



Center for
SALESEXCELLENCE™

EXHIBITOR AND SPONSOR PROSPECTUS

2009 SMT Annual Conference

Renaissance Orlando Resort at SeaWorld

October 14 – 16, 2009

Dear Professional:

The 2009 SMT, Center for Sales Excellence Annual Conference, convening in sunny Orlando Florida, will undoubtedly be the best Annual Conference and Exhibit Showcase to date. The Exhibit Showcase will be held during each day of the conference, **October 14 – 16**, in the exhibit space at the beautiful **Renaissance Orlando Resort at SeaWorld**. Don't miss this opportunity to promote your products and services to high-level sales and marketing training practitioners from across the country.

This packet includes complete information on the Exhibit Showcase, including rules and regulations, general meeting information, exhibit application, and available sponsorship opportunities. Housing information is also provided. Please be sure to make your housing arrangements by September 1, 2009 to secure the special SMT group rate.

You can maximize your exposure by also sponsoring an event at the Annual Conference or providing a prize for the Exhibit Raffle. SMT has scheduled several events in the Exhibit Hall, included a networking reception, continental breakfast and refreshment breaks, so the traffic around your booth should be substantial.

We appreciate your support of SMT and look forward to working with you to make this a successful event. If you have any questions regarding exhibits or sponsorship, contact me at (800) 219-0096 or lanie.jordan@gmail.com. For complete meeting information, please visit www.smt.org and click on the events page.

Kind regards,

Lanie Jordan
SMT Conference Chair



2009 SMT Annual Conference

The SMT Annual Conference is a two-day event that brings together corporate, consulting, and educational leaders in sales and marketing training from across the country. Attendees are a cross-section of the SMT membership as a whole. This conference includes educational sessions covering a variety of pertinent and timely topics for our constituency. The conference kicks off with a high powered Keynote presentation from Dave Stein and will be rounded off on Friday afternoon with Gary Kunath as our closing speaker.

Booth Package

The booth rental fee is \$1,049 prior to August 1st and \$1,249 thereafter and includes:

- ✓ Admission to all educational sessions
- ✓ 10' long x 8' deep booth with pipe and drape in Exhibit Hall
- ✓ 6' skirted table
- ✓ Two chairs and wastebasket
- ✓ Identification sign
- ✓ Hyperlink from SMT Annual Conference Web Page
- ✓ Company listing and 50-word description in the On-Site Program distributed to all attendees.
- ✓ Two (2) badges per booth (for additional badges, please contact SMT for pricing)

2009 EXHIBITOR BENEFITS

SMT is committed to maximizing your exposure during the 2009 Annual Conference. A number of special events are scheduled in the Exhibitor Showcase to increase traffic to your booth, including a cocktail reception, continental breakfast and breaks.

EXHIBIT RAFFLE

SMT invites exhibitors to donate prizes to the raffles being held on Wednesday, October 14 and Thursday, October 15. Be sure to complete this section of the contract to participate. Each attendee will receive a raffle card, and if stamped by 100% of the exhibiting companies, the attendee is eligible for the drawing. This raffle increases walk-ups to your booth and provides you with additional face time with potential customers.

ABOUT SMT

The Professional Society for Sales & Marketing Training (SMT) is the ONLY association fully dedicated to accelerating business results for its member organizations by improving sales and marketing performance through training. SMT's vision, since 1940, is to continue its role as the leading resource and authority for the sales and marketing training industries. SMT members include corporations and their inside training executives and practitioners, consultants, suppliers, and academic institutions.



EXHIBITOR SHOWCASE GENERAL INFO:

WEDNESDAY, October 14th

7:00 A.M. – 1:00 P.M. Exhibitor Setup

1:00 P.M. - Exhibits Open

5:00 P.M. – 8:00 P.M. Vendor Sponsor Appreciation Reception

7:30 P.M. - Exhibitor Raffle (Attendees must be present to win.)

8:30 P.M. – Exhibits close (no exceptions)

(Note: Schedule is tentative and subject to change.)

SMT has secured a limited number of rooms at discounted group rates. Please make your room reservations directly through the online registration available on the SMT website. Please click on our events page to begin your registration.

Single/Double: \$179 per night

Rooms are available on a first come, first served basis. Reservations must be made by September 1, 2009 to guarantee these special rates. Reservations made after September 1st, are subject to room and rate availability. All reservations require a credit card guarantee or a deposit of the first night's room and tax.

