



34th Annual WERC Conference and 2011 WIRE
May 15 – 18, 2011

Walt Disney World Swan and Dolphin, Orlando, FL

2011 WAREHOUSING INDUSTRY RESOURCES EVENT (WIRE)
EXHIBIT, SPONSORSHIP & DEMO THEATER APPLICATION/AGREEMENT

Please type or print legibly.

Please provide information below for the person who will be WERC's **main exhibit/sponsorship contact**. We will direct all related correspondence to this person.

Name: _____
Title: _____
Company: _____
Address: _____
City: _____ State/Province: _____ Zip/Postal Code: _____
Phone: _____ Fax: _____
Email Address: _____
Company/Organization Website: _____

Please provide the information below for the person who will be your **company's marketing contact** (this person will be listed in all promotional materials, etc. for customers/clients to contact).

Same as exhibit/sponsorship contact above

Name: _____
Title: _____
Company: _____
Address: _____
City: _____ State/Province: _____ Zip/Postal Code: _____
Phone: _____ Fax: _____
Email Address: _____
Company/Organization Website: _____

Please indicate your company's primary product/service category or focus. This is the category under which your organization will be listed in all wire promotional activities. **Please select one category/primary focus only.**

- | | |
|--|--|
| <input type="checkbox"/> Bar Code Equipment Systems | <input type="checkbox"/> Packaging Materials/Supplies |
| <input type="checkbox"/> Bar Code Labels/Supplies | <input type="checkbox"/> Picking Systems |
| <input type="checkbox"/> Bar Code Printers | <input type="checkbox"/> Productivity/Labor Mgmt. Systems |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> RFID Equipment/Systems |
| <input type="checkbox"/> Conveyors, Components, Accessories | <input type="checkbox"/> Realty Solutions |
| <input type="checkbox"/> Educational Institution | <input type="checkbox"/> Scales/Weighing |
| <input type="checkbox"/> ERP Systems | <input type="checkbox"/> Sortation Systems |
| <input type="checkbox"/> Lift Trucks | <input type="checkbox"/> Third-Party Logistics Providers |
| <input type="checkbox"/> Mailroom Equipment/Systems | <input type="checkbox"/> Transportation Management Systems |
| <input type="checkbox"/> Manifest/Shipping/Systems Equipment | <input type="checkbox"/> Warehouse Equipment |
| <input type="checkbox"/> Material Handling Equipment | <input type="checkbox"/> Warehouse Management Systems |
| <input type="checkbox"/> Order Management Systems | <input type="checkbox"/> Other: Please Specify: _____ |

Please attach a 75-word description of your organization's products and services. You may also email your description to vabetzig@werc.org (please include your company's name in the email subject line). Please also email a high resolution (minimum 300 dpi) .jpg file of your company's logo to vabetzig@werc.org. Booths will not be confirmed until logo/description are received.

EXHIBIT SPACE SELECTION

Number of 10' x 10' Booths _____ @ \$3,750 per booth = \$ _____ (sponsors enter \$0)

List up to four (4) preferred exhibit spaces (see WIRE floor plan for choices)

1st _____ 2nd _____ 3rd _____ 4th _____

Do not concentrate selections in one area. Actual booth assignments are made taking availability at date of receipt of application and/or payment, location of competitors and other requests into consideration. Every effort is made to accommodate requests.

Companies that you do not want in close proximity to your booth:

DEMO THEATER SELECTION

Each exhibitor is limited to one 30-minute time slot at a cost of \$1,500. Please indicate up to 3 preferred time choices below (enter "1" for 1st choice, etc.). WERC will assign theater times based on availability at time of receipt of WIRE application/agreement and/or payment.

