

# SIOR 2017 SPONSORSHIP & EXHIBIT PROSPECTUS

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A comprehensive prospectus on how to connect with commercial real estate's most successful industrial and office professionals.



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The Society of Industrial and Office REALTORS (SIOR) is the world's leading industrial and office brokerage association. Over 2,900 industrial and office real estate professionals worldwide have met stringent qualifications to earn the SIOR designation, certifying their expertise and success.

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# ABOUT SIOR

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SIOR members are influencers and decision-makers who have significant say or input in the direction of their respective companies. The benefit of having your message in front of over 3,100 high caliber real estate brokerage professionals is exponentially increased by the number of people each member impacts on a daily basis.

# WHY SIOR?

## SIOR EXPERTISE

The Society of Industrial and Office Realtors is the world's leading industrial and office brokerage association.

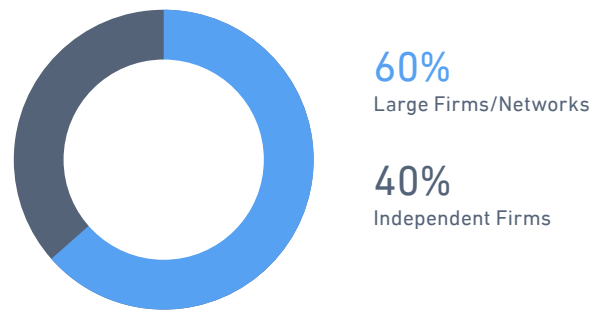
- SIOR represents today's most knowledgeable, experienced, and successful commercial real estate brokerage specialists.
- Real estate professionals who have earned the SIOR designation are recognized by corporate real estate executives, commercial real estate brokers, agents, lenders, and other real estate professionals as the most capable and experienced brokerage practitioners in any market.

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

- Experience
- Endorsements
- Ethics
- Production
- Education

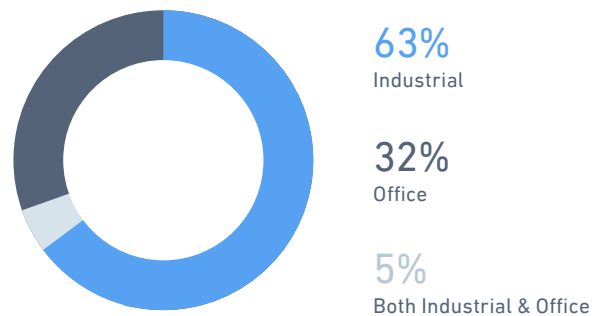
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### Member Firms



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### Member Specialization



## OUR CONFERENCES

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, agents and professionals in commercial real estate to establish those long-term relationships.

SIOR holds two World Conferences each 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.

### 2017 Spring World Conference

Conference Program Dates: April 26-29

Exhibit Hall Dates: April 27-28

Sheraton New Orleans, New Orleans, Louisiana

### 2017 Fall World Conference

Conference Program Dates: October 26-28

Exhibit Hall Dates: October 26-27

Palmer House, a Hilton Hotel, Chicago, Illinois

## Exhibit Hall Statistics - 2016 Fall World Conference

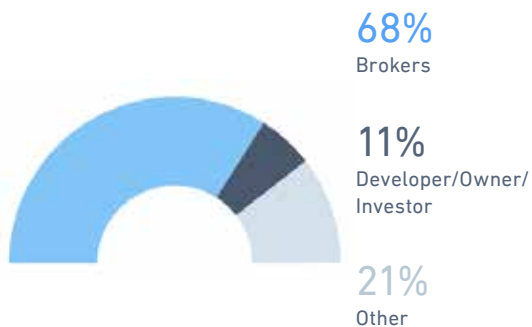
**912** Attendees visited the exhibit hall at the 2016 Fall World Conference.