SPONSORSHIP BENEFITS:

- On-site signage with company logo
- Oral acknowledgment during General Sessions
- Pre-registration list provided three (3) week in advance of the Meeting
- Recognition in the On-Site Program distributed to every attendee
- Final roster of attendees provided two (2) weeks after the meeting
- Complimentary meeting badges for full access to all education sessions and events
 - sponsorships of \$500 to \$2,000 = one [1];
 - sponsorships of more than \$2,000 = two [2]

Maximize your visibility at the
2009 SMT Annual Conference
by sponsoring one or more events!



2009 Annual Conference Sponsorship Opportunities

REGISTRATION FLYER

Provide attendees with a SMT-approved flyer about your products and/or services. Sponsor is responsible for providing copies and shipping the flyer to the host site for collation in the registration kit

Cost: \$500

COURSE MATERIALS

All registrants will receive course materials on a USB Flash Drive approximately 10 days prior to the meeting. Your company logo will appear on the Flash Drive (Sponsor must provide logo 60 days prior to meeting.)

Cost: \$2,500

REGISTRATION BAG

Maximize your exposure by providing a bag, customized with your, and SMT's logos, distributed to each attendee upon registering. Registration materials will be included in the bag.

Cost: \$2,500

ON-SITE PROGRAM ADVERTISING

Advertising space in the On-Site Program distributed to all attendees. (Inside front, inside back and back cover available)

Cost: \$500 per page

REFRESHMENT BREAKS

Refreshment breaks will be provided for all attendees on Wednesday, Thursday and Friday. The breaks will be served in the Exhibit Hall (when open) and adjacent to select meeting rooms.

Cost: \$500 per break

BREAKFASTS

A full breakfast will be provided for all attendees on Thursday and Friday.

Cost: \$1,000 per day

EXHIBITOR APPRECIATION RECEPTION

Wednesday, October 14th

Welcome our exhibitors, sponsors and attendees to the 2009 SMT Annual Conference. The reception will be held in the Exhibit Hall and is one of the most popular networking events each year. SMT will provide cocktails and hors d'oeuvres.

Cost: \$1,500

SMT WELCOME DINNER

Thursday, October 15th



SMT's prestigious welcome dinner

Cost: \$2,000

EXHIBITOR RULES AND REGULATIONS

(the fine print)

SMT is committed to providing each exhibitor an equal opportunity to present its products and services and providing our members access to high-quality services and products. These Contract Conditions/Rules & Regulations have been established to ensure these goals. Every effort will be made to accommodate written requests for exceptions in light of the restrictions imposed by aisle traffic, neighboring exhibits, and the general character of the showcase.

APPLICATION PROCEDURE & ASSIGNMENT OF SPACE

SMT limits the number of exhibitors in the showcase in order to allow the exhibitors a greater share of the limited time available to attendees. SMT reserves the right to withhold invitations or decline applications for exhibit space regardless of past participation. SMT will assign booth space based upon the date of receipt of application and payment in the SMT office. Booth assignments are solely at the discretion of SMT and are not negotiable. SMT reserves the right to change show hours, rearrange the floor plan and relocate any exhibit as necessary at any time. Applications will not be processed nor space reserved without the required full payment. Make all checks payable to Professional Society for Sales & Marketing Training. **The fee to exhibit is \$1,049 prior to August 1st and \$1,249 thereafter per 10' x 8' booth. This fee includes: 6' skirted table, two chairs, wastebasket, identification sign, pipe and drape, hyperlink from SMT Web site to your home page, listing of company name, description in the On-Site Program and attendance at all educational sessions.** If requested, every effort will be made to place exhibitors at a reasonable distance from direct competitors. SMT will send written notification of space assignments. Every consideration of expressed preferences will be made, but SMT reserves the final decision in booth assignments. Each exhibitor must submit a completed 2009 Annual Conference Exhibit Application for Space, of which these Contract Conditions/Rules & Regulations constitute a part. Signature on the application represents acceptance of all of the rules set forth here. In the event of a fire, strikes, riots, civil commotion, threat of terrorism within city limits, curtailment of transportation, acts of God, war or other unavoidable circumstances rendering it impossible or impractical for any reason for SMT to perform this contract, SMT's performance under this contract shall be excused. In such event, all payments made by the exhibitor for exhibit space shall be returned to the exhibitor.

