service kit containing information on furnishings, electrical, signs, labor, booth cleaning, display rental, telephone, audio/visual, photography, computer rental and recommended transportation carriers.

**14. AMENDMENT OF RULES:** Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of SIOR and the Hotel. These rules and regulations may be amended at any time by SIOR and the Hotel. All amendments shall be binding on Exhibitors.

**15. CANCELLATION/REFUND:** Once your exhibit fee is received and SIOR has reserved a booth space in your company's name, it is considered a mutual commitment. Cancellations for the 2015 Spring World Conference prior to February 18, 2015, will incur a 50% penalty. After February 18, all exhibit fees become non-refundable. Cancellations must be made in writing.

**16. ENTERTAINMENT POLICY:** SIOR requires that no business, social or educational activity be scheduled at a time that competes with any scheduled SIOR function throughout the duration of the conference. If your company wishes to plan any events during the SIOR conference dates, please contact SIOR to coordinate times.

**17. ATTENDEE LIST USAGE:** All Exhibitors will receive one pre- and one post-conference attendee list. Prior to receiving the lists, Exhibitors must submit to SIOR for approval the piece that will be distributed to attendees. Approval will take approximately 2 business days.

***The foregoing regulations have been formulated for the best interest of all parties.***

***I have read and agree to the terms and conditions set forth.***

**INITIAL:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

# EXHIBITOR RULES & REGULATIONS—SIOR 2015 Fall World Conference

All Exhibitors, by submission of their application, agree to abide by the following regulations:

**1. CONDITION OF PARTICIPATION:** This Exhibit Reservation form must be completed and signed by an authorized individual. When payment is received, your exhibit space reservation will be made and a confirmation will be sent to the pre-conference contact listed. Reservations and booth assignments will not be confirmed until full payment is received. Booth assignments are handled on a first-come, first-served basis. If full payment is not received prior to the conference, you will not be able to set up your booth until payment has been received.

**2. CODES AND AGREEMENTS:** The Exhibitor hereby agrees to be bound by the "Rules and Regulations" set forth in this document.

**3. SPACE ASSIGNMENTS:** Booth and event sponsor requests will be addressed in order of receipt of applications and payment. Exhibitor locations will be assigned to booths based on best fit. Society of Industrial and Office REALTORS (SIOR) reserves the right to make final assignments. Within these rules, decisions regarding space are solely at the discretion of SIOR.

**4. EXHIBIT HOURS: Set up—**Wed., October 7: 1 - 5pm

**Exhibit Hall Hours—**Thurs., October 8: 11am-1:15pm, 3-4pm; Fri., October 9, 8-9am, 10:30-11am, 12:30-4pm **Breakdown—**Fri., October 9, 4 - 8 p.m. *Hours are subject to change.*

**5. USE OF SPACE:** The Exhibitor shall not sublet or share the booth space provided by SIOR, nor shall the Exhibitor assign this lease in whole or in part without written notice to and approval from SIOR. The Exhibitor, as specified in these rules and regulations, will forfeit space not occupied by the close of the installation period (5 p.m., October 7). The space may be resold, reassigned, or used by the exhibit management.

**6. EARLY DISMANTLING OF BOOTHS:** Exhibits are to remain set up until 4 p.m. on Friday, October 9. Any early exhibit booth breakdown requests must be made and approved prior to the conference. It is the exhibitor's responsibility to arrange shipping of booth and/or materials from the exhibit floor. An official service contractor will be on-site to assist in this effort. Please note, should you choose not to use our official service contractor for shipping, all of your exhibit items must be removed from the floor before the close of breakdown hours. Should any items be left behind for any reason, show management is required to "Force Ship" those items.

**7. EXCLUSION:** SIOR reserves the right to exclude or require modification of any display or demonstration which, in its sole discretion, it considers unsuitable or not in keeping with the character of the show. SIOR shall have the right to prohibit use of amplifying equipment or music, which, in its sole discretion, it considers objectionable. SIOR reserves the right to demand modification of the appearance of dress or person used in connection with displays or demonstrations.

**8. SAFETY REGULATIONS:** The use or storage of flammable liquids, gases or solids will not be permitted. Only a safety film can be used. Video presentation must be arranged so that aisles are not blocked. Exhibitors must adhere to all municipal and state laws, rules and regulations. No combustible decorations are allowed and other material must comply with fire department regulations.

**9. LIABILITY:** Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Palmer House, a Hilton Hotel (Hotel), its owners or managers, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and

affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

**10. GUARD SERVICE:** SIOR will provide guard service when the exhibit hall is closed and exercise reasonable care for the protection of Exhibitors' material and display. Beyond this, SIOR, its officers, agents, employees, subsidiaries, affiliates, and members (separately or collectively) cannot accept responsibility for any damage to or for the loss or destruction of an exhibit or for the property of an exhibitor either from fire, theft, accidents or other causes.

**11. FOOD & BEVERAGE:** If you plan on distributing food and/or beverages from your booth, you must receive prior approval from SIOR. Any additional fees that are levied by the Hotel will be your sole responsibility. Please contact SIOR prior to the event to determine the costs associated with your consumable giveaway.

**12. MINIMUM AGE FOR ENTRY:** To maintain a business environment, children under the age of 16 will not be permitted to enter the exhibit hall. Toddlers in strollers may be allowed access to the exhibit hall, but must remain in the stroller and be accompanied by an adult at all times.

**13. OFFICIAL SERVICE CONTRACTOR:** To assure orderly and efficient installation, operation and removal of the displays, and to minimize confusion by the presence or solicitation of unknown or unqualified firms, the official service contractor is General Exhibition Services. The official service contractor will send all confirmed exhibitors a service kit containing information on furnishings, electrical, signs, labor, booth cleaning, display rental, telephone, audio/visual, photography, computer rental and recommended transportation carriers.

**14. AMENDMENT OF RULES:** Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of SIOR and the Hotel. These rules and regulations may be amended at any time by SIOR and the Hotel. All amendments shall be binding on Exhibitors.

**15. CANCELLATION/REFUND:** Once your exhibit fee is received and SIOR has reserved a booth space in your company's name, it is considered a mutual commitment. Cancellations for the 2015 Fall World Conference prior to August 20, 2015 will incur a 50% penalty. After August 20, all exhibit fees become non-refundable. Cancellations must be made in writing.

**16. ENTERTAINMENT POLICY:** SIOR requires that no business, social or educational activity be scheduled at a time that competes with any scheduled SIOR function throughout the duration of the conference. If your company wishes to plan any events during the SIOR conference dates, please contact SIOR to coordinate times.

**17. ATTENDEE LIST USAGE:** All Exhibitors will receive one pre- and one post-conference attendee list. Prior to receiving the lists, Exhibitors must submit to SIOR for approval the piece that will be distributed to attendees. Approval will take approximately 2 business days.

*The foregoing regulations have been formulated for the best interest of all parties.*

*I have read and agree to the terms and conditions set forth.*

INITIAL: \_\_\_\_\_ DATE: \_\_\_\_\_

**Society of Industrial & Office REALTORS**  
**1201 New York Ave., NW, Ste. 350**  
**Washington, DC 20005**