



2014 Sponsorship & Exhibitor Prospectus

EXHIBIT | SPONSOR | ADVERTISE

Why & How

SIOR 2014

Spring World Conference

LAS VEGAS

NEVADA

Nashville

Fall World Conference
October 23-25, 2014



2014 Spring World Conference
Las Vegas, Nevada

Conference Dates: April 22-25, 2014
Exhibit Hall Dates: April 23-24, 2014



2014 Fall World Conference
Nashville, Tennessee

Conference Dates: October 23-25, 2014
Exhibit Hall Dates: October 23-24, 2014

SIOR 2014

Sponsorship / Exhibitor Prospectus

About SIOR

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.



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About SIOR

About Our Members

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.

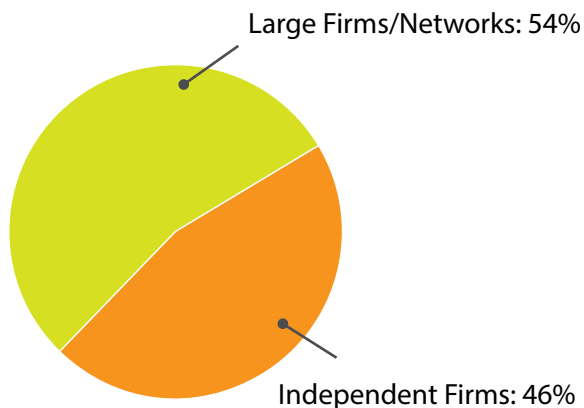
Brokers do not join SIOR, they earn the SIOR Designation – requirements include:

- Experience
- Endorsements
- Ethics
- Production
- Education

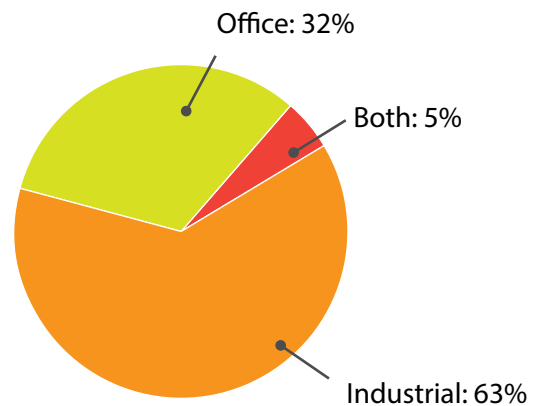
Collectively, SIOR's close more than 78,000 transactions annual for a per-member average of:

- 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



Percent of Members Specializing in Industrial, Office or Both



WORLD CONFERENCES



SIOR 2014 Spring World Conference
April 22-25, 2014
The Cosmopolitan of Las Vegas
Las Vegas, Nevada, USA

SIOR 2014 Fall World Conference
October 23-25, 2014
The Omni Nashville
Nashville, Tennessee, USA

Network with SIORs

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.

Exhibit with SIOR

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

- 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)
- One (1) Complimentary attendee mailing list pre- and post-conference for one time use.
- Six-foot draped table & two chairs; nightly security
- Upload unlimited PDF documents to company profile in the conference mobile app

Premium vs. Standard Booth

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

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 exhibit booth.

Exhibit Booth Pricing

- \$5,500 Standard Booth
- \$6,000 Premium Booth
- Discounts available for participating in multiple conferences.

Exhibit Hall Hours

2014 Spring World Conference - Las Vegas, NV

Exhibitor Set Up:	Tuesday, April 22, 1 - 5 p.m.
Exhibit Hall Open:	Wednesday, April 23, 9 a.m. - 6:30 p.m. Thursday, April 24, 9 a.m. - 5 p.m.
Exhibit Hall Tear Down:	Thursday, April 24, 5 - 9 p.m.

2014 Fall World Conference - Nashville, TN

Exhibitor Set Up:	Wednesday, October 22, 1 - 6 p.m.
Exhibit Hall Open:	Thursday, October 23, 11 a.m. - 1:15 p.m., 3-4 p.m. Friday, October 24, 8-9 a.m., 10:30-11 a.m., 12:30-4 p.m.
Exhibit Hall Tear Down:	Friday, October 24, 4 - 7 p.m.

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 based on amount of sponsorship
- Logo placement on signage at the conference
- Thank you from SIOR President at 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 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.

Sponsorship Opportunities

Note: The pricing listed below is per-conference.

- Middle General Session
\$70,000 (SPRING & FALL SOLD)

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

Inclusions: 20' x 10' premium exhibit booth space, copy of book authored by speaker given to each attendee, arrangement of post-session invitation-only book signing event for select guests, introduction of speaker.

- Spring Conference Thursday Night Party
\$60,000 (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.

