



## Advertising, Sponsorship, and Exhibit Opportunities

**Meeting Manager: Lina Dennison, [ldennison@resourcenter.com](mailto:ldennison@resourcenter.com)**

ASI Main Office: 10200 West 44<sup>th</sup> Avenue, Suite 304, Wheat Ridge, CO 80033-2840

Phone: (303) 463-2887

Fax: 303-422-8894

Email: [info@asindexing.org](mailto:info@asindexing.org)

Website: [www.asindexing.org](http://www.asindexing.org)

### About the Conference

You are invited to take part in the American Society for Indexing (ASI) Annual Conference, which will be held **May 13-15, 2010**, in Minneapolis, MN. Attendees will include freelance and in-house indexers and editors, technical writers, authors, faculty from colleges and universities, software developers, corporations, publishing houses, and others involved with the indexing industry.

ASI is a national nonprofit association founded to promote excellence in indexing and abstracting, and to increase awareness of the value of well-written and well-designed indexes.

Enclosed you will find information about exhibit opportunities at the upcoming conference, as well as details on advertising in our Onsite Program. Space will be reserved on a first-come, first-served basis. If you have any questions please feel free to contact us at (303) 463-2887 or email ASI at [info@asindexing.org](mailto:info@asindexing.org)

### 2010 Sponsor Information

#### **Major Conference Sponsor: \$2,500**

Funds provided by the major sponsor will go to support the overall costs of the conference. Acknowledgement will be provided in the Onsite Program and on the Web page. Shared sponsorships will be considered.

#### **Welcome Reception: \$1,000**

Funds will help cover the cost of food and beverages served at this event. Appropriate signage will be on display during the reception and mention will be made in the Onsite Program.

#### **Friday Awards Reception/Dinner Sponsor: \$500**

Funds will help cover the cost of food and beverages served at this event. Appropriate signage will be on display during the reception/dinner and mention will be made in the Onsite Program.

#### **Refreshment Break Sponsors: \$250**

Funds will be used to offset costs of general refreshment breaks. Appropriate signage will be on display during the break and mention will be made in the Onsite Program.

#### **Speaker Sponsor: Keynote Speaker \$1,000; Breakout Speaker \$500**

Funds will help cover audiovisual costs. Acknowledgement will be provided in the Onsite Program, the web page and signage at the session.

#### **Tour Sponsor:**

Contact Lina Dennison, ASI Meeting Manager for more information.

*Sponsorship opportunities sell quickly, so call or email ASI today.*

### **Exhibitor Space and Fees:**

Space is limited, and is assigned on a first-come, first-served basis. Each space includes a 6' draped table with electrical outlet, two chairs, registration for one person for conference sessions (workshops have separate registration fees and are not included), and all conference materials. Conference meals are included in the registration fee. Telephone line charges are not included. **The fee is \$400 for ASI members, \$500 for non-members.**

### **Exhibitor Hours**

Thursday, May 13, 3:00pm – 8:30pm

Friday, May 14, 7:30am – 7:00pm  
(including reception from 6:00pm – 7:00pm)

Saturday, May 15, 8:00am – 3:30pm

### **Media Distribution**

A brochure, coupon, or flyer may be inserted in each attendee registration packet for a **fee of \$150 per brochure (ASI members) or \$200 (non-members)**. Please send a sample to the ASI office for approval by April 9, 2010. Upon approval, we will notify you with the shipping address and instructions. ASI reserves the right to reject materials.

### **Conference Location**

Marriott Minneapolis City Center  
30 South 7<sup>th</sup> Street  
Minneapolis, MN 55402

The Marriott Minneapolis City Center offers newly renovated guestrooms expertly blending comfort with contemporary design, modern conveniences with stunning city views. Located in the heart of downtown, the hotel is connected to shopping, entertainment and business districts through the famed skyway system. Easy access to the Twin Cities' top attractions, including the Metrodome, Target Center, Minneapolis Convention Center, Block E and the historic Theatre District, position this classic hotel in downtown Minneapolis at the center of it all.

ASI has obtained an attractive room rate of \$105 (standard room, plus tax) for conference attendees. Make your reservation by April 20, 2010 to secure the group rate.



## Exhibit and Sponsor Contract May 13-15, 2010 • Minneapolis, MN

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Date: \_\_\_\_\_  
 Company: \_\_\_\_\_ Registered Representative: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_ Web Site: \_\_\_\_\_

**EXHIBITOR SPACE AND FEES:**

Space is limited, and assigned on a first-come, first-served basis. The exhibit fee includes a 6' draped table with electrical outlet, two chairs, admission for one person to general and breakout sessions, conference receptions, dinner, lunch, and all conference materials. Telephone line charges are not included.

