



SPONSOR
& EXHIBITOR



IAM 2012 ANNUAL MEETING

Wednesday, October 10, 2012 - Saturday, October 13, 2012
Gaylord National Resort & Convention Center, National Harbor, Maryland



PROSPECTUS

“Exhibiting, at the IAM Annual Meeting, has increased awareness of MoversPOE within the International moving industry. It provides us the opportunity to present the MoversPOE family of products to all IAM members. Being an exhibitor and a sponsor is a great investment and our booth was always busy!!”

Robin Leslie, MoversPOE

FIFTY years ago, in the quiet Washington suburb of Chevy Chase, Maryland, about 20 members of the Household Goods Forwarders Association (as it was then known) gathered in the living room of its General Counsel, Alan F. Wohlstetter for what was to be the association’s first annual meeting. From these humble beginnings, the International Association of Movers has evolved into a membership of over 2,000 companies from 175 countries. Today, the IAM’s annual meeting draws close to 2,000 participants from around the globe to world-class hotels and exhibition halls. And there’s a reason for this – year after year, sponsors and exhibitors realize a return on their investment.

GROW YOUR BRAND

“We have been exhibiting at the IAM conference for nearly 10 years and have been able to meet many new agents whom we would not meet otherwise. If you are looking for long term growth...then it is absolutely worth it.”

R. Ajlt Venkatesh,
Globe Moving & Storage Co. Pvt. Ltd.

INCREASE YOUR SALES

“We’ve been coming to the IAM for 8 years (well, HHGFAA when we joined the organization) because this gives a product and service provider like ourselves the best chance to meet existing and potential customers in person and have a meaningful discussion at a professional booth. No amount of social networking or electronic exchange can ever replace this. The atmosphere at IAM conventions is very business oriented and all companies seem to be well represented so often times one ends up having more than one meeting with company representatives with the real decision makers getting involved.”

Max Kreynin, Voxme Software Inc.

“Ten Exhibitions, 9750 visitors, 855 shipments from new clients, recognition, exposure, friends, festivities, fun, training, vision and waiting for the next convention every year - Do we need to say more? Best wishes from Orient Relocations Nepal exhibiting for the 11th consecutive year at IAM.”

Sudeep Shah, Orient International Relocations



This dapper group is comprised of the 1966 HHGFAA Executive Committee. Top row: George Hunt (International Sea Van, Inc); Calvin Stein (HHGFAA Executive Director; previously with Fidelity Storage Company); Douglas Barnes (Smyth Worldwide Movers). Center: Alan F. Wohlstetter (HHGFAA General Counsel; Denning & Wohlstetter); Norman Duncan (Davidson Forwarding Co.). Bottom row: C. Byron Schenck (Past President, HHGFAA Executive Committee; Container Transport International); Richard Erickson (Sunpak Movers); Gerald Robison (President-elect, HHGFAA Executive Committee; President, Imperial Household Shipping Co., Inc.).

BECOME A SPONSOR OR EXHIBITOR AT IAM'S 50TH ANNUAL MEETING

IAM 2012

50th ANNUAL MEETING

Wednesday, October 10, 2012 - Saturday, October 13, 2012 GAYLORD NATIONAL RESORT & CONVENTION CENTER, NATIONAL HARBOR, MARYLAND

NEW!

This year's hottest opportunity!

Our 50th jubilee is a special milestone and to commemorate this historic event, we are introducing a very distinctive sponsorship available to two lucky members:

PRESENTING IAM'S PLATINUM SPONSORSHIP-\$13,500 (2 OPPORTUNITIES)

This premier sponsorship has all the benefits enjoyed with our other premium-level sponsorships, but we've kicked up the benefits even more!

"It's all about your image."

- 6000 square feet (six (6) 10' x 10' booths) of island exhibit space in prime location on the show floor, complete with lounge furniture, including sofa, end chairs, coffee table).
- Logo placement on cover of conference program book.
- Invitation for you and 9 guests to a private reception in the Presidential Suite on Thursday, October 11th. This unique opportunity gives you unparalleled access and one-on-one time with top IAM leadership.
- Prominently placed full color ad in meeting program – inside front cover or inside back cover.
- See full benefits package on grid, page 4.
- Only two sponsorship available at this premium Platinum level.



