



Sponsorship & Advertising OPPORTUNITIES



DO YOU WANT TO...

- ▲ Increase Your Visibility?
- ▲ Boost Your Brand Awareness?
- ▲ Attract New Customers?

THEN YOU SHOULD CONSIDER A WIN-WIN PARTNERSHIP WITH AWC!

Advertising & Marketing Opportunities



Through our innovative Marketing Opportunities program, you can put your company in front of our membership. We value our corporate relationships and want your AWC experience to be mutually beneficial for you and AWC.

Do You Need...

- ▲ **Visibility?**
- ▲ **Brand Awareness?**
- ▲ **New Customers?**
- ▲ **New Clients?**

If you answered yes to any of the above, read on to learn more about AWC and our marketing opportunities! Our goal is to cater to your business marketing needs and deliver results.

Who Belongs to AWC?

The Association for Women in Communications, with more than 3,500 active members and a community of more than 7,500, is a professional organization, founded in 1909, that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.

The results of an AWC member survey revealed the following demographics:



▲ **AGE:** Range from 18 to 90-plus with an average age of 41

▲ **GENDER:** Majority women

▲ **EDUCATION:** 94% hold an undergraduate degree; 47% hold graduate degrees or higher

▲ **OCCUPATION SECTOR:** 55% for-profit companies

▲ **EMPLOYER SIZE:** Majority work in companies with fewer than 100 employees and are salaried, full-time employees

▲ **OCCUPATION TYPE:** 50% work in public relations, marketing or communications management; others work in fields including journalism, graphic design, photography, web development and publishing

▲ **POSITION:** Approximately 40% are in the executive or management roles

How Can You Reach Your Prospective Customers & Clients?



AWC has developed a comprehensive sponsorship and advertising program that will allow sponsors the opportunity to choose what works best for them. The opportunities for visibility include annual sponsorships, Conference sponsorships, print and web advertising and many other possibilities.

Who Attends the Annual AWC National Conference?

The Annual AWC National Conference has an attendance ranging from 150 – 300 attendees over the past few years. Attendees are mostly AWC members, but many nonmembers have been attracted from all over the nation and the world. Mainly consisting of decision makers and those with purchasing power, the Annual AWC National Conference is a great place to gain visibility for your product or service.

Past Exhibitors, Advertisers and Sponsors

AARP Missouri	Microsoft
ABC News	Motorola
AT&T	Morris Communications
Atlanta Constitution	NBC
Ad Management Insights LLC	Nancy Lopez Golf
Adobe Systems	New England Financial
American Marketing Association	Newsweek
American State Bank	O'Dwyer
Association Resource Collaborative	OMM Productions
Bolger	Philosophy Communications
Burrelle's Information Services	PR Newswire
Business Wire	Prospera
Comcast	Prudential Financial
Coors	RadioShack
Children's TV Workshop	The Smithsonian
Detroit Free Press	South Plains Electric Cooperative, Inc.
Dow Jones Company	Sprint Nextel
Forbes	The Boston Globe
Footjoy	TIME Magazine
Gannett	Titleist
Gateway	Univeristy of Medicine and Dentistry of NJ
Golf Digest Woman	USA WEEKEND
Graphic Data, LLC	Wells Fargo
HBO	Xerox
Hewlett Packard	Zenith Woman
Mercury	And many more...



AWC will be celebrating its 100th Anniversary in 2009 and is positioning itself for another successful 100 years! Get involved in AWC now and be part of the 100th Anniversary celebration!

ANNUAL AWC SPONSORSHIPS

Platinum - \$25,000

BENEFITS:

- 1 Logo and link to your company Web site on AWC Web site for one year
 - a. Home page
 - b. Sponsor page
- 2 Corporate profile (up to 100 words) on sponsor page of AWC Web site for one-year
- 3 Access to AWC's membership for two (2) mailings per year (at sponsor's cost) through a bonded mail house
- 4 Recognition in newsletters, e-mails, other marketing materials, etc. for one-year
- 5 Ad space as follows:
 - a. Print
 - i. AWC National Conference Program – full page black & white ad (option to upgrade to four-color)
 - b. Electronic
 - i. Communiqué – full page four-color ad for one-year (6 issues)
- 6 AWC National Conference benefits:
 - a. Four (4) complimentary registrations to Conference
 - b. Four (4) complimentary tickets to Clarion/Matrix Awards Dinner with VIP seating
 - c. Three (3) Professional Communicator Scholarships to attend Conference in sponsor's name
 - d. Three (3) Student Scholarships to attend Conference in sponsor's name
 - e. Recognition on show sponsorship signage
 - f. 25% discount on event sponsorship
 - g. Logo, 100-word company description in Conference program
 - h. One time pre and post show mailing to Conference attendees (at sponsor's cost)
 - i. Complimentary exhibit table (table top)
 - j. Introduction of one general session speaker of choice (first come, first serve), with 5-minute company presentation
 - k. Recognition at Clarion/Matrix Awards Dinner/ presentation of plaque
- 7 Ten (10) complimentary Job Board listings in one-year period