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

- Fall Conference Thursday Night Opening Cocktail Party (SOLD)
\$60,000

We all love a good party! This is your chance to be a huge part of the festivities and be the name people see all night. Open bar, dinner, entertainment – the event that everyone attends.

Additional inclusions: 10' x 8' premium exhibit booth space, space for "after party" for select guests, welcome address, cocktail napkins with company logo.

- Fall Conference Thursday Night After Hours Party
\$40,000 (SOLD)

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

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

- Grand Opening Luncheon (SPRING SOLD)
\$40,000

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

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

- Spring Conference Exhibit Hall Crawl
\$30,000

The Exhibit Hall Crawl, 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.

Additional inclusions: 10' x 8' premium exhibit booth, cocktail napkins with company logo.

- Opening General Session
\$30,000 (SPRING & FALL SOLD)

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

Additional inclusions: 10' x 8' premium exhibit booth, five minutes of podium time to include introduction of speaker.

- Bull 'n' Beer Reception
\$25,000 (SPRING SOLD)

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

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

- Networking Lunch
\$25,000

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

Additional inclusions: welcome address/ remarks, cocktail napkins with company logo.

- Fall Conference Saturday
General Session
\$20,000

This is an excellent opportunity for your company to receive maximum exposure.

Additional inclusions: 10' x 8' premium location exhibit booth space, introduction of speaker.

- Leadership Reception
\$15,000 (SPRING & FALL SOLD)

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

Additional inclusions: welcome address, table signage, cocktail napkins with company logo.

- Networking Reception
\$10,000

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

Additional inclusions: cocktail napkins with company logo, welcome address.

- New Member Orientation & Lunch
\$10,000 (SPRING & FALL SOLD)

This is a unique opportunity to put your company in front of new SIOs.

Additional inclusions: logo giveaway item on tables, brief podium time, company logo on luncheon invitations.

Sponsor with SIOR (Continued)

- **Charging Station/Lounge**

\$10,000 (SPRING SOLD)

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.

Additional inclusions: signage on the charging station.

- **Conference Wi-Fi**

\$4,000--\$7,000

Users will log into a wireless network, named after your company and with your customized password. Sponsorship may be shared at \$4,000 per company or exclusive at \$7,000. Additional inclusions: company logo on signage noting login information.

- **Conference Tote Bags**

\$7,500 (FALL SOLD)

Maximize your company's exposure by placing your logo or message on the conference registration bags, given to every attendee upon registration.

- **Lanyards**

\$7,500 (SPRING & FALL SOLD)

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

- **Networking Break**

\$5,500-\$8,000

Host beverage and snacks for continuous exposure. Full and half-day packages available.

- **Room Drops**

\$4,000 (Spring)

\$5,000 (Fall)

Do you have a small gift or information you would like to provide to all attendees? This is a great way to welcome them to the conference. Attendee hotel room drop-item to be provided by sponsor.

- **Fall Conference Hotel Key Cards**

\$10,000 (SOLD)

Here is your opportunity to have EVERY single attendee see your company's name and logo. Hotel key cards are used by everyone staying at the hotel.

- **Educational Breakout Sessions**

\$4,000

Concurrent 90-minute educational sessions allow a brief company "commercial" and introduction of 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



Conference Mobile App Advertising



Conference Advertising

SIOR has gone mobile to create a first-rate, on-the-go experience for conference attendees. Using the app, attendees will be able to easily access conference session and speaker information, the schedule of events, exhibitor and sponsor profiles and information, maps of the hotel and exhibit hall, and much more!

The SIOR Conference Mobile App provides exhibitors and sponsors with the opportunity for mobile sponsorships and promotion through banner ad and multimedia advertising. This gives exhibitors and sponsors a far-reaching, cost-effective way of advertising in this technology-based medium. It's a handy tool for the conference, and even after the conference, providing users with an industry reference tool.

Advertising Opportunities



Secondary full-screen splash page appears every time someone opens the app.

Gold Package

(1 available per conference)

\$10,000

- Secondary splash page on app
- Included banner ad and landing page
- Included multimedia video package
- Six text message alerts (2 per each day of the conference)
- Highlighted company listing
- If exhibiting, highlighted colored booth space on exhibit hall map
- App store screen shot presence – screenshots of pages with your logo will be used in iTunes, Google Play Store, Blackberry Market, etc.
- Weighted banners – your banner ad will be shown three times more than any other banner ad
- Signage on-site at the conference



Banner Ad & Full-Screen Landing Page

Video Ad

Silver Package

(3 available per conference)

\$5,000

- Included banner ad and landing page
- Included multimedia video package
- Highlighted company listing
- App store screenshot presence
- Weighted banners – your banner ad will be shown two times more than any other banner ad
- Signage on-site at the conference



Highlighted Exhibitor Listing and Logo Placement/Colored Background on Floor Map

Text Alert



Multimedia Video Package

\$3,000/Ad

Includes a rotating banner ad that clicks to a full-screen landing page ad with your own customized video link embedded, or to your exhibitor/sponsor listing page with an embedded , or to your exhibitor/sponsor listing page with an embedded link to your video that you can stream, download or email.