NEW!

1/4 Page Congratulatory Ad - \$250

Join the celebration and show your company's support for IAM with a short 50th Anniversary message in a pre-designed ad template. Excellent value and great exposure!

ESPECIALLY FOR EXHIBITORS

One of the most exciting components of the annual meeting is our exhibit hall - **Network Central** - where all attendees gather in a comfortable setting, complemented by food & beverage functions to keep attendees in the hall and focused on you, the Exhibitor!

Exhibiting in **Network Central** is one of the most important strategic marketing decisions you can make. This single decision to exhibit will:

- **Establish your organizations's expertise and credibility** by helping attendees solve business issues; create connections and foster partnerships; and build the brand loyalty that extend those relationships for years to come.
- **Spotlight new products and services** and get valuable feedback from end-users and an instant reading on the buzz your product or service is creating.
- **Expand or strengthen your position in the moving industry** and reach the most influential decision-makers in the field today.
- **Plant the seeds for sales success** by keeping your company name front and center in the minds of buyers, so you can reap the benefits of short and long term sales success.

Exhibit space is limited so register EARLY, on JUNE 19TH, to guarantee your participation!

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PERENNIAL FAVORITES

IAM CONNECT BUSINESS CENTER & CELL PHONE CHARGING STATION

Investment: \$6,500

Attendees still need to stay connected while away and with IAM CONNECT they won't miss a beat and they will have YOU to thank! Package includes four computer stations on an attractive kiosk with plenty of space for sponsor recognition and a cell phone charging station. One exhibit booth and full conference registration including a half page color ad in the program book, completes this generous package.

Price does not include customized advertising wrap as shown. Contact Barbara Bienkowski for details.



Preserve the tradition with these high-impact, attention getting sponsorships!



CONFERENCE TOTE BAG

\$8,000 Exclusive Sponsorship / \$4,000 Co-sponsorship

Our most popular sponsored item. Give your company maximum logo visibility by sponsoring the Annual Meeting tote bag. Price includes all production costs.



CONFERENCE LANYARD

INVESTMENT: \$7,000 exclusive

One of the best opportunities for brand recognition are the items used, carried, or viewed by all IAM attendees throughout the entire conference. Place your company's logo and name on the attendees' lanyards and receive multiple impressions! This amazing sponsorship package includes all production costs.

EYE-CATCHING ON-SITE REUSABLE SIGNAGE

INVESTMENT: \$1,250

Your message will be prominently on display in the exhibit hall foyer. Your 14 foot (4.26 meter) tall banner is the ultimate tool for company exposure. Plus, this structure is easy to transport and will be yours to keep for future functions! Already exhibiting or sponsoring? Call Barbara to find out how much you will save when you add this to your sponsor or exhibitor package. See contact information below.



BAG INSERTS

INVESTMENT: \$1,500 per inserted item

Would you like to get something into the hands of every attendee? Then a **bag insert** is for you. Just send us your item and we will take care of the rest. We can also help you select an item that will distinguish you from the rest and get maximum exposure for your company.



CONFERENCE PROGRAM BOOK ADVERTISING

Stretch your options! This valuable resource is used throughout the conference and all during the year; the conference program book is the perfect place for your company message. From the highly visible back cover ad to a quarter-page commemorative ad, there's something for every budget!

