AACRAO

2012 Annual Meeting

Investing in the Future of Higher Education

Corporate Opportunities

April 1-4, 2012

Pennsylvania Convention Center ■ Philadelphia, PA

JOIN TODAY!

For more information on becoming a Corporate Partner, visit www.aacrao.org/membership/join/
E-MAIL corporateinfo@aacrao.org
or call corporate relations at 202-293-9161 ext. 6900

CONTACT US:

AACRAO Marketing Department
One Dupont Circle, NW, Suite 520
Washington, DC 20036
PHONE 202-293-9161 ext. 6102
FAX 202-822-8850
E-MAIL corporateinfo@aacrao.org
WEB www.aacrao.org/philadelphia

AACRAO's 98th Annual Meeting in Philadelphia will draw more than 2,500 individuals who are eager for new ideas tailored specifically to their professional needs. This is the perfect opportunity for savvy exhibitors to showcase products and services, connect with new customers, and renew existing relationships.

Want to know more about AACRAO? The association's membership includes approximately 11,000 members and partners representing over 2,500 institutions, organizations, and education-oriented businesses in the United States and more than 35 countries around the world.

AACRAO represents institutions from every sector of the higher education community, from large public institutions to small, private liberal arts colleges. With an international network of resources and consulting expertise, AACRAO is a recognized authority in Enrollment Management, Admissions, Records, Registration, Financial Aid, Information Technology, and Student Services.

Membership in AACRAO has its privileges. AACRAO Corporate Partners have helped shape AACRAO's success through their continued involvement with the organization and its members. Committed to creating quality products and services that enhance the academic community, corporate partners are instrumental in keeping AACRAO members informed of the latest technology and developments that affect their professional lives.

Benefits of becoming an AACRAO Corporate Partner include:

- Discounts on publications, advertising, and conference fees
- Reduced rates for exhibit space at AACRAO meetings and priority space assignment (based on a point system and timely sign-up)
- Significant discount on corporate presentation fees
- Subscriptions to *College and University* journal, as well as *Transcript, Memberlink, SEM Source, and SecureU* electronic communications
- Access to AACRAO's online *Member Guide*
- Corporate listing in the *Member Guide*, including company name and description, logo, URL, and contact information
- Access to a community of higher education administrators

Attendee Profile

What are the key responsibilities of AACRAO attendees?

32%	Records/Registration
20%	Admissions
17%	Enrollment Management
11%	Student Affairs/Academic Advising
10%	Other
4%	Institutional Research
3%	Financial Aid
3%	Computer/IT

What types of institutions do AACRAO attendees serve?

71%	Four-Year Undergraduate
12%	Two-Year Undergraduate
14%	Graduate/Professional
3%	International

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2012 AACRAO ANNUAL MEETING

Pennsylvania Convention Center ■ Philadelphia, Pennsylvania

Conference Dates: *April 1-4, 2012* ■ **Exhibit Dates:** *April 1-3, 2012*

10' x 10' Exhibit Space Rental

Corporate Partner: $2,650 Non-Partner: $3,250

There is a $100 charge for each exposed corner.

Booth Assignments

Each year, AACRAO offers on-site booth renewal for the following year's show. Booth space is assigned on-site based on a priority point system, and exhibitors will be given an appointment time during which they can select next year's booth space. Booth selection after the Annual Meeting will be assigned on a first-come, first-served basis. ***Confirmations will be e-mailed to participants.***

Payments/Cancellations/Refund Policy

Applications must be accompanied by a $500 deposit per 10'x10' booth; if the application is received after **February 1, 2012** then full payment must be included. Applications received without deposit/full payment will not be processed.

Payment for exhibit space will be refunded, less a $500 per booth processing fee, if a written request for cancellation is received by AACRAO no later than **February 1, 2012**. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due February 1, 2012 for all exhibit space. No refunds will be made if the company cancels the contracted slot after February 1, 2012 or if the company fails to attend the meeting. If a company cancels after February 1, 2012 and has not already paid the exhibiting fee, the company will be liable for paying the full fee to AACRAO.

