

ASSOCIATION FOR CONFLICT RESOLUTION

SEVENTH ANNUAL CONFERENCE

RETHINKING THE TABLE: PEOPLE, PLACES AND PRACTICES

OCTOBER 24-27, 2007

PHOENIX CONVENTION CENTER/HYATT REGENCY PHOENIX
PHOENIX, ARIZONA

EXHIBITING, ADVERTISING AND SPONSORSHIP

INVITATION

The Association for Conflict Resolution (ACR) invites you to join us at our Seventh Annual Conference. Add your organization, business or school to our circle of supporters by becoming a conference exhibitor, advertiser or sponsor. Select the opportunities that are best for you and return the Order Form & Contract on page 5 to ensure your visibility in the months leading up to and at this year's conference.

Exhibiting, advertising or sponsorship for the 2007 Conference provides you with opportunities to:

- Promote your organization, business or school to those in the conflict resolution field.
- Meet over 1,200 practitioners, trainers, educators, and students, and create new business relationships and sales or recruitment leads.
- Be visible! Have your name and logo prominently displayed in publications, on signs and on the conference website.
- Stay informed about issues and trends in conflict resolution by participating in educational sessions and advanced trainings.

For more information, call (202) 464-9700
or e-mail conferences@ACRnet.org

ABOUT THE CONFERENCE

- ACR is a multi-disciplinary professional conflict resolution association with over 5,000 members.
- The Annual Conference draws over 1,200 attendees including mediators, arbitrators, facilitators, trainers, researchers, educators, ombuds and others interested in conflict resolution.
- The program features many of the most highly respected and popular trainers in the field and offers a wide range of high quality educational sessions.
- The program is promoted through various print and electronic publications. The conference brochure reaches over 25,000 individuals and businesses by mail and is posted on the conference website.
- There are many valuable opportunities to informally connect with attendees at receptions and events.
- Exhibitors are situated in a prominent location at the conference and have many opportunities to network with attendees.



**Association for
Conflict Resolution**

1015 18th Street, NW, Suite 1150
Washington, D.C. 20036

ASSOCIATION FOR CONFLICT RESOLUTION

Seventh Annual Conference | October 24-27, 2007
Phoenix, Arizona

EXHIBITING AND ADVERTISING OPPORTUNITIES

EXHIBITING

Exhibiting at the ACR Annual Conference is an excellent way to promote your products, services and programs. The Exhibit Hall offers a prime location for networking with new and returning clients. It is the site of twice daily coffee breaks and the well-attended Exhibitor's Reception showcasing exhibitors.

All Exhibitors Receive:

- Skirted table and chair
- Identification sign
- Acknowledgment in on-site brochure and on conference website
- Attendee list
- Admission to all evening receptions and the membership breakfast
- Discounted conference registration

Exhibit Table Rates:

Double Table	12' x 30"	\$1,450
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Full Table	6' x 30"	\$1,000
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Half Table	3' x 30"	\$575
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Exhibit Hall Schedule:

Move-in: Wed. October 24, 2:00 p.m. — 5:30 p.m.

Thurs. October 25, 9:00 a.m. — 7:30 p.m.

Fri. October 26, 9:00 a.m. — 5:30 p.m.

Sat. October 27, 9:00 a.m. — 12:30 p.m.

Move-out: Sat. October 27, 12:30 p.m. — 3:00 p.m.

Contract and payment due by **September 1, 2007**.

ADVERTISING

Advertise in one or both brochures

Conference Brochure (Circulation: 25,000)

The conference brochure announces the conference and includes the schedule of sessions and events. It is mailed to 25,000 conflict resolution practitioners, institutions and businesses, and is posted on the conference website. It guarantees the widest exposure to a targeted audience.

Full Page	7" x 9"	Black/White	\$1,000
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Half Page	7" x 4.5"	Black/White	\$750
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Quarter Page	3" x 4.5"	Black/White	\$550
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Business Card	3.5" x 2"	Black/White	\$350
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Contract, payment and ad copy due by **June 22, 2007**.

File format: high resolution PDF (minimum 300 dpi).

Please e-mail ad to: conferences@ACRnet.org

On-Site Brochure (Circulation: 1,200)

The on-site brochure is given to conference attendees upon arrival. It includes a schedule of sessions and events, program updates and conference center maps. Most attendees refer to it frequently.

Back Cover	7" x 9"	4-Color	\$1,000
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Full Page	7" x 9"	Black/White	\$750
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Half Page	7" x 4.5"	Black/White	\$550
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Quarter Page	3" x 4.5"	Black/White	\$350
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Business Card	3.5" x 2"	Black/White	\$250
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Contract, payment and ad copy due by **September 1, 2007**.