Gold - \$15,000

BENEFITS:

- 1 Logo and link to your company Web site on AWC Web site sponsor page for one-year
- 2 Corporate profile (up to 75 words) on sponsor page of Web site for one-year
- 3 Recognition in newsletters, e-mails, other marketing materials, etc. for one-year
- 4 Ad space as follows:
 - a. Print
 - i. AWC National Conference Program – ½-page black & white ad
 - b. Electronic
 - i. Communiqué – ½-page four-color ad for one-year (6 issues)
- 5 AWC National Conference benefits:
 - a. Two (2) complimentary registrations to Conference
 - b. Two (2) complimentary tickets to Clarion/Matrix Awards Dinner with VIP seating
 - c. Three (3) Professional Communicator Scholarships to Conference in sponsor's name
 - d. Two (2) Student Scholarships to Conference in sponsor's name
 - e. Recognition on show sponsorship signage
 - f. Logo, ½-page black & white ad, 75-word company description in Conference program
 - g. Complimentary exhibit table (table top)
 - h. Introduction of one general session speaker of choice (first come, first serve), with up to a 3-minute company presentation
 - i. Recognition at Clarion/Matrix Awards Dinner
- 6 Seven (7) complimentary Job Board listings in one-year period

Silver - \$10,000

BENEFITS:

- 1 Logo and link to your company Web site on AWC Web site sponsor page for one year
- 2 Corporate profile (up to 50 words) on sponsor page of Web site for one year
- 3 Recognition in newsletters, e-mails, other marketing materials, etc. for one-year

- 4 Ad space as follows:
 - a. Print
 - i. AWC National Conference Program – ¼-page black & white ad
 - b. Electronic
 - i. Communiqué – ¼-page four-color ad for one year (6 issues)
- 5 AWC National Conference benefits:
 - a. Two (2) complimentary registrations to Conference
 - b. One (1) Professional Communicator Scholarship to Conference in sponsor's name
 - c. Recognition on show sponsorship signage
 - d. Logo, 1/4 page black & white ad, 50-word company description in Conference program
 - e. Complimentary exhibit table (table top)
 - f. Recognition at Clarion/Matrix Awards Dinner
- 6 Five (5) complimentary Job Board listings in one-year period

Bronze - \$5,000

BENEFITS:

- 1 Logo and link to your company Web site on AWC Web site sponsor page for one year
- 2 Corporate profile (up to 25 words) on sponsor page of Web site for one year
- 3 Recognition in newsletters, e-mails, other marketing materials, etc. for one year
- 4 Ad space as follows:
 - a. Print
 - i. AWC National Conference Program – 1/8-page black & white ad
 - b. Electronic
 - i. Communiqué – 1/8-page four-color ad for one year (6 issues)
- 5 AWC National Conference benefits:
 - a. Two (2) complimentary registrations to Conference
 - b. Recognition on show sponsorship signage
 - c. Logo, 1/8-page ad, and 25-word company description in Conference program
 - d. Complimentary exhibit table (table top)
- 6 Three (3) complimentary Job Board listings in one-year period

SPECIAL

AWC Event & Product Sponsorships

Clarion Competition - \$2,500

BENEFITS:

- 1 Logo and link to your company Web site on AWC Web site for one-year
 - a. Sponsor page
 - b. Clarion page
- 2 Recognition in Clarion marketing materials for one-year
- 3 AWC National Conference benefits:
 - a. Two (2) complimentary tickets to Clarion/Matrix Awards Dinner with VIP seating

Webinar - \$1,500

BENEFITS:

- 1 Logo and link to your company Web site on AWC Web site sponsor page for one year
- 2 Recognition in newsletter and sponsored Webinar marketing e-mails
- 3 Recognition in sponsored Webinar materials
- 4 Two (2) complimentary registrations for sponsored Webinar

Job Board - \$1,000 (monthly)

BENEFITS:

- 1 Logo and link to your company Web site on AWC Web site sponsor page for one month
- 2 Recognition in newsletter, e-mails, and other marketing materials, etc. for one month
- 3 Four-color banner ad on job board pages for one month
- 4 Two (2) complimentary Job Board listings in one-year period

ADVERTISING OPPORTUNITIES

Communiqué

The Communiqué is a bi monthly, four-color electronic newsletter e-mailed to all AWC members. The Communiqué features articles on hot topics in the communications industry and informs readers about what is going on in the AWC community. Ads are reviewed for acceptance into the publication. AWC reserves the right to reject an ad for any reason.

Ad Size	Price (per issue)	Dimension	File Type Accepted
Full Page	\$995.00	7 1/2" x 10"	EPS, PDF, TIF or JPEG
1/2-Page - horizontal	\$495.00	7 1/2" x 4 1/2"	EPS, PDF, TIF or JPEG
1/4-Page	\$275.00	3 1/2" x 4 3/4"	EPS, PDF, TIF or JPEG
1/8-Page	\$125.00	3 1/2" x 2 1/4"	EPS, PDF, TIF or JPEG

AWC Web Site

The AWC Web site is updated regularly and includes many resources for members and nonmembers. With an average of 166,000 hits per month and more than 5,000 unique viewers per month, exposure on the AWC Web site is sure to provide the visibility expected!