Exhibitor Benefits

- AACRAO Corporate Partners receive two (2) complimentary full meeting registrations and three (3) 'exhibit hall only' registrations per 10' x 10' booth.
- Non-partners receive one (1) complimentary full meeting registration and three (3) 'exhibit hall only' registrations per 10' x 10' booth.
- Listing of company name, address, telephone, fax, e-mail, URL, product categories and up to 50-word company description in the Annual Meeting Program to be distributed on-site (pending that information is submitted prior to publication deadlines).
- Name and hyperlink on the conference website.
- One electronic list of pre-registered attendees to be distributed before and after the Annual Meeting (excluding phone and e-mail).
- An Opening Reception for attendees and several food and coffee breaks held inside of the exhibit hall.
- The opportunity to contribute a prize to the Exhibit Hall Raffle Drawing. A prize board will be prominently displayed with your company name, booth number, and prize information.

Tentative Exhibit Dates and Times

EXHIBITOR MOVE-IN

Saturday, March 31 . . . . . 12:00 p.m. – 5:00 p.m.
Sunday, April 1. . . . . 8:00 a.m. – 4:00 p.m.

SHOW HOURS

Sunday, April 1. . . . . 6:45 p.m. – 8:00 p.m.
(opening reception in exhibit hall)
Monday, April 2. . . . . 9:00 a.m. – 1:30 p.m.
and 2:30 p.m. – 4:30 p.m.
Tuesday, April 3 . . . . . 9:00 a.m. – 12:00 p.m.
and 1:00 p.m. – 3:00 p.m.

EXHIBITOR MOVE-OUT

Tuesday, April 3 . . . . . 3:00 p.m. – 8:00 p.m.