**627** Avg. number of attendees in hall during exhibit hours.

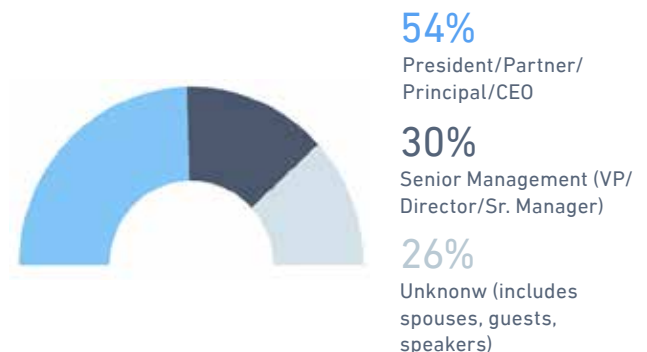
**40** During any given exhibit hall open period, attendees spend an average of 40 minutes in the hall.

**8** Avg. amount of time an attendee spends per booth.

## Conference Attendees by Business Scope



## Conference Attendees by Job Title



# WORLD CONFERENCES EXHIBIT

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SIOR makes every effort to place the exhibit hall in a centrally located area 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.

# EXHIBIT WITH SIOR

## Benefits & Inclusions

- Two complimentary registrations per single booth
- Three complimentary registrations per double booth
- Over 50 percent discount on all additional registrations for company attendees
- Company profile on SIOR's conference website and in the conference mobile app
- Complimentary entry into the Exhibitor Raffle (gift provided by exhibiting company)
- Complimentary attendee emailing list pre- and post-conference
- Six-foot draped table and two chairs; nightly security
- Exhibitor ribbons for company attendees

## Exhibitor Raffle

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.

For more information on exhibiting, please contact Vicki Cummins at [vcummins@sior.com](mailto:vcummins@sior.com) or 856.429.0100.

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## PREMIUM BOOTH

# \$7,000

Be among the first exhibitors to choose your booth location in the hall.

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## STANDARD BOOTH

# \$6,500

Choose booth location after premium exhibitors.



Companies who commit to exhibit at both conferences receive a discount.

## **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. 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, including one day prior and one post, please contact SIOR to coordinate times.

## **EXHIBIT HALL HOURS**

SIOR makes every effort to place the exhibit hall in a central location and to hold food & beverage functions within the hall. Please visit the SIOR conference website for a detailed conference schedule to include exhibit hall set up and dismantle times.

For more information on exhibiting, please contact Vicki Cummins at [vcummins@sior.com](mailto:vcummins@sior.com) or 856.429.0100.





# SPONSORSHIP OPPORTUNITIES

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Choose from a selection of events  
and collateral to find the sponsorship  
opportunity that works best for you.

# WORLD CONFERENCES SPONSOR

## OVERVIEW

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 throughout the conference (logo size dependent upon sponsorship level)
- 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)
- Sponsor ribbons for company attendees

## 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. Reservations will not be confirmed until full payment is received and are handled on a first-come, first-served basis.

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For more information on sponsoring, please contact Vicki Cummins at [vcummins@sior.com](mailto:vcummins@sior.com) or 856.429.0100.

# SPONSORSHIP TIERS

## **New in 2017 - Sponsorship Recognition Tiers**

New in 2017, SIOR will recognize sponsors based on total conference spend (sponsorship items and exhibit space) based on a system of six tiers. Recognition is based on per conference spend (not annual total).

- Diamond - \$70,000 & above
- Platinum - \$50,000-\$69,999
- Gold - \$25,000-\$49,999
- Silver - \$15,000-\$24,999
- Bronze - \$7,500 - \$14,999
- Supporter - \$5,000-\$7499

Each level of sponsorship includes standardized benefits. Depending on items sponsored, additional benefits may apply, as noted on the following pages.

\*To qualify as a sponsor, you must purchase at least one sponsorship item. The purchase of an exhibit booth alone is not considered a sponsorship.

For more information on exhibiting, please contact Vicki Cummins at [vcummins@sior.com](mailto:vcummins@sior.com) or 856.429.0100.