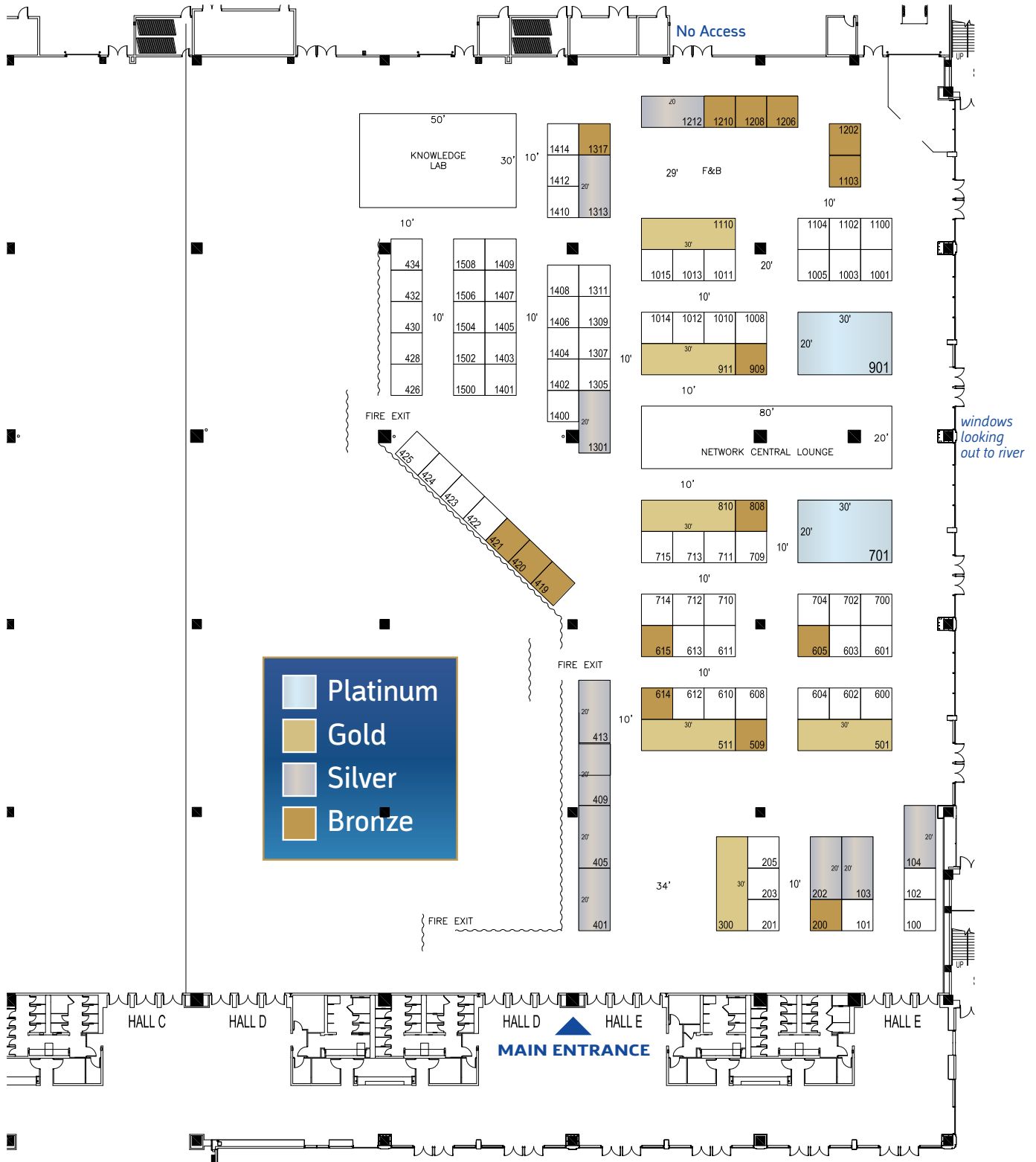
Still unsure about what's best for you? Call Barbara Bienkowski at +1.202.624.1775 or barbarab@meetingmgmt.com to discuss your goals and how an IAM sponsorship can be customized to meet your needs.

Please note, images pictured do not represent final product

Now is the moment to shine! Present your company powerfully with one of our benefit-filled packaged sponsorships. ASTOUNDING value! EXCEPTIONAL amenities!