PAYMENTS, CANCELLATIONS AND REFUNDS

All applications must be received with full payment to be processed. All cancellations and requests for refunds must be made in writing to SMT. Cancellations received on or before August 1, 2009 will receive a refund less a \$200 processing fee. Absolutely no refunds will be made after August 1, 2009.

USE OF SPACE



No exhibit will be permitted which interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisles. Any special promotions, music or stunts planned for the Exhibit Hall, or in the area of the Renaissance Resort at Sea World including the parking lots, sidewalks and streets adjacent to the area, must be cleared with SMT. SMT reserves the right to designate specific days and hours during which such special promotions and stunts may be conducted, if they are permitted at all. EXHIBITORS ARE NOT PERMITTED TO CONDUCT CONTESTS OR DRAWINGS IN THEIR BOOTHS WITHOUT WRITTEN PERMISSION FROM SMT. EXHIBITORS ARE PROHIBITED FROM ASSIGNING OR SUBLETTING A BOOTH OR ANY PART OF THE SPACE ALLOTTED TO THEM NOR SHALL THEY EXHIBIT OR PERMIT TO BE EXHIBITED IN THEIR SPACE ANY MERCHANDISE OR ADVERTISING MATERIALS WHICH ARE NOT A PART OF THEIR OWN REGULAR PRODUCTS/SERVICES, OR WHICH ARE NOT COMPATIBLE WITH THE CHARACTER OF SMT.

EXHIBIT HOURS

Wednesday, October 14th

7:00 A.M. – 1:00 P.M. Installation

1:00 P.M. – 8:00 P.M. Exhibit Showcase Open and SMT Reception in Exhibit Hall

Thursday, October 15th

7:00 A.M. – 8:00 A.M. Breakfast in Exhibit Showcase

7:00 A.M. – 5:00 P.M. Exhibits Open

6:00 P.M. Exhibitor Raffle (Attendees must be present to win.)

5:20 P.M. – Exhibits close (no exceptions)

Friday, October 16th

7:00 A.M. – 8:00 A.M. Breakfast in Exhibit Showcase

7:00 A.M.– 12:00 Noon Exhibits Open

1:00 P.M. – Exhibits Close – No Exceptions

INSTALLATION OF EXHIBITS

At the time of writing these rules, installation hours are Wednesday, October 14, 2009, starting at 7:00 A.M. based on a target move-in. All exhibitors must be set up by 1:00 P.M. If an exhibit is not set up by 1:00 P.M., SMT reserves the right to reassign such space to another Exhibitor or to make such other use of the space as deemed necessary or appropriate. NOTE: Set up hours specified here are subject to change, in which case, all Exhibitors will be notified in writing.

DISMANTLING OF EXHIBITS

No crating or packing of goods may occur between 1:00 P.M. Wednesday, October 13 and 12:00 Noon Friday, October 16, 2009. DISMANTLING OR REMOVING AN EXHIBIT OR MATERIALS, INCLUDING PACKING LITERATURE OR PRODUCTS, BEFORE THE OFFICIAL CLOSING OF THE 2009 ANNUAL CONFERENCE EXHIBIT SHOWCASE IS STRICTLY PROHIBITED. Any Exhibitor who begins dismantling his display before the close of the meeting will lose his company's priority status in any future SMT event and may lose the privilege of exhibiting entirely. **Dismantle hours are from 12:00 P.M. to 6:00 P.M.** If exhibits are not removed by this time, management has the right to remove exhibits and charge the expense to the Exhibitor.

EXHIBITOR LIABILITY, INDEMNIFICATION & INSURANCE

Exhibitor remains solely responsible for the safety of its property at all times during transit to and from the Exhibit Hall and within the Hall. Neither SMT, the service contractors, management of the Exhibit Hall, nor any officers, staff or directors of same (hereinafter "Event Management") are responsible for Exhibitor's property or any loss thereto from any cause. EXHIBITOR HEREBY WAIVES AND RELEASES ANY