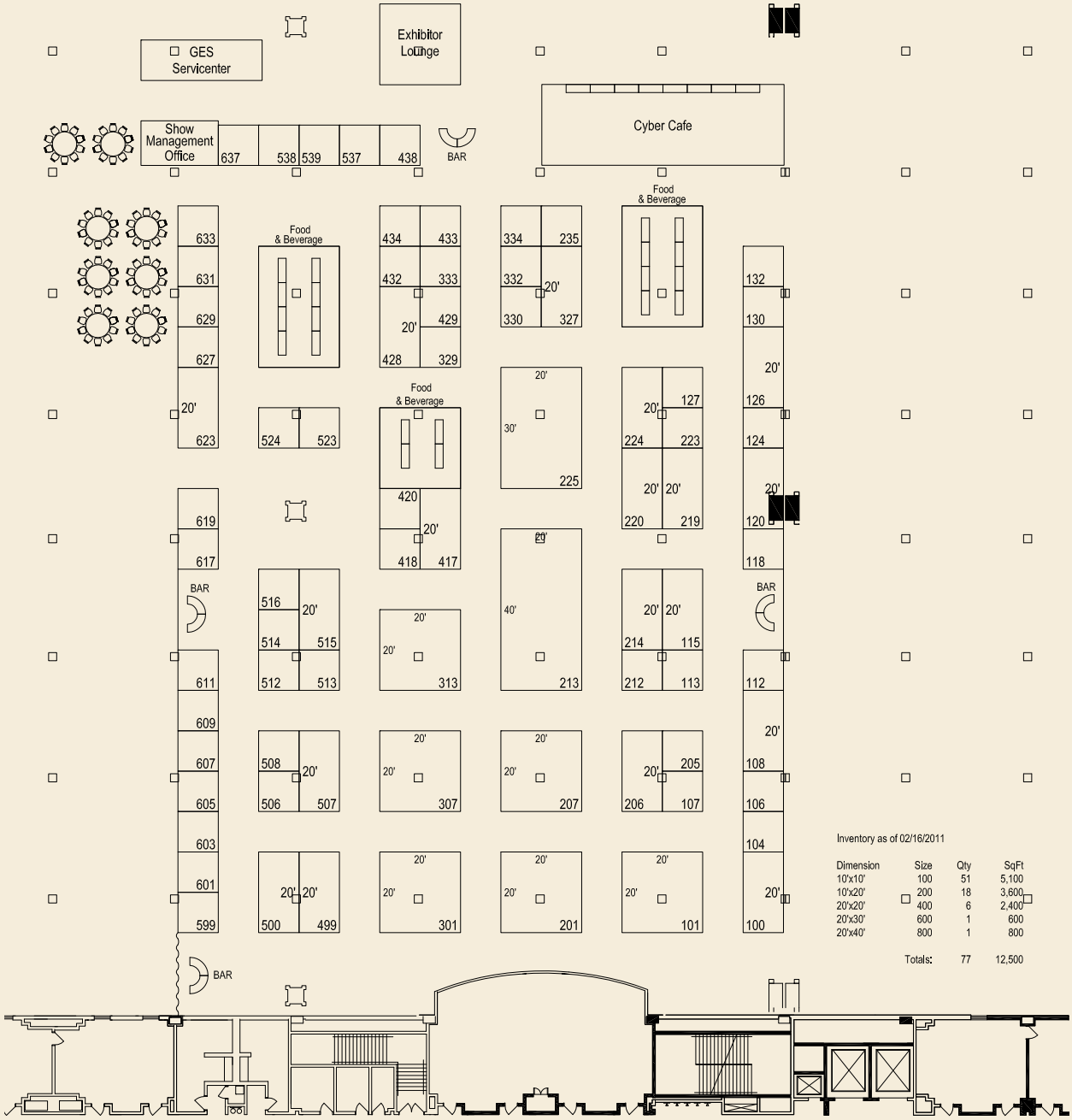
Exhibitor Kit

Approximately 90 days before the Annual Meeting, a comprehensive Exhibitor Service Manual will be available to all paid exhibitors. This manual will include information on housing, registration, lead retrieval, and various order forms from the show contractor and convention center to help maximize your tradeshow investment.

Reserve a Booth by Contacting:

AACRAO Marketing Department
One Dupont Circle, NW, Suite 520
Washington, DC 20036
Tel: (202) 293-9161 ext. 6102
Fax: (202) 822-8850
E-mail: **corporateinfo@aacrao.org**
Web: **www.aacrao.org/philadelphia**

2012 Floorplan



2012 AACRAO Annual Meeting Exhibitor Application

Instructions: Please complete the application, sign the Rules and Regulations form (on page 7), and keep a copy of the forms. MAIL the forms with a CHECK to **AACRAO II, P.O. Box 37156, Baltimore, MD 21297**.
You may also fax credit card information or request an invoice for the balance by faxing the forms to **(202) 822-8850**.

Person to Receive Conference Communications

Name _____ Title _____

Company Name _____

Address _____

City _____ State _____ Zip _____ Country_____

Phone _____ Fax _____ E-mail _____

Please list your top four booth choices _____

Please list any companies that you prefer not be placed adjacent to or across from (we will do our best to accommodate your request):

_____

Payments/Cancellations

Applications must be accompanied by a $500 deposit per 10'x10' booth; if the application is received after February 1, 2012, then full payment must be included. Applications received without deposit/full payment will not be processed. See page 2 for the complete payment/cancellation/refund policy.

10' x 10' Exhibit Space Rental

AACRAO Corporate Partner	$2,650	**There is a $100 charge for each exposed corner.**
Non-Partner	$3,250	

Number of 10' X 10' Booths _____

Number of Corners _____

Total Amount Due: $_____

Payment

Full Amount Enclosed: $ _____ ❏ Send Invoice for remaining balance

Deposit Enclosed ($500 per booth): $_____ ❏ Check **(payable to AACRAO)** ❏ Enclosed or ❏ Forthcoming

Balance Due: $_____ ❏ Credit Card (please check) ❏ Visa ❏ MasterCard ❏ AMEX

Card Number _____ Exp. Date_____

Name as shown on credit card _____

We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract. Contract not valid without signature.