# SPONSORSHIP BENEFITS & RECOGNITION

Recognition is based on per conference spend (not annual total).

## **DIAMOND - \$70,000 AND ABOVE**

- Premium double (20x8) exhibit booth
- 10 complimentary conference registrations
- 10 invitations to President's VIP reception
- Diamond Sponsor signage in exhibit booth
- Ad in conference mobile app
- 2 SIOR-sent company email promos
- Logo in attendee emails
- 1 insert in conference registration packets

## **PLATINUM - \$50,000-\$69,999**

- Premium single (10x8) exhibit booth
- 8 complimentary conference registrations
- 8 invitations to President's VIP reception
- Platinum Sponsor signage in exhibit booth
- Ad in conference mobile app
- 1 SIOR-sent company email promo
- Logo in attendee emails
- 1 insert in conference registration packets

## **GOLD - \$25,000-\$49,999**

- Premium single (10x8) exhibit booth
- 6 complimentary conference registrations
- 6 invitations to President's VIP reception
- Gold Sponsor signage in exhibit booth
- 1 SIOR-sent company email promo
- Logo in attendee emails
- 1 insert in conference registration packets

## **SILVER - \$15,000-\$24,999**

- Upgrade to premium exhibit booth
- 3 complimentary conference registrations
- 3 invitations to President's VIP reception
- Silver Sponsor signage in exhibit booth
- 1 insert in conference registration packets

## **BRONZE - \$7,500-\$14,999**

- Upgrade to premium exhibit booth
- 2 complimentary registrations
- 2 invitations to President's VIP reception
- Bronze Sponsor signage in exhibit booth
- 1 insert in conference registration packets

## **SUPPORTER - \$5,000-\$7,499**

- 1 complimentary registration
- 1 invitation to President's VIP reception
- Supporter Sponsor signage in exhibit booth
- 1 insert in conference registration packets

# SOCIAL & NETWORKING EVENTS


Note: The pricing listed below is per conference.

## FRIDAY NIGHT PARTY (SPRING)


# \$63,000


SOLD

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.

 Welcome address at the party

 Cocktail napkins with company logo

 Access to VIP area for you and your invited guests


 Signage at event with company logo.

## THURSDAY OPENING COCKTAIL PARTY (FALL)


# \$63,000

SOLD

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

 Welcome address at the party

 Cocktail napkins with company logo

 Access to VIP area for you and your invited guests


 Signage at event with company logo.


## BULL 'N' BEER RECEPTION (SPRING & FALL)


# \$27,500

SOLD

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.

 Welcome address at the party

 Cocktail napkins with company logo

 Signage at event with company logo.

## SOCIAL & NETWORKING EVENTS CONT.

Note: The pricing listed below is per conference.

### THURSDAY EXHIBIT HALL CRAWL (SPRING)

# \$31,500

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



Cocktail napkins with company logo



Signage at event with company logo.

### NETWORKING LUNCH (SPRING & FALL)

# \$27,500

Networking lunches, held on the first day of the spring and fall conferences and the second day of the fall conference, is for all attendees ensuring maximum exposure during your event.



Cocktail napkins with company logo



Signage at event with company logo.

### LEADERSHIP RECEPTION (SPRING & FALL)

# \$27,500

This is your opportunity to network with and get in front of SIOR's board of directors, committee and member group chairs and vice chairs, and chapter leaders. This event, held on Wednesday evening, is by invitation only.



Welcome address at the party



Cocktail napkins with company logo



Signage at event with company logo.

### PRESIDENT'S VIP RECEPTION (SPRING & FALL)

# \$11,000

This reception, hosted by the SIOR President, is by invitation only. This is your opportunity to network with and get in front of SIOR's VIPs.



Welcome address at the party



Cocktail napkins with company logo




Signage at event with company logo.


## SOCIAL & NETWORKING EVENTS CONT.


Note: The pricing listed below is per conference.

### YOUNG PROFESSIONALS & NEW MEMBER RECEPTION (SPRING & FALL)

# \$11,000

 Welcome address at the reception


 Cocktail napkins with company logo


 Signage at event with company logo.