CLAIM OR DEMAND IT MAY HAVE AGAINST ANY OF THE EVENT MANAGEMENT BY REASON OF ANY DAMAGE TO OR LOSS OF ANY OF ITS PROPERTY. Exhibitor agrees that it will indemnify and save Event Management harmless from and against all claims on account of injury to any person to the extent that any such injury was caused wholly or in part by an act or omission of Exhibitor or any of its agents, employees, contractors, guests, licensees or invitees. This indemnification of Event Management by Exhibitors is effective unless such injury was caused by the sole negligence, or gross negligence or willful misconduct of Event Management. Exhibitor agrees that if Event Management is made a party to any litigation commenced by or against Exhibitor, or relating to this lease or the Premises leased hereunder, then EXHIBITOR WILL PAY ALL COSTS AND EXPENSES, including reasonable attorney's fees, INCURRED BY OR IMPOSED UPON EVENT MANAGEMENT BY REASON OF SUCH LITIGATION. SMT recommends that Exhibitor obtain its own insurance at its expense for loss or damage to property or injury to persons, and to cover its obligations under this clause.

AMENDMENTS

SMT reserves the right to interpret, amend and enforce these Contract Conditions/Rules & Regulations. Written notice of any amendments or interpretations shall be given to each Exhibitor. Each Exhibitor, for himself, his agents and employees agrees to abide by all Contract Conditions/Rules Regulations set forth therein, or by any subsequent amendments or interpretations.

EXHIBITOR REGISTRATION AND NAME BADGES

There is no registration fee for exhibitors apart from the booth rental fee. Exhibitor registration will be located at the main SMT Conference Registration Desk. Name badges will be distributed on-site. All representatives of exhibiting companies must register and wear an exhibitor's badge while in the exhibit hall. Company badges will not be accepted in lieu of an official badge. Two badges per 10'x8' booth shall be issued. Additional badges may be purchased. Please contact SMT Office for pricing.

ENDORSEMENTS

The exhibiting of products at the SMT 2009 Annual Conference does not constitute an endorsement by SMT. Exhibitors are not permitted to represent their goods or services as having been endorsed by SMT unless SMT has specifically provided such endorsement in writing. Participation by an Exhibitor at the SMT 2009 Annual Conference does not entitle the Exhibitor to use such names other than with reference to the Exhibitor's participation as an Exhibitor at the SMT Annual Conference. Participation at the SMT 2009 Annual Conference does not imply endorsement or approval by SMT of any product, service or participant and none shall be claimed by any participant.

ENFORCEMENT

The rules and regulations set forth herein will be enforced by the SMT 2009 Annual Conference Committee and staff, as authorized by the SMT Officers and Board of Directors. Any exhibitor not abiding by any of the SMT rules and regulations, may, at discretion of the SMT 2009 Annual Conference Committee, entirely lose the privilege of exhibiting at future SMT Events.



Exhibit Showcase Official Application for Space (2 pages)

EXHIBITOR INFORMATION (Please print or type all information)

Company Name: _____

Company Representative: _____

Address City/State/Zip:

Phone: _____ **FAX:** _____

Email: _____

Web site: _____

Name Badges Needed:

1. _____

2. _____

Please attach a brief company description (no more than 50 words) for inclusion in the On-Site Program.

Please list any direct competitors to avoid proximate placement:

Description of raffle item(s):



We have thoroughly read the 2009 Annual Conference Exhibitor Rules and Regulations and agree to abide by them.

Signature (Authorized Company Representative) _____

Date: _____

PAYMENT INFORMATION (page 2 of 2)

Each 10' x 8' booth space is \$1,049 prior to August 1st and \$1,249 thereafter. Full payment is due with this contract.

_____ Number of Booths @ \$1,049 prior to August 1st and \$1,249 thereafter = _____

**Please Note: Two (2) complimentary badges are included with each booth.*

We hereby tender \$ _____ as the total cost of the booth rental fee. We agree to all of the rules and regulations stipulated by SMT, and we shall hold harmless SMT, the Renaissance Orlando Resort and their legal entities from claims of any nature arising from the occupancy of assigned space or from activities of our employees or representatives. Allocation of exhibit hall space shall be solely at the discretion of SMT.

To pay by check: Please make checks payable to **SMT**. US funds only. MAIL this completed application along with check to:

SMT
245 W Roosevelt Rd 7-44
West Chicago IL 60185

-OR-

Please charge my: MasterCard VISA (CIRCLE ONE)

Card Number: _____



Center for
SALESEXCELLENCE™

Billing Address: _____

Expiration Date: _____

Name on Credit Card (Please Print): _____

Authorized Signature of Cardholder: _____