

ARMA 2009 Conference & Expo Signage Opportunities



ARMA presents you with the best opportunities for visual recognition onsite with show site banner and surface advertising. Grab the attention of every attendee at ARMA '09 with a banner hung from the ceiling, a wrap around a column or a message on the floor. Or, really sock it to them with a series of messages displayed throughout the facility!



Cities Foyer Banners A1 & A6

Max dimensions – 10' high x 8' wide

\$4,500 per banner location

Floor Decals

Located on the floor, directly below the banner you see pictured above. Choose a spot in almost any tiled section of the conference area or even create a series to convey a message!

3' x 3' can be square or round.

TWO DECALS SOLD

**\$700 single decal
\$500 ea. 2+ or series**



Signage Opportunities

Crystal Foyer Column Wraps CW 1 - 4

Attract attendee attention as your message wraps these attractive columns. Attendees view your message as they travel down the hallway from the hotel escalator, leading to conference sessions, registration, expo and LIT-Conference. This 360 degree visibility won't be missed!

8' high x 9.5' around

Only \$2,500 per wrap

SOLD OUT



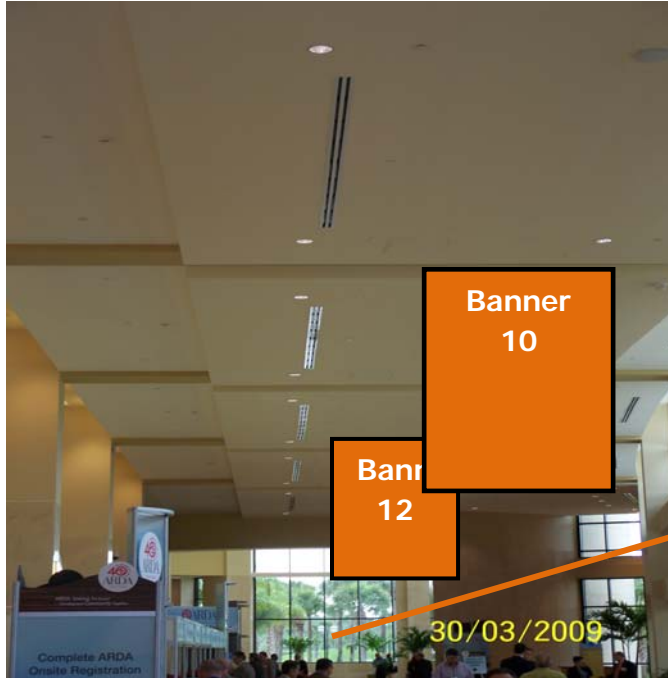
Crystal Foyer Column Wraps CW 5 - 8

Bring your message to the conference session area and build brand awareness while attendees pass between conference sessions. This 360 degree view is seen from conference sessions and hallway leading to the expo.

8' high x 9.5' around

Only \$2,500 per wrap!