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SPONSORSHIP OPPORTUNITIES

Sponsorship is an ideal way to raise your visibility
and deliver a message of commitment to the conflict resolution field.

Benefit for 2007	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Conference Brochure (Circulation: 25,000)	Full Page Ad	Full Page Ad	Half Page Ad
On-Site Brochure (Circulation: 1,200)	Full Page Ad	Full Page Ad	Half Page Ad
Exhibit Table	Double	Full	Full
Conference Registration	2 Complimentary	1 Complimentary	1 Complimentary
Event Sponsorship	Primary Event (see page 4)	Secondary Event (see page 4)	Not Included
ACResolution Magazine	Half Page Ad	1/6 Page Ad	1/6 Page Ad
Price	\$7,500	\$5,000	\$3,500

All Sponsors also Receive:

- Exclusive recognition at sponsored event
- Advertising at key conference events
- Banner or sign in prominent location in hotel and conference center
- Acknowledgment in on-site brochure
- Listing on conference website
- Attendee list

Contract, payment and ad copy due by **June 22, 2007**.
File format: High Resolution PDF (minimum 300 dpi).
Please email ad to: conferences@ACRnet.org

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EVENTS AND PROMOTIONS

Event Sponsors Receive:

- **Event Advertising:** Your name and logo will be exclusively displayed on a large screen or sign at the sponsored event.
- **Website Advertising:** Your name and logo will be featured prominently on the conference website.

PRIMARY EVENTS

Available with Platinum sponsorship package or as freestanding sponsorship for \$2,500 each.

Choice of Primary Events:

Western Welcome Reception

Be the first to welcome attendees at this popular event. They will see your name first as they arrive at the conference.

Keynote Plenary Session

As the first session of the main conference, this event guarantees high visibility and offers you the opportunity to honor this year's keynote speaker.

Exhibitors Reception

Enjoy the spotlight as the sponsor of this enjoyable event. Attendees have the opportunity to socialize, network, meet exhibitors, and view products and services in the Exhibit Hall.

Presidential Luncheon

This meal and awards presentation is a focal point of the conference and your opportunity to reach a large number of attendees.

SECONDARY EVENTS

Available with Gold sponsorship package or as freestanding sponsorship for \$1,250 each.

Choice of Secondary Events:

Membership Meeting Breakfast

This continental breakfast is the annual business meeting for members of ACR.

New Member Breakfast

Members who joined ACR during the past year attend this informational and networking event.

Silent Auction

This event gives attendees a chance to have fun while networking with colleagues.

Coffee Breaks

Reach attendees at a coffee break; advertise with a well-placed sign on the refreshment table.

PROMOTIONS

Volunteer T-Shirts

Be everywhere at once! Volunteers stationed throughout the conference center wear distinctive t-shirts. Promote your name and logo on the volunteer t-shirts.

\$1,000

Registration Tote Bags

Maintain your visibility well beyond the conference. Every attendee receives a tote bag with your name and logo.

\$2,500

For more information, call (202) 464-9700
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ORDER FORM & CONTRACT

Check all that apply

EXHIBITING

- | | | | |
|--------------------------|--------------|-----------|---------|
| <input type="checkbox"/> | Double Table | 12' x 30" | \$1,450 |
| <input type="checkbox"/> | Full Table | 6' x 30" | \$1,000 |
| <input type="checkbox"/> | Half Table | 3' x 30" | \$575 |

ADVERTISING

Conference Brochure (Circulation 25,000)

- | | | | | |
|--------------------------|---------------|-----|-----------|---------|
| <input type="checkbox"/> | Full Page | B/W | 7" x 9" | \$1,000 |
| <input type="checkbox"/> | Half Page | B/W | 7" x 4.5" | \$750 |
| <input type="checkbox"/> | Quarter Page | B/W | 3" x 4.5" | \$550 |
| <input type="checkbox"/> | Business Card | B/W | 3.5" x 2" | \$350 |

On-Site Brochure (Circulation 1,200)

- | | | | | |
|--------------------------|---------------|---------|-----------|---------|
| <input type="checkbox"/> | Back Cover | 4-color | 7" x 9" | \$1,000 |
| <input type="checkbox"/> | Full Page | B/W | 7" x 9" | \$750 |
| <input type="checkbox"/> | Half Page | B/W | 7" x 4.5" | \$550 |
| <input type="checkbox"/> | Quarter Page | B/W | 3" x 4.5" | \$350 |
| <input type="checkbox"/> | Business Card | B/W | 3.5" x 2" | \$250 |