Signature _____ Date _____

Company Contact Information (To be Published in Onsite Program)

Company Name_____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____ Country_____

Phone _____ Fax _____ E-mail _____

Web Address _____

50-word company description (for on-site program)_____

_____

_____

_____

_____

_____

_____

Please check off the relevant product/service categories for your company:

- ❏ Achievement Products
- ❏ Administrative Services and Software
- ❏ Admissions/Recruiting Software Products and Services
- ❏ Alumni/Development Software
- ❏ Browser-Based Document Management
- ❏ Career Guidance
- ❏ Class Schedules Publisher
- ❏ Curriculum Information Systems
- ❏ Degree Audit Software
- ❏ Degree/Education Verification
- ❏ Diplomas
- ❏ Distance Learning
- ❏ Educational Materials
- ❏ Electronic Admissions Applications
- ❏ Electronic Data Conversion
- ❏ Electronic Data Interchange (EDI)
- ❏ English as a Second Language
- ❏ Enrollment Management Services & Software
- ❏ Financial Aid Services and Software
- ❏ Financial Reporting – AP, GL, Budgeting
- ❏ Foreign Credential Evaluation
- ❏ Fundraising Software
- ❏ Graduation Supplies and Services
- ❏ Imaging
- ❏ Information Services and Software
- ❏ International Credential Evaluation
- ❏ International Recruiting Services
- ❏ Internet Services
- ❏ Marketing / Publicity
- ❏ Online Applications
- ❏ Publications and Publishing Services
- ❏ Records Management Services, Support and Software
- ❏ Registration Services and Software
- ❏ Scanning Software, Equipment and Services
- ❏ Scheduling/Events Management Software
- ❏ Security Documents
- ❏ Student Enrollment Status Supporting Services
- ❏ Student Information Access/Kiosks
- ❏ Student Recruitment
- ❏ Student Tracking
- ❏ Surveys
- ❏ Testing Services
- ❏ Transcript Ordering Services
- ❏ Transfer Credit Evaluation Software
- ❏ Web Hosting and Development
- ❏ Other _____
- ❏ Other _____
- ❏ Other _____

2011 AACRAO Annual Meeting Exhibitors

AACRAO Consulting (AC)

AACRAO's International Education Services (IES)/Education USA

ACT, Inc.

Ad Astra Information Systems

AVOW Systems

Blackboard Student Services

Campus Management

CELCAT / Edulytics LLC

CIBER

College Scheduler LLC

CollegeNET, Inc.

CollegeSource Inc.

Credentials Solutions

Data Tech Solutions

Datatel, Inc.

Decision Academic

Deltak edu, Inc.

Digital Architecture

Docufide, Inc.

DSST Credit by Exam Program

Edfinancial Services

Education Systems, Inc.

Educational Credential Evaluators, Inc.

Educational Testing Service

EMPower/ComSpec International, Inc.

EMS Software by Dean Evans and Associates

Foundation for International Services

GradImages

Herff Jones, Inc.

Hotcourses, Inc.

Hyland Software, Inc.

IDP Education

IELTS International

ImageSource Inc

Infosilem, Inc.

International Baccalaureate Organization/IB Americas

International Education Research Foundation, Inc.

Jenzabar

Jolesch

Jonesville Paper Tube Corporation

Leepfrog Technologies

National Student Clearinghouse

National Student Loan Program Inc

NearPod

Nolij Corporation

Optical Image Technology, Inc.

Paradigm, Inc.

Pearson

Perceptis

Perceptive Software

Phi Theta Kappa Honor Society

Prescient Information Systems, Inc.

Rapid Insight, Inc.

redLantern

RightNow Technologies

Royall & Company

Runner Technologies, Inc.

SCRIP-SAFE International

Signature Announcements

SmartCatalog

Spantran Educational Services, Inc.

Student Aid Services

SunGard Higher Education

The Learning House Inc

Three Rivers Systems, Inc.