Sunday 5:00pm-5:30pm ____ Sunday 5:45pm-6:15pm ____ Sunday 6:30pm-7:00pm ____ Sunday 7:15pm-7:45pm ____

Monday 11:30pm-12:00pm ____ Monday 12:15pm-12:45pm ____ Monday 1:00pm-1:30pm ____

Monday 4:30pm-5:00pm ____ Monday 5:15pm-5:45pm ____ Monday 6:00pm-6:30pm ____

SPONSORSHIP PACKAGE SELECTION

CHAMPION (\$25,000) BENEFACTOR (\$15,000) PATRON (\$12,500)

TOTAL AMOUNT DUE

Exhibit Booth \$ _____

Demo Theater \$ _____

Sponsorship \$ _____

Total: \$ _____

PAYMENT INFORMATION

MasterCard Visa American Express (a 3% surcharge will be added to total costs)

Check (payable to WERC in USD/drawn on a US bank) Check Number: _____

Credit Card Number: _____ Exp. Date: _____

Billing Address: _____

City/State/Zip: _____

Cardholder Name: _____

Signature: _____

By signing below on behalf of your organization, you are confirming you have read, understand, and consent to comply with the 2011 Warehousing Industry Resources Event (WIRE) Application/Agreement and Terms and Conditions in their entirety and have the proper authorization for this purchase. WERC reserves the right to reject any application that does not meet the established criteria.

Authorized Signature: _____

Title: _____ Date: _____

Please submit this form with payment to:

WERC
1100 Jorie Boulevard, Suite 170
Oak Brook, IL 60523
FAX 630-990-0256 (with credit card payment only)
wercoffice@werc.org (with credit card payment only)

(Please note that forms will not be processed/booths will not be reserved/assigned/confirmed without payment).



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Exhibit/Sponsorship/Demo Theater Terms & Conditions

Warehousing Education and Research Council (WERC) and each Exhibitor, Sponsor, and Demo Theater participant taking part in the WERC 2011 Annual Conference/WIRE tradeshow agree, by way of signing the WIRE 2011 Annual Conference Exhibit/Sponsorship Application/Agreement, that the following terms and conditions will apply:

1. Acceptance -The Warehousing Industry Resources Event (WIRE) is open to suppliers that are of interest to WERC members/attendees. WERC reserves the right, at its sole discretion, to decline exhibitors that do not provide products/services of benefit to WERC members/attendees.
2. Americans with Disabilities Act-The Exhibitor agrees to comply with all applicable provisions of the Americans with Disabilities Act (ADA) and shall indemnify and defend WERC, DC Velocity, its officers, directors, members, staff members, and agents from and against any loss, damage, claim, liability, and expense (including attorneys' fees) resulting from or arising out of the Exhibitor's failure to comply with the guidelines of WERC or the Exhibitor's failure to comply with provisions of the ADA. The terms of this provision shall survive the termination or expiration of this Agreement.
3. Assignment/Subletting of Space-The Exhibitor may not assign or sublet its contract for space or allow any other person or organization to use any part of the space without written permission from WERC.
4. Booth Assignments-Booth assignments can be requested and are made on first come-first served basis based on availability at the time of receipt of payment and signed exhibit application/agreement) and acceptance by WERC.
5. Booth Representatives-Only two (2) company representatives may be present in a WIRE booth at any one time per 10' x 10' booth space purchased.
6. Cancellations/Refunds-Cancellations received prior to and including **March 31, 2011**, will receive a 50% refund of the booth fee. Cancellations received on or after **April 1, 2011**, will not receive any refund of the booth fee.
7. Compliance with Laws- Exhibitor shall bear responsibility for the compliance with any and all local, city, state and federal safety, fire and health laws, ordinances and regulations, and policies and procedures of the facility appointed by WERC for the WIRE event.
8. Copyrighted Works-Exhibitor acknowledges and agrees that it shall be solely responsible for obtaining any licenses, permits, etc. which may be required for it to broadcast, perform or display any copyrighted materials including, but not limited to, music, video, and software. Exhibitor shall indemnify, defend and hold harmless WERC, DC Velocity, its officers, directors, members, staff members, and agents, and each of them, from and against any and all claims and expenses, including attorneys' fees and costs, arising out of or related to Exhibitor's breach of this provision. The terms of this provision shall survive the termination or expiration of this Agreement.
9. Event Directory/Website-WERC reserves the right to refuse or edit copy determined to be inappropriate to WERC's policies and standards. Organizations participating assume liability for all content of their listings, and agree to indemnify, defend, and hold WERC, DC Velocity, the facility and exhibit contractor appointed by WERC harmless from any claims or actions based on the content of their organization's description as published in any WERC event publications/websites.
10. Event Modification-WERC reserves the right to modify at any time the location, size, and display limits of a booth as it deems appropriate or necessary.
11. Failure to Occupy Space-If the Exhibitor does not claim or occupy its assigned space by 2:00 p.m., Sunday, May 15, 2011, WERC may, at its discretion, terminate the contract and reassign the space to another exhibitor. The defaulting exhibitor will not be entitled to a refund of its fee.