Ad Type	Price (monthly rate)	Dimension	File Type Accepted
Banner Ad	\$750.00	TBD	EPS, PDF, TIF or JPEG
Button Ad	\$450.00	TBD	EPS, PDF, TIF or JPEG

Job Board

The AWC Job Board, Career Connections, was started in early 2007 and already has had thousands of jobs and hundreds of resumes posted. Post your ad on AWC's Career Connections to increase your exposure to high caliber communicators and the companies that hire them!

Ad Type	Price (monthly rate)	Dimension	File Type Accepted
Banner Ad	\$750.00	TBD	EPS, PDF, TIF or JPEG
Button Ad	\$450.00	TBD	EPS, PDF, TIF or JPEG

Annual AWC National Conference

Official Conference Sponsor - \$10,000

BENEFITS:

1. Five (5) complimentary Conference registrations
2. Ten (10) complimentary Clarion/Matrix Dinner tickets
3. Ten (10) complimentary Headliner Luncheon tickets
4. Most prominent logo exposure on Conference marketing materials (electronic and print)
5. Most prominent logo and link to your company Web site on AWC Conference home page
6. Logo, link to your company Web site, and 100-word company description on sponsor page of Conference Web site
7. Complimentary exhibit table
8. Full-page black & white ad in Conference program (option to upgrade to four-color)
9. Introduction of one general session speaker of choice (first come, first serve) with an up to 5-minute company presentation
10. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
11. Product literature distributed in Conference tote bag
12. One time pre and post show mailing to Conference attendees (at sponsor's cost) through a bonded mail house
13. Recognition from podium during Conference
14. One-time ½-page four-color ad in Communiqué (bi monthly electronic newsletter)

AWC National Conference Event Sponsorships

Clarion/Matrix Dinner Sponsor - \$7,500 (1 available)

BENEFITS:

1. Ten (10) complimentary Clarion/Matrix Dinner tickets
2. Five (5) complimentary Headliner Luncheon tickets
3. Exclusive logo exposure on dinner signage
4. Company/product literature distributed at dinner
5. Logo exposure on Conference marketing materials (electronic and print)

6. Logo, 75-word company description, and link to your company Web site on sponsor page of Conference Web site
7. 50% discount on exhibit table
8. ½-page black & white ad in Conference program
9. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
10. Up to a 5-minute company presentation at dinner

Headliner Luncheon Sponsor - \$6,000 (1 available)

BENEFITS:

1. Ten (10) complimentary Headliner Luncheon tickets
2. Three (3) complimentary Clarion/Matrix Dinner tickets
3. Exclusive logo exposure on luncheon signage
4. Company/product literature distributed at luncheon
5. Logo exposure on Conference marketing materials (electronic and print)
6. Logo, 50-word company description, and link to your company Web site on sponsor page of Conference Web site
7. 35% discount on exhibit table
8. ¼-page black & white ad in Conference program
9. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
10. Up to 3-minute company presentation at luncheon

Clarion Reception Sponsor - \$3,500 (1 available)

BENEFITS:

1. Seven (7) complimentary Clarion/Matrix Dinner tickets
2. Exclusive logo exposure on reception signage
3. Company/product literature distributed at reception
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo, 25-word company description, and link to your company Web site on sponsor page of Conference Web site
6. 30% discount on exhibit table
7. 1/8-page black & white ad in Conference program
8. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
9. Up to 3-minute company presentation at reception

Welcome Reception Sponsor - \$2,000 (1 available)

BENEFITS:

1. Five (5) complimentary Clarion/Matrix Dinner tickets
2. Exclusive logo exposure on reception signage
3. Company/product literature distributed at reception
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo, 25-word company description, and link to your company Web site on sponsor page of Conference Web site
6. 25% discount on exhibit table
7. 1/8-page black & white ad in Conference program
8. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
9. Up to 3-minute company presentation at reception

Night-Out Sponsor - \$2,000 (1 available)

BENEFITS:

1. Five (5) complimentary Clarion/Matrix Dinner tickets
2. Exclusive logo exposure on event signage
3. Company/product literature included in Conference registration bag
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo, 25-word company description, and link to your company Web site on sponsor page of Conference Web site
6. 25% discount on exhibit table
7. 1/8-page black & white ad in Conference program
8. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
9. Up to 3-minute company presentation at event

General Session Sponsor - \$1,500 (2 available)

BENEFITS:

1. Four (4) complimentary Clarion/Matrix Dinner tickets
2. Exclusive logo exposure on session signage
3. Company/product literature distributed at session
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo and link to your company Web site on sponsor page of Conference Web site
6. 20% discount on exhibit table

7. Logo in Conference program
8. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
9. Up to 2-minute company presentation at session

Single Session Sponsor - \$750 (4 available)

BENEFITS:

1. Three (3) complimentary Clarion/Matrix Dinner tickets
2. Exclusive logo exposure on session signage
3. Company/product literature distributed at session
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo and link to your company Web site on sponsor page of Conference Web site
6. 15% discount on exhibit table
7. Logo in Conference program
8. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
9. Up to 2-minute company presentation at session

Chapter Award Breakfast Sponsor - \$600 (1 available)

BENEFITS:

1. Two (2) complimentary Clarion/Matrix Dinner tickets
2. Exclusive logo exposure on breakfast signage
3. Company/product literature distributed at breakfast
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo and link to your company Web site on sponsor page of Conference Web site
6. 10% discount on exhibit table
7. Logo in Conference program
8. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
9. Up to 2-minute company presentation at breakfast

Breakfast Sponsor - \$500 (1 available)

BENEFITS:

1. Two (2) complimentary Clarion/Matrix Dinner tickets
2. Exclusive logo exposure on breakfast signage
3. Company/product literature distributed at breakfast

4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo and link to your company Web site on sponsor page of Conference Web site
6. 10% discount on exhibit table
7. Logo in Conference program
8. Up to a 2-minute company presentation at breakfast

AWC National Conference Item Sponsorships

Flash Drive Sponsor - \$3,500 (1 available)

BENEFITS:

1. Exclusive logo exposure on flash drives (company responsible for purchasing drives which must include AWC/Conference logo)
2. Company/product literature loaded onto drives (must be approved by AWC)
3. Logo exposure on Conference marketing materials (electronic and print)
4. Logo and link to your company Web site on sponsor page of Conference Web site
5. 1/8-page black & white ad in Conference program
6. Recognition on show sponsorship signage (except for exclusively sponsored events)

Hot Zone Sponsor - \$2,000 (1 available)

BENEFITS:

1. Exclusive logo exposure on Hot Zone signage
2. Company/product literature distributed at Hot Zone
3. Screensaver will feature a scrolling banner with sponsor names on each screen
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo and link to your company Web site on sponsor page of Conference Web site
6. Logo and 1/8-page black & white ad in Conference program
7. Recognition on show sponsorship signage (except for exclusively sponsored events)

Tote Bag Sponsor - \$1,500 (1 available)

BENEFITS:

1. Exclusive logo exposure on tote bag (company responsible for purchasing bag which must also include AWC logo and Conference text)
2. Company/product literature inserted in totes (must be approved by AWC)
3. Logo exposure on Conference marketing materials (electronic and print)
4. Logo and link to your company Web site on sponsor page of Conference Web site
5. Logo and 1/8-page black & white ad in Conference program
6. Recognition on show sponsorship signage (except for exclusively sponsored events)

Lanyard Sponsor - \$1,500 (1 available)

BENEFITS:

1. Exclusive logo exposure on lanyards (company responsible for purchasing lanyards which must also include AWC logo and Conference text)
2. Logo exposure on Conference marketing materials (electronic and print)
3. Logo and link to your company Web site on sponsor page of Conference Web site
4. Logo and 1/8-page black & white ad in Conference program
5. Recognition on show sponsorship signage (except for exclusively sponsored events)

Bookstore Sponsor - \$1,500 (1 available)

BENEFITS:

1. Exclusive logo exposure on bookstore signage
2. Company/product literature distributed at bookstore
3. Logo exposure on Conference marketing materials (electronic and print)
4. Logo and link to your company Web site on sponsor page of Conference Web site
5. Logo and 1/8-page ad in Conference program
6. Recognition on show sponsorship signage (except for exclusively sponsored events)

AWC National Conference Additional Options

6' Exhibit Table and 1/4-page black & white ad in Conference program - \$650

AWC National Conference Scholarships

Annual Conference Professional Communicator Scholarship - \$1,250

BENEFITS:

1. One (1) professional communicator (selected by AWC) will receive a full Conference registration
2. Sponsor receives one (1) full Conference registration
3. Sponsor receives recognition in Conference program

Annual Conference Student Scholarship - \$ 600

BENEFITS:

1. One (1) student communicator (selected by AWC) will receive a full Conference registration
2. Sponsor receives recognition in Conference program

AWC National Conference Exhibit Opportunity

Exhibitors are given the opportunity to display products/services in the exhibit area and upon receiving written permission from AWC have the right to sell their goods and services during the Conference hours.

Table Size	Price	Space Includes
Two 6' Tables	\$750.00	Skirted table, two chairs and trash bin
6' Table	\$500.00	Skirted table, two chairs and trash bin

AWC National Conference Program Advertising

The Conference program will be distributed to all Conference attendees and include bios and descriptions of all speakers and sessions. Attendees will be sure to carry their programs with them for all three days of the Conference and keep as a reference after the close – a great way to make a lasting impression!