Banner Ad & Full Screen Landing Page

\$2,000/Ad

Banner ads rotate at the top of the dashboard every 20-30 seconds. When tapped, they take the user to a full-screen landing page. Tap the landing page to be taken to the exhibitor/sponsor listing or a link to an outside URL.



Text Message Alert Package

(1 text/push alert, 1 in-app alert)

\$500

Drive traffic to your booth by sending a mobile alert to all attendees who have downloaded the app. On all smartphones, the three most recent alerts appear on the dashboard. All alerts are stored in the alerts section with notification of new alerts. Limit one text (push) alert per company per day, and one in-app alert per company per day.



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
- ARCO Design/Build
- Arizon Companies
- Arizona Commerce Authority
- Advanced GeoEnvironmental
- Bank of America Merrill Lynch
- Becknell Industrial
- BH Properties
- Cantor Fitzgerald
- CCIM Institute
- CenterPoint Properties
- CentrePort Canada, Inc.
- Clarius Partners, LLC
- Clayco, Inc.
- CORFAC International – Corporate Facility Advisors
- CoStar
- Dalfen America Corp.
- Dallas Economic Development
- DCT Industrial Trust
- DFW Marketing Team
- Dermody Properties
- DTZ, a UGL Company
- Exeter Property Group
- First Industrial Realty Trust
- Greater Des Moines Partnership
- Greater MSP
- Hickey & Associates
- The Hollingsworth Cos.
- IDI
- Indiana Economic Development
- Industrial Income Trust
- Jones Lang LaSalle
- Lee & Associates
- Liberty Property Trust
- LoopNet, Inc.
- Miami-Dade Beacon Council
- Mericle Commerical Real Estate Services
- National Association of Development Companies (NADCO)
- National Association of REALTORS Commercial
- Northeast Texas Economic Alliance
- Panattoni Development Co
- Project Solutions Group
- Prologis
- Qube Global Software
- Raleigh Economic Development
- The Rockefeller Group
- San Joaquin Partnership / Team CA
- Schneider Industries
- Sparrowhawk
- Strategic Coach
- Tamaulipas State Government
- Tejon Ranch Company
- TerraPointe Services

Future Meeting Dates & Locations

SIOR 2015 SPRING WORLD CONFERENCE

April 22-25, 2015

Westin Kierland

Scottsdale, Arizona, USA



SIOR 2015 FALL WORLD CONFERENCE

October 8-10, 2015

Palmer House, a Hilton Hotel

Chicago, Illinois, USA



SIOR 2014 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: _____
 ON-SITE CONTACT: _____ CELL PHONE: _____
 _____ EMAIL: _____

Exhibit Booth Pricing: Standard Booth Premium Booth*

☐ OPTION A: SPRING & FALL*

☐ Single Booth	☐ US \$10,500 <i>Spring: \$5,500</i> <i>Fall: \$5,000</i>	☐ US \$11,500 <i>Spring: \$6,000</i> <i>Fall: \$5,500</i>
☐ Double Booth	☐ US \$17,500 <i>Spring: \$9,000</i> <i>Fall: \$8,500</i>	☐ US \$19,500 <i>Spring: \$10,000</i> <i>Fall: \$9,500</i>

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

☐ Single Booth	☐ US \$5,500	☐ US \$6,000
☐ Double Booth	☐ US \$9,000	☐ US \$10,000

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

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): _____ Exp. Date: _____ CW#: _____ Card #: _____ Signature: _____
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Please submit form to Wendy Ashburn at 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 2014 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—Tuesday, April 22: 1 - 5 p.m.

Exhibit Hall Hours—Wednesday, April 23: 9 a.m. - 6:30 p.m.; Thursday, April 24: 9 a.m. - 5 p.m.. **Breakdown**—Thursday, April 24: 5 - 9 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., April 22). The space may be resold, reassigned, or used by the exhibit management.

6. EARLY DISMANTLING OF BOOTHS: Exhibits are to remain set up until 5 p.m. on Thursday, 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 Cosmopolitan of Las Vegas (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 2014 Spring World Conference prior to February 18, 2014, 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 2014 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 22: 1 - 6 p.m.

Exhibit Hall Hours—Thurs., October 23: 11 a.m.-1:15 p.m., 3-4 p.m. Fri., October 24, 8 - 9 a.m., 10:30-11 a.m., 12:30-4 p.m. **Breakdown—**Fri., October 24, 4 - 7 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 22, 2014). 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 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 Omni Nashville (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 2014 Fall World Conference prior to September 4, 2014, will incur a 50% penalty. After September 4, 2014, 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:** _____



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