Welcome young professionals and new members to the conference at this invitation only reception.

### NEW MEMBER LUNCHEON (SPRING & FALL)

# \$11,000

 Logo giveaway item

 Brief podium time

 Company logo on invitations


 Signage at event with company logo.

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

### MEMBER GROUP DINNERS (SPRING & FALL)

# \$7,000-\$10,000

 Cocktail napkins with company logo


 Signage at event with company logo.

Sponsor dinner for a targeted group of SIOR members. Additional information on available dinners can be found on page XX.

### NETWORKING BREAKS (SPRING & FALL)

# \$7,200

 Cocktail napkins with company logo

 Signage at event with company logo.

Networking breaks held in the exhibit hall at various times through each conference are a great opportunity to brand your company to all attendees.

## EDUCATION PROGRAMS

Note: The pricing listed below is per conference. All include an opportunity to introduce the session or speaker.

### FRIDAY GENERAL SESSION (SPRING OPEN; FALL SOLD)

# \$73,500

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



Introduction of speaker



Participation in selection of speaker



Signage at event with company logo.



Post-session invitation-only meet and greet with speaker

### OPENING GENERAL SESSION (SPRING & FALL)

# \$30,000

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



Introduction of speaker



Signage at event with company logo.

### CLOSING GENERAL SESSION (SPRING & FALL)

# \$22,000

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



Introduction of speaker



Signage at event with company logo.

### BREAKOUT SESSIONS (SPRING & FALL)

# \$5,000 each

Concurrent sessions allow a brief company “commercial” and the opportunity to introduce the session.



Logo giveaway item



Signage at event with company logo.



## GIVEAWAYS & OTHER SPONSORSHIPS

Note: The pricing listed below is per conference.

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### CONFERENCE TOTE BAGS

\$8,300

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### CONFERENCE LANYARDS

\$8,300

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### HOTEL KEY CARDS

\$10,500

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### CONFERENCE WI-FI

\$11,000

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### CHARGING STATION/LOUNGE

\$11,000

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### CONFERENCE NOTEPAD & PEN

\$7,500

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### CONFERENCE SURVIVAL KIT

\$12,000

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### ROOM DROP - ITEM PROVIDED BY SPONSOR

\$6,000

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## DESIGN YOUR OWN SPONSORSHIP

Have a specific idea or budget in mind, but can't find the perfect sponsorship listed? Contact Vicki Cummins at [vcummins@sior.com](mailto:vcummins@sior.com) or 856.429.0100.

# MEMBER GROUP SPONSORSHIPS

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Do you have a targeted group of attendees you'd like to network with? The following provides further detail on member group specific sponsorships.

## SIOR INDEPENDENT BROKER GROUP (IBG) SPONSORSHIP

The SIOR Independent Broker Group (IBG) is an SIOR member specialty group that provides a network of highly qualified independent SIOR brokers around the world who collaborate, share information and enhance business opportunities for independent SIOR members.

Sponsoring the IBG at an SIOR world conference provides companies ongoing exposure before, during and after each conference.

The IBG will host events at the 2017 SIOR World Conferences:

- IBG Networking Dinner on Thursday, April 27 in New Orleans, LA (attendance 125-150 SIOR members)
- IBG Breakout Session (date TBA) in New Orleans, LA (attendance 200 SIOR members)
- IBG Networking Dinner on Friday, October 27 in Chicago, IL (attendance 125-150 SIOR members)
- IBG Breakout Session (date TBA) in Chicago, IL (attendance 200 SIOR members)

### All sponsorships include:

- Two (2) tickets to the IBG Dinner

### IBG Specific Recognition

- Opportunity to address dinner attendees
- Recognition on dinner specific marketing and signage

### Post-Conference

- Paired with an IBG Ambassador to connect with SIORs after the conference.