Ad Size	Price	Dimension	File Type Accepted	Color/B&W
Full Page - Back Cover	\$995.00	7 1/2" x 10"	High resolution (300 dpi) EPS, PDF, TIF or JPEG	4-Color
Full Page - Inside Front Cover	\$850.00	7 1/2" x 10"	High resolution (300 dpi) EPS, PDF, TIF or JPEG	4-Color
Full Page - Inside Back Cover	\$750.00	7 1/2" x 10"	High resolution (300 dpi) EPS, PDF, TIF or JPEG	4-Color
Full Page	\$650.00	7 1/2" x 10"	High resolution (300 dpi) EPS, PDF, TIF or JPEG	B&W
1/2-Page - Horizontal	\$400.00	7 1/2" x 4 1/2"	High resolution (300 dpi) EPS, PDF, TIF or JPEG	B&W
1/4-Page	\$250.00	3 1/2" x 4 3/4"	High resolution (300 dpi) EPS, PDF, TIF or JPEG	B&W
1/8-Page	\$100.00	3 1/2" x 2 1/4"	High resolution (300 dpi) EPS, PDF, TIF or JPEG	B&W

2009 Sponsorship, Exhibit, & Advertising Opportunities Contract

Name: _____ Title: _____

Company/Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____ Company Web site: _____

Work Phone: _____ Fax: _____ Email: _____

AWC Member: Yes No Date Joined: _____ Chapter: _____ Independent

Sponsorship Opportunities

Annual Sponsorships

- Platinum - \$25,000
- Gold - \$15,000
- Silver - \$10,000
- Bronze - \$5,000

Item Sponsorships

- Clarion Competition - \$2,500
- Webinar - \$1,500
- Job Board (monthly) - \$1,000

Conference Event Sponsorships

- Official Conference Sponsor - \$10,000
- Matrix & Clarion Dinner Sponsor - \$7,500
- Headliner Luncheon - \$6,000
- Clarion Reception Sponsor - \$3,500
- Welcome Reception Sponsor - \$2,000
- Night-Out Sponsor - \$2,000
- General Session Sponsor - \$1,500
- Single Session Sponsor - \$750
- Chapter Award Breakfast Sponsor - \$600
- Breakfast Sponsor - \$500

Conference Item Sponsorships

- Flash Drive Sponsor - \$3,500
- Hot Zone Sponsor - \$2,000
- Tote Bag Sponsor - \$1,500
- Lanyard Sponsor - \$1,500
- Bookstore Sponsor - \$1,500
- Professional Communicator Scholarship - \$1,250
- Student Scholarship - \$500

Exhibit Opportunities

- 6' Exhibit Table - \$500
- Two (2) 6' Exhibit Tables - \$750
- 6' Exhibit Table and ¼ page ad in Conference Program - \$650

Advertising Opportunities

Communiqué

- Full Page - \$995
- 1/2 Page - \$495
- 1/4 Page - \$275
- 1/8 Page - \$125

Website

- Banner Ad - \$750
 - Button Ad - \$450
- ### Job Board
- Banner Ad - \$750
 - Button Ad - \$450

Conference Program

- Full Page (back cover) - \$995
- Full Page (inside front cover) - \$850
- Full Page (inside back cover) - \$750
- Full Page - \$650
- 1/2 Page - \$400
- 1/4 Page - \$250
- 1/8 Page - \$100

Payment Information

Total Amount Due: _____ Payment Type: Check Credit Card Credit Card #: _____ Exp. Date: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

Cardholder: _____ Signature: _____

Note: Checks should be made out to The Association for Women in Communications and mailed to AWC, 3337 Duke Street, Alexandria, VA 22314

Sponsor/Exhibitor/Advertiser agrees to pay the amounts dues as indicated above and comply with the rules and regulations outlined in this Sponsorship, Exhibitor, and Advertising Contract; the Exhibitors Service Kit; and any additional rules, regulations and information as may be adopted by AWC. (Note this application does not become a binding commitment unless and until signed by AWC)

Signature of Authorized Representative of Company Requesting Sponsorship/Exhibit/Advertising Space

Date

The Association for Women in Communications, Pam Valenzuela

Date

Rules and Regulations

1. Purpose: The Association for Women in Communications (AWC) is a professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.

2. Definitions: The term "Sponsor" refers to the organization or person or any of its officers, directors, shareholders, employees, contractors, agents or representatives that applied for sponsorship and agreed to enter this Contract. The term "Exhibitor" refers to the organization or person or any of its officers, directors, shareholders, employees, contractors, agents or representatives that applied for exhibit space rental and agreed to enter this Contract. The term "Advertiser" refers to the organization or person or any of its officers, directors, shareholders, employees, contractors, agents or representatives that applied for advertising and agreed to enter this Contract. The term "Conference" refers to the 2007 AWC National Conference scheduled to be held October 4-6, 2007, in Orlando, Florida, at the Grosvenor Resort. The term "Exhibit Building" refers to the Grosvenor Resort and any of its officers, directors, shareholders, employees, contractors, agents or representatives.