Signage Opportunities



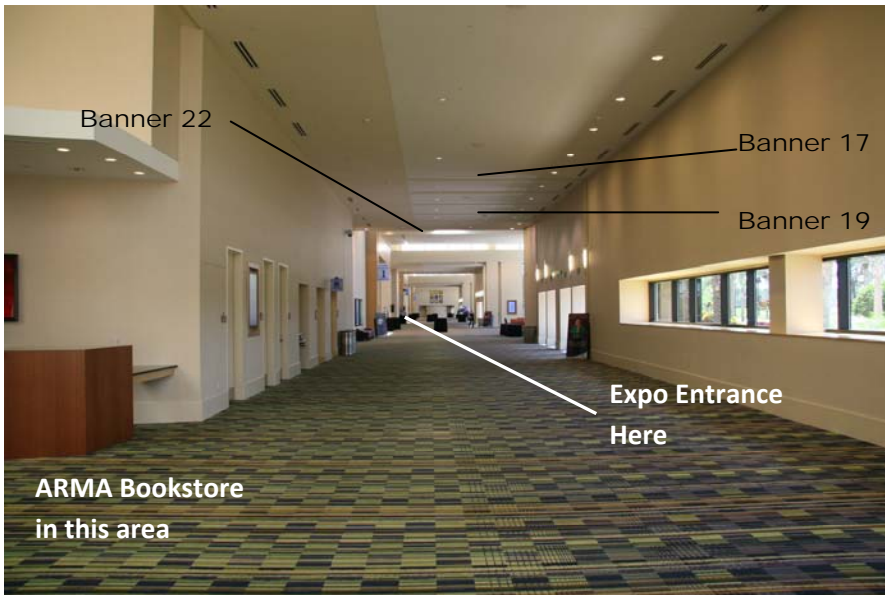
Palms Foyer Banners 10 & 12

Attract attention from attendees of the (ILTA/ARMA) Legal Information Technology Conference co-located at ARMA and from ARMA attendees as your sign hangs outside the LIT-Con session rooms, and in the walk way to ARMA's bookstore and exposition hall. These banners are displayed in a large open area and commanding attention.

ARMA Bookstore Here

Max: 12' high x 5' wide

\$4,500 per banner



Cypress Hallway Banners

These banners are located in the only hallway leading to the Show Entrance! Put your message in front of expo hall attendees as they head to the show floor. They will instantly recognize your booth from having just seen your sign.

Banners 17 & 19 = 8' high x 5' wide
\$3,500 ea.

Banner 22 = 12' high x 5' wide –
\$5,000 for this ~~SOLD~~ exclusive spot!

Banner Signage Reservation Form

Secure the most visible ad position for your company during ARMA 2009. Purchase a banner sign to build brand awareness and showcase your company.

Reserve your Banner Signage early to receive the most-coveted locations!

Expo Banner Signage is sold on a first-come basis.

Fax your reservation to 913.341.6823

Attention: Elizabeth Zlitni, ph: 888-279-7378

or

email to elizabeth.zlitni@armaintl.com

Company: _____
Address: _____
City/State or Province/Zip or MC: _____
Contact Name: _____
Contact Info - Phone: _____ Fax: _____
E-mail: _____
Selected banner(s) location (eg. A1): _____
Additional information regarding selected banner: _____

Banner Price: _____

You may use an existing company banner if it meets the size and hanging requirements of the location you choose. If you have questions regarding these requirements or other general logistical questions, contact Kara Dao at karadao@verizon.net.

Billing address, if different from above:

GENERAL CONDITIONS

Closing Dates and Space Reservation

1. Space reservations must arrive at ARMA International no later than September 11, 2009. Banner space is available on a first-come basis with limited positions available.
2. Exhibitor must supply camera-ready art to meet signage mechanical specifications. Any required alterations to design will be billed at a cost of \$200/hour, two-hour minimum. Or, you may use an existing company banner if it meets the size and hanging requirements of the location you choose. If you have questions regarding these requirements or other general logistical questions, contact Kara Dao at karadao@verizon.net.
3. Subject matter, size, wording, illustration, and typography of all signage are subject to show director's approval. Advertisers and agencies assume liability for the content of their advertisements and assume responsibility for any claims therefore made against the association.
4. All banner verbiage is subject to acceptance by ARMA International and must conform to the policies that apply to the association for advertising. ARMA International reserves the right to refuse any signage space reservation.
5. ARMA International is not liable for any costs or damages (including incidental or consequential) if, for any reason, it fails to post any signage. ARMA International's liability for any error or omission in whole or part will not exceed the cost of the signage as quoted on the ARMA rate information card.

Cancellations

6. Cancellations must be received in writing. Cancellations received before July 25, 2009 incurs a \$1,000 cancellation fee. Cancellations after July 25, 2009 receive a charge of 100% the banner price.

Payment

7. Payment-in-full is required by Sept. 11, 2009.

Delinquent Accounts

8. Companies with account balances that are outstanding for 60 days or more with ARMA International will be restricted from reserving banner signage until payment is received.