**CANCELLATION:**

Cancellations received in writing prior to April 9, 2010, will receive a refund, less a \$50 processing fee. After that date there are no refunds.

**MEDIA DISTRIBUTION:**

A brochure, coupon, or flyer may be inserted in each attendee registration packet for a fee of \$150 per brochure (ASI members) or \$200 (non-members). Please send a sample to the ASI office for approval by April 9, 2010. Upon approval, we will furnish the shipping address and instructions. ASI reserves the right to reject materials not appropriate for our packets.

**FEE SUMMARY AND PAYMENT INFORMATION:**

Exhibitor/Sponsor Summary	Cost (Circle)	Amount Due:	<b>PAYMENT INFORMATION</b>  Return this form with check or payment information by  <h2 style="margin: 0;">April 9, 2010</h2> to American Society for Indexing 10200 West 44 <sup>th</sup> Avenue Suite 304 Wheat Ridge, CO 80033  Fax: 303-422-8894
<b>Exhibitor</b>			
Member	\$400		
Non-member	\$500		
<b>Media Distribution</b>			
Member	\$150		
Non-member	\$200		
<b>Sponsorship</b>			
Major Conference Supporters	\$2,500		
Opening Reception Sponsor	\$1,000		
Tote Bag Sponsor	\$1,000		
Friday Reception Sponsor	\$500		
Refreshment Break Sponsor	\$250		
Keynote Speaker Sponsor	\$1,000		
Breakout Speaker Sponsor	\$500		
Tour Sponsor	\$ _____		
<b>Total Enclosed</b>		<b>\$ _____</b>	

**BOOTH LOCATION REQUEST:**

We prefer to be located **away** from the following competing companies (specific names, not types of businesses): \_\_\_\_\_  
 We prefer to be located **near** the following companies (specific names, not types of businesses): \_\_\_\_\_

Check: made payable to American Society for Indexing

Type of card:     Visa     MasterCard     American Express     Discover

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV#: \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_ Signature: \_\_\_\_\_

# 2010 Annual Conference

May 13-15, 2010 • Minneapolis, MN  
Onsite Program Advertising Opportunities

**This is your opportunity to promote your company, your product, and your presence at the Annual Conference. The Onsite Program contains all the information on exhibitors and events, and is frequently referred to by attendees throughout the event. Reserve your ad space today by calling Lina Dennison at (303) 463-2887 or email your ad request to [ldennison@resourcenter.com](mailto:ldennison@resourcenter.com). Cover positions are first-come, first-served and sell quickly! Deadline for submission is April 9, 2010**

Program size: 8 ½" x 11"  
Black & White Only (no colors offered)

Ad sizes & rates:

Full Page Outside Back Cover.....	\$325
Full Page Inside Back Cover.....	\$275
Full Page Inside Front Cover.....	\$275
Full Page.....	\$250
Half Page.....	\$150

## Cover positions sell very quickly!

All advertising requests must be emailed to Lina Dennison at [ldennison@resourcenter.com](mailto:ldennison@resourcenter.com) or fax to (303) 422-8894

**Requests for cover positions will be honored in the order they are received, so don't delay!**



## Advertising Contract

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### ASI Annual Conference Onsite Program Advertising Insertion Order/Contract Ad Due by: April 9, 2010

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

Advertiser: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web Site: \_\_\_\_\_

I hereby direct ASI to place advertising on my behalf according to the following specifications:

- Size of Ad:
- Full Page Outside Back Cover (7" x 10").....\$325
  - Full Page Inside Back Cover (7" x 10").....\$275
  - Full Page Inside Front Cover (7" x 10").....\$275
  - Full Page (7" x 10").....\$250
  - Half Page (7" x 5").....\$150

Special Instructions: \_\_\_\_\_

I will supply ASI with an electronic file (TIFF, EPS, or hi-res PDF)

Note: All advertising must be prepaid. Cover positions are assigned on a first-come, first-served basis.

**Total due with this order:** \$ \_\_\_\_\_

Notes: \_\_\_\_\_

Check: made payable to American Society for Indexing

Type of card:  Visa  MasterCard  American Express  Discover

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV#: \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_ Signature: \_\_\_\_\_

Please complete this form and fax to: Lina Dennison at (303) 422-8894

Mail payment with copy of this form to: 10200 West 44<sup>th</sup> Avenue, Suite 304, Wheat Ridge, CO 80033

I hereby represent that I am authorized to act on behalf of the named advertiser in this regard, and that I/we will meet all obligations, contractual, legal, or otherwise, including all provisions and specifications of the current ASI advertising rate schedule, which is incorporated into this document for reference.

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