3. Term: The Term of the Contract will commence on the date and year set forth above and will continue as follows:

- 2007 Annual AWC Sponsor – agreement will terminate one year from the date of commencement
- 2007 Conference Sponsor or Exhibitor – agreement will terminate October 6, 2007
- Clarion Competition or Webinar Sponsor - agreement will terminate one year from the date of commencement
- Job Board Sponsor – agreement will terminate one month from the date of commencement
- Advertise in Communiqué – agreement will terminate after contracted ads have run
- Advertise on Website - agreement will terminate one month from the date of commencement
- Advertise on Job Board - agreement will terminate one month from the date of commencement
- Advertise in Conference Program - agreement will terminate October 6, 2007

4. Advertisements: AWC reserves the right to reject any advertisement that it deems is inappropriate. AWC will allow Advertiser the opportunity to submit an alternative advertisement, but will not reimburse Advertiser for any advertising fees paid. AWC also reserves the right to alternate your ad with other ads in a scrolling ad space; you will be notified if this should occur.

5. Sponsorship, Exhibit, and Advertising Contract: The Sponsorship, Exhibit, and Advertising Contract, the official sponsorship, exhibitor, and/or advertising confirmation, and the payment of sponsorship, exhibit space, and/or advertising space together will constitute a contract for the right to sponsor, use exhibit space, and advertise. AWC reserves the right to reject any applications for space, for any reason.

6. Indemnification: This Contract shall not constitute or be considered a partnership, employer-employee relationship, joint venture or agency between AWC and Sponsor, Exhibitor, or Advertiser. Sponsor, Exhibitor, and/or Advertiser hereby agrees to indemnify, defend, save and hold harmless AWC and their subsidiaries, affiliates, related entities, partners, agents, officers, directors, employees, attorneys, heirs, successors, and assigns, and each of them, from and against any and all claims, actions, demands, losses, damages, judgments, settlements, costs and expenses (including reasonable attorneys' fees and expenses), and liabilities of every kind and character whatsoever, which may arise by reason of: (i) any act or omission by Sponsor/Exhibitor/Advertiser or any of its officers, directors, employees, or agents; (ii) any use of Sponsor's/Exhibitor's/Advertiser's name, logo, Web site, or other information, materials, products, or services provided by Sponsor/Exhibitor/Advertiser; and/or (iii) the inaccuracy or breach of any of the covenants, representations and warranties made by Sponsor/Exhibitor/Advertiser in this Contract. This indemnity shall require the payment of costs and expenses by Sponsor/Exhibitor/Advertiser as they occur. AWC shall promptly notify Sponsor/Exhibitor/Advertiser upon receipt of any claim or legal action referenced herein. The provisions herein shall survive any termination or expiration of this Contract.

7. Assignment of Exhibit Space: AWC shall assign the Exhibit Space to the Exhibitor for the period of the Exhibit (provided the Exhibit Building is made available to AWC) in priority order based on receipt of enclosed Contract. AWC shall use its best efforts to assign the Exhibitor's table in the location preferred by the Exhibitor. Such assignment is made for the period of this Conference only and does not imply that the same or similar space will be held or offered for future exhibits. AWC reserves the right to transfer assignments when such action is deemed to be in the best interest of the total exhibition. AWC reserves the right to change the floor plan and to withdraw their acceptance of this Contract if they determine in their sole discretion that the Exhibitor is not eligible to participate or the Exhibitor's products or services are not eligible to be displayed in this Exhibit. No exhibit for this show will be permitted in a hotel room or outside of the regular jurisdiction of AWC.

8. Use of Exhibit Space: An Exhibitor shall not assign to a third party its right hereunder to the Exhibit Space or any portion thereof without the prior written consent of AWC which it may withhold at its sole discretion. If such consent is given, the Exhibitor shall assume full responsibility for the conduct of the assignee and all its representatives, and the Exhibitor shall not charge its assignee more than a proportionate share of the exhibit fee based upon the amount of Exhibit Space assigned.

9. Exhibit Space: AWC will establish exhibit hours and reserve the right to make changes; however, such changes will be made as far in advance of the exhibition as possible. Each Exhibitor table must be attended by at least one company representative during all exhibit hours; failure to do so may result in the removal of the exhibit from the show at Exhibitor's expense. Any Exhibitor failing to occupy its exhibit space by the end of published set-up hours or who begins dismantling of exhibit space prior to the close of the Conference by AWC, may forfeit their right to the exhibit space and their eligibility to exhibit at future AWC events.

10. Exhibitor Representation: Exhibiting companies are limited to two representatives per table. Each Exhibitor representative must be registered to participate in the Annual AWC National Conference.

11. Installation and Dismantling: The Exhibitor explicitly agrees that in the event Exhibitor fails to install products in assigned Exhibit Space or fails to remit payment for required space rental at time specified, AWC shall have the right to take possession of said space and lease same space, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In addition, the Exhibitor shall not dismantle or otherwise interfere with the orderly conduct and display of the exhibits until the Exhibit Floor is finally closed to the public.