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## MARQUIS SPONSORSHIP

# \$10,000

 PER CONFERENCE

### Additional Benefits:

- 2 complimentary conference registrations
- 2 additional tickets to IBG Dinner
- 2 invitations to President's VIP Reception
- 1 insert in conference registration packets
- Upgrade to premium exhibit booth (if exhibiting)
- Opportunity to address breakout session attendees
- Recognition as a Conference Bronze Sponsor

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## SUPPORTER SPONSORSHIP

# \$7,000

 PER CONFERENCE

### Additional Benefits:

- 1 complimentary conference registration
- 1 invitations to President's VIP Reception
- 1 insert in conference registration packets
- Recognition as a Conference Supporter Sponsor

For more information on sponsoring the Independent Broker Group, please contact Vicki Cummins at [vcummins@sior.com](mailto:vcummins@sior.com) or 856.429.0100.

# SIOR YOUNG PROFESSIONALS MEMBER GROUP

The SIOR Young Professionals Member Group is comprised of SIOR's under the age of 46. The YP Member Group provides a network of highly successful next-generation brokers, the future of the commercial real estate industry.

The SIOR Young Professionals will host several events during the 2017 SIOR World Conferences:

- Young Professionals Evening Out on Wednesday, April 26 in New Orleans, LA (attended by 100 SIOR members)
- Young Professional & New Member Reception on Thursday, April 17 in New Orleans, LA (attended by 100 SIOR members)
- Young Professionals Evening Out on Wednesday, October 25 in Chicago, IL (attended by 100 SIOR members)
- Young Professional & New Member Reception on Friday, October 27 in Chicago, IL (attended by 100 SIOR members)

## All Young Professional Event Sponsorships Include:

- Upgrade to premium exhibit booth (if exhibiting)
- 2 complimentary conference registrations
- 2 invitations to President's VIP Reception
- 1 insert in conference registration packet.

For more information on sponsoring the Young Professionals Member Group, please contact Vicki Cummins, at [vcummins@sior.com](mailto:vcummins@sior.com) or 856.429.0100.

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## YOUNG PROFESSIONALS EVENING OUT (SPRING & FALL)

**\$10,000** PER CONFERENCE

Additional benefits:



Signage at event with company logo.



Company logo on invitations

SOLD

## YOUNG PROFESSIONAL & NEW MEMBER RECEPTION (SPRING & FALL)

**\$11,000** PER CONFERENCE

Additional benefits:



Welcome address at the reception



Cocktail napkins with company logo



Signage at event with company logo.

## SIOR OFFICE MEMBER GROUP SPONSORSHIP

The SIOR Office Member Group is an SIOR member specialty group that provides a network of highly qualified SIOR office specialists around the world who collaborate, share information and enhance business opportunities for SIOR office specialists.

Sponsoring the SIOR Office Member Group at an SIOR world conference provides companies ongoing exposure before, during and after each conference.

The Office Member Group will host a networking dinner event at the 2017 SIOR World Conferences:

- Office Networking Dinner on Thursday, April 27 in New Orleans, LA (attendance 100 SIOR members)
- Office Networking Dinner on Friday, October 27 in Chicago, IL (attendance 100 SIOR members)

### Overall Benefits:

- Two (2) tickets to the Office Dinner
- Opportunity to address dinner attendees
- Recognition on dinner specific marketing and signage
- Paired with an office broker member to serve as an ambassador

### BRONZE SPONSORSHIP

**\$10,000** PER CONFERENCE

#### Additional Benefits:

- Recognition as a Conference Bronze Sponsor (see below)
- 2 additional tickets to Office Dinner

### SUPPORTER SPONSORSHIP

**\$7,000** PER CONFERENCE

#### Additional Benefits:

- Recognition as a Conference Supporter Sponsor (see below)

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### BRONZE SPONSORSHIP

- Upgrade to premium exhibit booth (if exhibiting)
- 2 complimentary conference registrations
- 2 invitations to President's VIP Reception
- 1 insert in conference registration packets

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### SUPPORTER SPONSORSHIP

- 1 complimentary conference registration
- 1 invitation to President's VIP Reception
- 1 insert in conference registration packets

For more information on sponsoring the Office Member Group, please contact Vicki Cummins at [vcummins@sior.com](mailto:vcummins@sior.com) or 856.429.0100.