12. Force Majeure-Should any circumstance beyond the control of, and not the fault of, WERC prevent or materially affect the event from being held as scheduled, or the exhibit space not being available for use due to weather, war, threats or acts of terrorism, governmental action or order, act of God, fire, strikes, labor disputes or any other causes beyond the control of WERC, the exhibit agreement shall be terminated without liability. In such event, WERC shall not be liable to indemnify or reimburse the Exhibitor in respect of any damage or loss, direct or indirect, arising as a result hereof.
13. Interpretation-WERC has total authority of the interpretation and enforcement of these guidelines and reserves the right to amend them at any time it deems appropriate or necessary. WERC reserves the right, without recourse, to prohibit any portion of any material that, in its opinion, is not suitable or in keeping with the character of the Warehousing Industry Resources Event. This reservation of rights by WERC applies to persons, things, conduct, printed matter, catalogs, and any other material relating to or affecting this event. Persons, things, conduct, printed matter, catalogs, and any other material relating to or affecting this event that is prohibited will be done so without refund.
14. Liability & Insurance-The exhibitor/sponsor hereby assumes responsibility for and agrees to indemnify, defend, and hold harmless, WERC, DC Velocity, the facility and exhibit contractor appointed by WERC for the event, their respective officers, directors, employees, agents, members, staff members, agents, successors and assigns from and against any loss, damage, claim, liability, and expenses (including attorneys' fees), including personal injury or property damage or loss, arising out of or in connection with the exhibitor's/sponsor's participation in the Event, except Exhibitor is not responsible to an indemnities for the indemnitee's gross negligence or willful misconduct. The terms of this provision shall survive the termination or expiration of this Agreement.
15. Exhibitor/Sponsor understands that neither WERC nor the facility appointed by WERC for the event, nor the exhibit contractor appointed by WERC for the WIRE event, maintain insurance covering the exhibitor's personal property owned, rented, leased, borrowed, or used by the exhibitor and it is the sole responsibility of the exhibitor to obtain such insurance. All property of the Exhibitor is understood to remain under its custody and control in transit to and from and within the confines of the demonstration area and exhibitor shall maintain insurance covering their property. Exhibitor shall carry a minimum of one million dollars (\$1,000,000) in general liability insurance and shall provide WERC with a certificate of insurance evidencing such coverage.
16. Marketing-WERC and/or DC Velocity may use the information supplied on the application as part of marketing efforts and no claim may be made at any future date by the Exhibitor/Sponsor.
17. Name Badges-Warehousing Industry Resources Event (exhibitor) name badges must be worn at all times by on the show floor. Only Warehousing Industry Resources Event (exhibitor) badges will be admitted into the exhibit hall during set up and teardown times.
18. Printed Materials & Marketing Giveaways-Material and/or promotional items that will be distributed to attendees on-site must be approved by WERC. A sample of material must be submitted to WERC (via email or regular mail) no later than **April 30, 2011**.
19. Sponsor Fulfillment-Sponsors are responsible for providing items required for sponsor benefit fulfillment where applicable as outlined in the benefit information above. Sponsors are responsible for following instructions and adhering to deadlines for all items/requirements, including items that are subject to WERC approval prior to production/distribution. Sponsors are also responsible for following instructions and adhering to deadlines regarding complimentary Annual Conference registrations. WERC reserves the right to manage/control all deliverables of any sponsorship benefit. Sponsors are required to acknowledge and meet any request (within reason) made onsite by WERC.
20. Use of WERC Logo-The use of the WERC logo on displays, signs, giveaways, promotional literature or other materials is prohibited. The use of the acronyms, reference to the meeting, meeting name or WERC may be used in promotional materials only with the express written approval of WERC. All design concepts (logos, graphics, etc.) and promotional materials should be sent to WERC for review and approval prior to production/distribution.
21. All facility, vendor and contractor rules and regulations will be outlined in confirmation and exhibitor service kit and must be strictly adhered to by all exhibitors/sponsors.

Initial here to signify agreement with all above terms and conditions _____