12. Displays and Decorations: Merchandise, signs, decorations or display fixtures shall not be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors, ceilings or other parts of the building or furniture. Whatever is necessary to properly protect the building, equipment or furniture will be at the expense of the Exhibitor. For any and all machinery in operation, drip pans and scrape buckets should be provided to keep lubricants, excess material, etc. from staining the floor. Exhibitor is expressly bound, at its expense, to promptly pay for any and all damage to the exhibit facility, table, or the property of others caused by the Exhibitor or any of its employees, agents, contractors, or representatives. No exhibit, merchandise or equipment shall be left in any aisle, but shall be confined to Exhibit Space. No signs or advertising devices shall be displayed outside Exhibit Space or projecting beyond limits of Exhibit Space as to interfere with any neighboring Exhibit. AWC shall have the right to demand modification of the appearance or dress of persons or mannequins used in conjunction with displays or demonstrations. Exhibits not conforming to these specifications, or which in design, operation or otherwise are deemed objectionable by AWC in their sole discretion, will be prohibited.

13. Booth Equipment and Services: One 6' table, table skirt, two chairs and standard power will be provided at no extra cost. Any additional items that an Exhibitor may need must be purchased through the Exhibit Building.

14. Handling and Storage: Exhibitor shall make its own arrangements for shipment, delivery and receipt of all items. Exhibit Building will only accept shipments three (3) days or less prior to the start of the Conference. Exhibitor will not be permitted to store packing crates and boxes in the Exhibit Space during the exposition, except underneath Exhibitor's own table. The Exhibit Building and AWC are free from all responsibility and cannot be held accountable for damage or loss of such items. It is the Exhibitor's responsibility to mark and identify all crates and boxes. Crates and boxes not properly labeled may be destroyed. No trunks, cases or packing material shall be brought into or out of the Exhibit Space during exhibit hours.

15. Exhibitor Services Kit: An Exhibitor Services Kit will be sent to the Exhibitor. The Exhibitor Service Kit will include pertinent information regarding the Conference including, but not limited to, additional rules and regulations, display rules, installation/dismantle schedules, registration information, shipping and drayage, utilities and building services, audio/visual, internet connections and additional visibility opportunities.

16. Exhibitor Conduct: The prior written consent of AWC is required for the employment or use of any live model, demonstrator, or solicitor. It is the Exhibitor's responsibility to ensure that models', demonstrators' and/or solicitors' appearance and dress will not be offensive to modest tastes. Furthermore, such models, demonstrators and/or solicitors are not permitted to perform or appear outside of the contracted table space during show hours. Public-address, sound-producing or amplifying devices that project sound beyond the Exhibitor's space, or excessive operating noise or lighting that distracts from neighboring exhibits, are expressly prohibited, as is the use of live animals and helium-filled balloons. The prior written consent of AWC is required for drawings, lotteries, attendance or product surveys, etc. All promotional plans must be submitted to AWC for approved distribution of pamphlets, brochures and any advertising matter must be confined to the Exhibit space. Exhibitors are prohibited from bringing alcoholic beverages into the Exhibit area without prior written consent from AWC except during AWC-sponsored receptions and meal functions. Exhibitor shall refrain from any action that will distract attendees from attendance at the Exhibit during open hours. Exhibitor shall not lead attendees from one Exhibit space to another or to elevators or escalators. Exhibitors or any of its representatives shall not conduct itself in a manner offensive to standards of decency or good taste. Food and beverage may be dispensed from Exhibitor's table within the following guidelines: (i) Exhibitor must obtain written approval from AWC; (ii) Distribution area must be kept clean and attractive; (iii) All attendees must have the opportunity to sample; (iv) Cooking may not take place at the table without prior written approval from AWC; (v) Any food and beverage distributed must be arranged through the Exhibit Building. AWC in its sole and absolute discretion, may withdraw its consent at any time, in which case Exhibitor shall terminate such activity immediately. Exhibitors and their representative shall at all times conduct themselves in a professional manner and shall not disparage or libel fellow exhibiting companies, member companies, AWC, or the employees or aforementioned organizations, or engage in other activities detrimental to the event. If Exhibitors do engage in such conduct and/or violate any section of this Contract, AWC reserves the right to cancel the Exhibitor's space without further notice and without obligation to refund monies paid and to re-sell exhibit space assigned. AWC further reserves the right to reject Exhibitor's opportunity to exhibit in future shows of AWC.

17. Observance of Laws: Exhibitor agrees to be bound by all Conference rules and regulations outlined here and in the Exhibitor Service Kit, and any additional rules, regulations, and information as may be adopted by AWC. Exhibitor further agrees to abide by and observe all laws, rules, regulations and ordinances of any applicable government authority and all rules of the Exhibit Building. Exhibitor shall construct its displays to comply with the Americans for Disabilities Act. Exhibitor shall not, nor shall Exhibitor permit others to, do anything to their exhibit space or do anything in the facility which would cause a difference in conditions from those previously approved by the insurance carriers of AWC or the Exhibit Building, which will in any way increase premiums payable by any of said parties, and Exhibitor shall be responsible for any such increase resulting from violation of this section. The Exhibitor is solely responsible for obtaining any licenses that may be required for it to broadcast, perform or display any copyrighted materials – including, but not limited to, music, video and software. No photographs shall be taken without prior consent of AWC and the Exhibitors involved.