U.S. Army Recruiting

UNIT 4 Business Software

University of Cambridge International Exams

University of Maryland University College

Westbrook Technologies Inc

Xap Corporation

Zinch

Exhibiting Rules and Regulations

1. AACRAO does not endorse the programs, products, or services of the exhibiting organizations/corporations.
2. AACRAO reserves the right to exercise its sole discretion in the acceptance or refusal of applications.
3. Whenever possible, booth assignments will be made based on the space preference specified by the exhibitor on the contract. AACRAO, however, reserves the right to make the final determination of all space assignments in the best interests of the exposition.
4. Applications must be accompanied by a $500 deposit per 10'x10' booth; if the application is received after **February 1, 2012**, then full payment must be included. Applications received without deposit/full payment will not be processed. Payment for exhibit space will be refunded, less a $500 per booth processing fee, if a written request for cancellation is received by AACRAO no later than February 1, 2012. Telephone cancellations will not be accepted. AACRAO will only honor cancellation requests whose receipt have been confirmed. Final payment is due February 1, 2012 for all exhibit space. No refunds will be made if the company cancels the contracted slot after **February 1, 2012** or if the company fails to attend the meeting. If a company cancels after February 1, 2012 and has not already paid the exhibiting fee, the company will be liable for paying the full fee to AACRAO. Until payment is received, the company's future participation in AACRAO conferences and meetings could be affected. The cancellation clauses remain in effect even if they do not appear on the contract.
5. Applicant agrees to pay all fees, charges, and/or expenses covered in this contract on demand. In the event that AACRAO is forced to seek legal remedy to collect amounts due from the Applicant, all charges related to the collection of unpaid amounts will become the sole responsibility of the Applicant. If an exhibitor fails to make due hereunder when they are due, the space assignment is subject to cancellation or reassignment at the option of AACRAO, without obligation for refund.
6. Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show.

   Installation of all exhibits must be fully completed by the opening time of the exposition. Any space not claimed and occupied three hours prior to opening, may be resold or reassigned without refund. No exhibitor will be allowed to dismantle or repack any part of his exhibit until after the closing of the Show. Doing so will result in the loss of that exhibitor's current year priority points.
7. No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from show management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the exhibitor's display, parent or subsidiary companies excepted. Exhibitors must show only goods manufactured or dealt by them in the regular course of business. Should an article of non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular name plate, imprint, or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit areas.
8. Each exhibitor must name one person to be his representative in connection with installation, operation, and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned, and orderly at all times.
9. All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall, nor any of the officers, stag members, or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism, or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.
10. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars, and any other related activity scheduled by show management. Applicants may not schedule other events such as breakfasts, luncheons, or dinners during official AACRAO program hours or while the Annual Meeting Program is in progress without express written permission by AACRAO. Contact AACRAO to reserve space for such events.
11. Applicant hereby agrees to indemnify, defend, and hold harmless AACRAO and the show management from any and all claims, demands, suits and liability for any damage, loss, harm or injury to any person or any property of the Applicant and its officers, agents, employees, or representatives. Applicant assumes responsibility and agrees to indemnify, defend, and hold harmless AACRAO and the show management and their respective employees and agents against any claims or expenses arising out the use of the exhibition premises, including but not limited to, any cost incurred as a result of alleged violation of copyright arising out of the use of mechanically or electronically reproduced music. The Applicant understands that neither AACRAO nor the hotel maintain insurance covering the Applicant's property and it is the sole responsibility of the Applicant to obtain such insurance.
12. Extremely loud noises, such as bells, sirens, buzzers, etc., will not be permitted in order to maintain a business-like atmosphere. If an exhibitor chooses to do demonstrations and/or use audio and visual displays, the company shall confine their actions to their booth space and maintain noise levels that are not disruptive to neighboring booths. AACRAO reserves the right to request that offending companies reduce their noise level if it interferes with other companies conducting business on the exhibit hall floor.
13. All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.
14. In order to maintain a professional atmosphere, prevent copyright infringement, and maintain a code of ethics, AACRAO does not permit the videotaping of sessions at the meeting without express permission from show management.
15. Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act to make their booths accessible to handicapped persons. Exhibitor shall also indemnify to hold harmless AACRAO, show management, and the facility against cost, expense, liability, or damage which may be incident to, arise out of, or be caused by exhibitor's failure to comply with the act.
16. This document and its attachments represent the entire agreement between the Applicant and AACRAO and may not be altered unless mutually agreed upon in writing.
17. In the event that any provision of the Agreement or the application of any such provision to either AACRAO or the Applicant is held by a court of competent jurisdiction to be contrary to any law, the remaining provisions of this Agreement will remain in full force and effect.

We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract.

Signature _____ Date _____