BENEFITS	Platinum	Gold	Silver	Bronze	Exhibitor
<i>Investment</i>	\$13,500	\$7,350	\$5,350	\$3,375	\$2,250
<i>One Registration @ EARLY BIRD RATE OF \$950</i>					
<i># of Booths (10' x 10')</i>	6	3	2	1	1
<i>Preferred Booth Location</i>					
<i>Exhibit Hall Only Passes</i>	6	5	4	3	2
<i>New Member Reception Pass(es)</i>	3	1	1		
<i>Opening Reception or Closing Dinner Pass(es)</i>	5	3	2	1	
<i>Ad in Attendee / Exhibitor Program</i>	Full Page, Color, Inside Front or Inside Back Cover (first come, first choice in placement)	Full Page, Color Opposite Inside Covers or Tab Placement (first come, first choice in placement)	Full Page, Color	Half Page, Color	
<i>Annual Meeting Website Presence</i>	Logo & Link	Logo & Link	Logo	Listing	Listing
<i>Detailed Listing in Conference Program</i>	Full Page	Full Page	Half Page	Listing	Listing
<i>Formal Recognition in Portal Magazine</i>					
<i>Logo On Screen During Key Note Breakfast Session</i>					
<i>Logo at Entrance to Exhibit Hall</i>					
<i>Signage and Distinctive Mention During Social Events</i>					
<i>Logo on Front of Program Cover</i>					
<i>Distinctive Mention During Exhibit Hall Events</i>					
<i>Giveaway / Insert in Tote Bag</i>			+\$500	+\$750	
<i>Reserved Table(s) at Keynote Breakfast</i>	2 Reserved Tables	1 Reserved Table	1 Reserved Table		
<i>Two Reserved Tables at Closing Dinner</i>	2 Reserved Tables	1 Reserved Table			

FLOORPLAN





**IAM 50th ANNUAL MEETING
SPONSOR / EXHIBITOR / ADVERTISING APPLICATION**

(Applications will NOT be accepted until Noon (EST) June 19, 2012)

YOUR NAME <i>(You will serve as coordinator for exhibit, sponsorship or advertising)</i>		
PHONE	E-MAIL	
EXHIBITING COMPANY <i>(as it appears in the IAM Membership Directory)</i>		
CONTACT NAME / TITLE <i>(to appear in the conference program book)</i>		
MAILING ADDRESS <i>(as it appears in the IAM Membership Directory)</i>		
CITY	STATE / REGION	POSTAL CODE
COUNTRY	TELEPHONE	FAX
E-MAIL	WEBSITE	

We wish to exhibit at the Annual Meeting as a(n):

- Platinum Sponsor \$13,500
- Gold Sponsor \$ 7,350
- Silver Sponsor \$ 5,350
- Bronze Sponsor \$ 3,375
- Exhibitor (1 Booth) \$ 2,250

Please indicate your first, second and third choice for booth location.

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

The above pricing includes one full registration at Early Bird Rate.

NAME OF ATTENDEE TO RECEIVE COMPLIMENTARY REGISTRATION	PHONE	E-MAIL
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We wish to participate at the Annual Meeting with a(n):

- Program Back Cover Ad* \$ 3,500
- Full Page Color Tab Ad* \$ 1,500
- Full Page Color Ad* \$ 1,100
- Half Page Color Ad* \$ 825
- ¼ Page Congratulatory Ad \$ 250
- IAM Connect Business Center \$ 6,500
- Bag Sponsor Exclusive \$ 8,000
- Shared \$ 4,000
- Lanyard Sponsorship \$ 7,000
- Bag Insert** \$ 1,500
- On Site Reusable Signage \$ 1,250

**All ads to appear in conference program book*

***Company must supply and ship insert at own expense*

PAYMENT INFORMATION

Payment Type: <input type="checkbox"/> Check or Money Order written in US dollars <i>(Make check payable to: International Association of Movers)</i>			
<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express			
AMOUNT AUTHORIZED: <i>(if credit card payment)</i>	CREDIT CARD NUMBER	SECURITY CODE	EXP DATE
\$			
NAME <i>(As it appears on the card)</i>		AUTHORIZED SIGNATURE	

By making this application, the organization listed above has committed to participate at the level indicated at IAM's 50th Annual Meeting. I have read the Rules and Regulations set forth in the Sponsor and Exhibitor application and further agree to abide by all policies, rules and regulations, including payment.

AUTHORIZED SIGNATURE	DATE	PRINT NAME <i>(If different from contact person above)</i>

Submit application to: IAM
Attn: Barbara Bienkowski
1201 New Jersey Ave., NW
Washington, DC 20001
or FAX to 1-202-624-1766

**For questions, please contact Barbara Bienkowski
at 1-202-624-1775
or barbarab@meetingmgmt.com**

SPONSOR / EXHIBITOR / ADVERTISER AD SPECIFICATIONS

Art work must be submitted electronically to: iamexhibits@meetingmgmt.com. Deadline for submitting all ads and logos is **Wednesday, August 22, 2012**. Failure to submit by **August 22nd**, will result in your company ad, logo, or profile being omitted from the conference program, or conference signage. ***Company profiles must also be uploaded into your Event Rebels record by August 22nd.***

THERE WILL BE NO EXCEPTIONS!