18. Union Labor: Exhibitor must comply with all union regulations applicable to installation, dismantling and display of the exhibits.

19. Fire Regulations: Exhibitor shall not pack merchandise in paper, straw, excelsior or any other readily inflammable materials. Exhibitor shall use no inflammable decorations or covering for display fixtures and all fabrics or other material used for decoration or covering shall be flameproof. If required by local law or ordinances, Exhibitor shall have on hand in its Exhibit Space a notarized affidavit establishing that its display material has been treated during the last year by an approved chemical. All wiring devices and sockets shall be in good condition and meet the requirements of local law.

20. Cancellation or Termination: AWC reserves the right to cancel any sponsorship, advertisement, or exhibit in its sole discretion. If such cancellation is not due to violation by the sponsor/advertiser/exhibitor of its contractual obligations, including adherence to these rules and regulations, then, as the sole remedy, AWC shall refund the amount paid to AWC for the sponsorship, advertisement, or exhibit. If because of war, fire, strike, Exhibit Building construction or renovation project, government regulation, public catastrophe, Act of God or any other cause beyond the control of AWC and the Exhibitor, the Exhibit or any part thereof is prevented from being held, is canceled by AWC, or the exhibit space becomes unavailable, the obligations of the parties under this Contract shall be automatically terminated and all payments made by Sponsor and/or Exhibitor under this Contract shall be refunded to Sponsor and/or Exhibitor, less a pro-rated share of expenses actually incurred by AWC in connection with the Conference. In no case shall the amount of refund exceed the amount of the sponsorship, advertising, or exhibit fee paid.

21. Exhibitor Cancellation: Cancellation of any portion of the Contract by the Exhibitor will be accepted upon the following refund schedule: On or prior to July 6, 2009 – 50% of contracted fees; after July 6, 2009 - no refund. The Exhibitor is responsible for total space rental irrespective of the reason for the cancellation by the Exhibitor or because of the failure of an Exhibit to arrive for any reason. AWC will retain the right to resell any table cancelled by Exhibitors and retain 100 percent of all amounts received from Exhibitors.

22. Registration of Visitors: AWC shall have sole control over admission policies at all times. All persons visiting the Conference session rooms and the exhibit area, as well as Exhibitor personnel, shall be required to register and wear an appropriate badge while in attendance.

23. Non-Exhibitors: Persons connected with non-exhibiting companies are prohibited from any dealing, exhibiting or soliciting within the exhibit area. Exhibitors are urged to immediately report violations of this rule to AWC.

24. Security: AWC and the Exhibit Building or any officer or employee thereof will not be responsible for the safety of the property or the Exhibitor or its agents and employees from theft, damage by fire, accident, or any other cause. Exhibitor is required to provide all insurance and/or policy riders to cover all table contents. Exhibitor is required to obtain insurance for any and all losses that it may incur, and such insurance shall list AWC as additional insureds.

25. Amendment to Rules and Regulations: Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the decision of AWC. These Rules and Regulations may be amended, at any time, by AWC, and all amendments so made shall be binding on the Exhibitor equally with the foregoing Rules and Regulations.

26. Agreement to Terms, Conditions and Rules: Sponsor/Exhibitor/Advertiser agrees to observe and abide by the foregoing Terms, Conditions and Rules and by such additions to Terms, Conditions and Rules made by AWC from time to time for the efficient operation of the exhibit, including but not limited to, those contained in this Contract. In addition to AWC's right to terminate a Sponsorship, close an Exhibit, terminate an ad, and withdraw their acceptance of the Contract, AWC, in its sole judgment, may refuse to consider for participation in future sponsorships/exhibits/advertisements to any Sponsor/Exhibitor/Advertiser who violates or fails to abide by all such Terms, Conditions and Rules. There is no other agreement or warranty between the Sponsor/Exhibitor/Advertiser and AWC except as set forth in this document. The rights of AWC under this Contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of AWC.

27. Limitation of Damages and Warranties. IN NO EVENT SHALL AWC BE LIABLE FOR ANY LOST REVENUES OR LOST PROFITS, OR ANY SPECIAL, INCIDENTAL, CONSEQUENTIAL OR OTHER DAMAGES OF ANY NATURE WHATSOEVER. AWC HEREBY DISCLAIMS ALL WARRANTIES, EXPRESSED OR IMPLIED, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. NOTWITHSTANDING ANY OTHER PROVISION, CUSTOMER SHALL BE LIABLE TO SPONSOR, ADVERTISER, OR EXHIBITOR FOR AN AMOUNT IN EXCESS OF THE AMOUNT PAID BY SUCH PERSON TO AWC, REGARDLESS OF THE NATURE OF THE CLAIM.

28. Dispute Resolution: The sole method of resolving any dispute between AWC and sponsor/advertiser/exhibitor that cannot be resolved by negotiation shall be submission of such dispute to a court in or for Alexandria, Virginia, and both agree to submit themselves to the personal jurisdiction of the same.