SPONSORSHIP

- Platinum Sponsor** **\$7,500**

*Indicate your first and second choices of a primary event
(Included for Platinum Sponsors—\$2,500 freestanding):*

- Western Welcome Reception
 Keynote Plenary Session
 Exhibitors Reception
 Presidential Luncheon

- Gold Sponsor** **\$5,000**

*Indicate your first and second choices of a secondary event
(Included for Gold Sponsors — \$1,250 freestanding):*

- Membership Meeting Breakfast
 New Member Breakfast
 Silent Auction
 Coffee Break

- Silver Sponsor** **\$3,500**

PROMOTIONS

- | | | |
|--------------------------|------------------------|---------|
| <input type="checkbox"/> | Volunteer T-Shirts | \$1,000 |
| <input type="checkbox"/> | Registration Tote Bags | \$2,500 |

Total: \$ _____

VENDOR INFORMATION

Organization/Business/Institution Name

Contact Person

Mailing Address

City/State/Zip

Daytime Telephone

Evening Telephone

Fax

E-mail

I/We agree to comply with the Exhibitor/Advertiser/Sponsor Agreement on page 6.

Signature

PAYMENT INFORMATION

Check enclosed for \$_____ in U.S. funds made payable to Association for Conflict Resolution.

I hereby authorize ACR to charge my MasterCard/Visa/AmEx (circle one) in the amount of \$_____

Card Number

Expiration Date

Name on Card

Authorized Signature

Please fax contract to (202)464-9720 or mail to:
Association for Conflict Resolution, 1015 18th St. NW, Suite 1150, Washington, D.C. 20036

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EXHIBITOR, ADVERTISER AND SPONSOR AGREEMENT

Acceptance of Applications. ACR reserves the right to determine which Exhibitors, Advertisers and Sponsors to accept based upon space availability, appropriateness, relevance to the character and objectives of the conference, timeliness and other similar criteria. Space is limited, apply early.

Exhibitor Agreement.

1. **Exhibit Space Assignment.** Exhibit space is assigned after receipt of required booth fees and completed Order Form & Contract. ACR cannot guarantee a booth location, but will attempt to avoid placement next to competitors.
2. **Electricity, Audio-Visual Equipment, Telephone Lines and Internet Access.** Exhibitors are responsible for any charges incurred for special services or requirements including, but not limited to, special electrical service, power strips and extension cords, audio-visual equipment, telephone lines and Internet access. Exhibitors are responsible for notifying ACR in advance about any electrical, audio-visual or Internet access needs.
3. **Audio-Visual Components of Exhibits.** Exhibitors shall regulate sound level and lighting of the audio-visual components of their exhibits so they do not disrupt or obstruct other exhibits.
4. **Insurance.** Exhibitors wishing to insure their exhibit materials, goods and/or wares against theft, damage by fire, accident, or loss of any kind must do so at their own expense. Neither ACR nor the Phoenix Convention Center maintain insurance covering Exhibitor's property. ACR will not accept liability for any loss or damage sustained by Exhibitors. The Exhibit Hall will be locked during hours that it is closed, but this is not a guarantee against loss or theft of any kind.
5. **Liability.** Each Exhibitor agrees to protect, defend, indemnify, and hold harmless ACR and the Phoenix Convention Center, and their owners, parents, subsidiaries, affiliates, agents, officers, directors and/or employees against all claims, losses or damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by the Exhibitor's installation, removal, maintenance, occupancy or use of the exhibit premises, excluding any such liability caused by the sole gross negligence of the Phoenix Convention Center and its employees or agents. Exhibitors shall obtain and keep in force during the installation and use of the exhibit premises insurance coverage in such amounts sufficient to comply with these obligations and for their own protection.
6. **Termination of Exhibit.** ACR is not liable for the fulfillment of this agreement if exhibit space cannot be provided due to damage to the building or exhibit space by fire, water, smoke, accident, strikes, the authority of law, or any other cause beyond its control. In the event of cancellation due to one of these causes, ACR will refund exhibit fees less expenses incurred by ACR in connection with the exhibits.

Advertiser Agreement. Ads must arrive electronically by publication deadlines. An additional fee may apply if ads do not arrive in proper format which is black and white, high resolution PDF (minimum 300 dpi).

Refunds and Cancellations. All requests for refunds must be made in writing. No refunds for ads after brochure has gone to print. Written notice of cancellation of exhibit space received by October 5, 2007 will be issued a full refund minus \$100.00 administrative fee. After October 5, 2007 no refunds except in case of documented medical emergency or other extenuating circumstance approved by ACR.