SPECIFICATIONS:

- Logos:** 300 min dpi resolution
EPS Vector or Adobe Illustrator format, scalable
- Ads:** 300 min dpi resolution, CMYK Color
EPS, TIFF or Quark (version 4.1 or later with fonts included)
Full page ad – 7.375 inches x 10 inches
Half page ad – 7.375 inches x 5 inches

COMPANY DESCRIPTION:

Please note that if your description is longer than the listed length, it will be edited to fit our established parameters. For sponsors, length includes company location and contact information

- Platinum Sponsor – full page
- Gold Sponsor – full page
- Silver Sponsor – full page
- Bronze Sponsor – half page
- Exhibitor – 100 words or less

SPONSOR AND EXHIBITOR RULES AND REGULATIONS

IAM 50th Annual Meeting

All Exhibitors & Sponsors, by submission of their application, agree to abide by the following regulations:

1. **ELIGIBILITY:** At least one company representative must be registered for the meeting to reserve a booth, and exhibiting company must be a member in good standing at the time of booth reservation.
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. International Association of Movers (IAM) / Meeting Management Services (MMS) reserve the right to make final assignments. Within these rules, decisions regarding space are solely at the discretion of IAM / MMS.
4. **Exhibit Hours: Setup (hours are subject to change) – 7:30 am – 11:30 am, Wednesday, October 10, 2012.**
Exhibit Hall Hours – 2:00 pm to 5:00 pm, Wednesday, October 10, 2012; 10:00 am – 5:00 pm, Thursday, October 11, 2012; 9:00 am – 5:00 pm Friday, October 12, 2012; and 8:00 am – 2:00 pm, Saturday, October 13, 2012.
Breakdown: 2:00 pm – 5:00 pm, Saturday, October 13, 2012. Hours are subject to change.
5. **Use of Space:** The Exhibitor shall not sublet or share the booth provided by IAM/MMS, nor shall the exhibitor assign this lease in whole or in part without written notice to and approval from IAM / MMS. The Exhibitor, as specified in these rules and regulations, will forfeit space not occupied by the close of the installation period (1:00 pm, October 10, 2012). The space may be resold, reassigned, or used by the exhibit management.
6. **Early Dismantling of Booths:** Exhibits are to remain set up until 2:00 pm, Saturday, October 13, 2012. Early dismantling of booths may result in loss of Exhibitor privileges in future years.
7. **Exclusion:** IAM / MMS reserve 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. IAM / MMS shall have the right to prohibit the use of amplifying equipment or music, which, in its sole discretion, it considers objectionable. IAM / MMS 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 Gaylord National Resort and Conference Center, its owners or managers, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Gaylord National Resort and Conference Center, 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:** IAM / MMS will provide guard service when the exhibit hall is closed and exercise reasonable care for the protection of Exhibitors' material and display. Beyond this, IAM / MMS, 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, or accidents or other causes.
11. **FOOD & BEVERAGE:** If you plan on distributing food and/or beverage from your booth, you must receive prior approval from IAM / MMS and any additional fees that are levied by the Hotel will be your sole responsibility. Please contact IAM / MMS prior to the event to determine the cost associated for your consumable give away.
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, GES has been selected as our official service contractor. GES 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 IAM / MMS and the Hotel. These rules and regulations may be amended at any time by IAM / MMS and the Hotel. All amendments shall be binding on Exhibitors.
15. **Cancellation / Refund:** In the event the Sponsor or Exhibitor cancels its reservation for space or sponsored item, and does so on or before September 14, 2012, the Exhibitor or Sponsor will be refunded the participation fee less a \$500 nonrefundable deposit. Cancellations received after September 14, 2012 will forfeit the entire fee. No refunds will be made if exhibit space is not used or for space not used part of the time.

The foregoing regulations have been formulated for the best interest of all parties