# WHO PARTICIPATES?

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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?

## PARTIAL LIST OF PAST PARTICIPANTS

Advanced GeoEnvironmental	Ductilcrete Slab Systems, LLC	Montoni Group
Agracel, Inc.	East Central Indiana Regional Partnership	NAI Global
ALM Real Estate Media Group	ElmTree Funds	Napa Logistics Park
Apto	Engrain	National Association of REALTORS Commercial
ARCO Design/Build	Exeter Property Group	Panattoni Development Co.
Astro Applications	First Industrial Realty Trust	Prologis
AXIS Insurance Services	Goodman	Prologis International Park of Commerce
Bank of America Merrill Lynch	Got-Rack.com	PV / 303
Becknell Industrial	Greater Des Moines Partnership	RealNex
BH Properties	Hickey & Associates	Rockefeller Group
Big-D Construction	Hightower	Roll Real Estate Development
BlueScope Properties Group	Hoj Engineering & Sales Co., Inc.	San Joaquin Partnership / Team California
Brennan Investment Group	IDI Gazeley	Scannell Properties
Bullhorn	Indiana Economic Development Corporation	Sperry Van Ness International
CCIM Institute	Industrial Property Trust	Strategic Coach
CCRE	JLL	Tejon Ranch Company
CenterPoint Properties	Lee & Associates	USAA Real Estate Company
Clayco, Inc.	Liberty Property Trust	VanTrust Real Estate, LLC
CompStak	LinkedIn Corporation	West Virginia Development Office
CORFAC International (Corporate Facility Advisors)	Massimo Group	Westwood Net Lease Advisors
CoStar Group	Mericle Commercial Real Estate Services	Zions Bank
DCT Industrial Trust	Mohr Capital	
Dermody Properties		

# 2017 SIOR 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 \$12,500 *Spring: \$6,500*  
*Fall: \$6,000*

US \$13,500 *Spring: \$7,000*  
*Fall: \$6,500*

Double Booth

US \$19,500 *Spring: \$10,000*  
*Fall: \$9,500*

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 \$6,500

US \$7,000

Double Booth

US \$10,000

US \$11,000

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

## SPONSORSHIP RESERVATION

OPTION A: SPRING & FALL

Sponsorship Items: \_\_\_\_\_

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

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

Sponsorship Items: \_\_\_\_\_

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 Vicki Cummins at [vcummins@sior.com](mailto:vcummins@sior.com) or fax to 856.494.1660. 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—2017 SIOR 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**—Wednesday, April 26, 1-5pm

**Exhibit Hall Hours**—Thursday, April 27: 11:30am-1pm; 2:30-3:30pm; 5- 6pm, Friday, April 28: 8-9:15am, 11:15am-12:15pm. **Breakdown**—Friday, April 28, 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 (5pm April 26). The space may be resold, reassigned, or used by the exhibit management.

**6. EARLY DISMANTLING OF BOOTHS:** Exhibits are to remain set up until 12:15pm on Friday, April 15. 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 Sheraton New Orleans (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 Teamwork. 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 2017 Spring World Conference prior to February 21, 2017, will incur a 50% penalty. After February 21, 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—2017 SIOR 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 25: 2 - 5pm, Thur., October 26, 7:30-10:30am; **Exhibit Hall Hours**—Thurs., October 26: 11am-12:45pm, 3-4pm; Fri., October 27, 8:30-9:45am, 11:30am-1pm, 3-4pm **Breakdown**—Fri., October 27, 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 (10:30am October 26). 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 27. 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.

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**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 Teamwork. 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 2016 Fall World Conference prior to September 8, 2017 will incur a 50% penalty. After September 8, 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.

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*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: \_\_\_\_\_