

# *2010 Sponsorship & Exhibitor Prospectus*



ICE 2010 Annual Educational Conference  
November 16-19, 2010  
The Sheraton Atlanta Hotel  
Atlanta, Georgia

## Save the Date for ICE 2010!

November 16-19, 2010

The Sheraton Atlanta Hotel  
Atlanta, Georgia

# Institute for Credentialing Excellence 2010 Exhibit Opportunities

ANNUAL EDUCATIONAL CONFERENCE

ATLANTA, GA

### THE ICE CONFERENCE REACHES:

Over 450 industry  
professionals.

Registration  
brochure with ex-  
hibit list mailed to  
over 3,500 individu-  
als.

ICE conference  
website received  
over 2,200 unique  
visitors.

### WHAT IS OUR MISSION?

NOCA promotes excel-  
lence in credentialing  
worldwide.  
We accomplish our  
mission through services  
such as:

- Education
- Research
- Advocacy
- Accreditation
- Standards

### WHAT IS OUR VISION?

- NOCA will be the  
worldwide leader in  
promoting credential-  
ing excellence through  
education, innovation  
and advocacy.

## About the ICE Educational Conference

### Don't miss your opportunity to participate at the credentialing industry's premiere event!

The Institute for Credentialing Excellence (ICE) Annual Educational Conference increases your company's visibility and exposure to credentialing professionals. As the leader in setting quality standards for credentialing organizations, ICE's Annual Educational Conference attracts representatives from over 40 different industries including healthcare, finance, construction, engineering, fitness and human resources, as well as similar organizations focused on certification, licensure, and human resource development.

### Who are the ICE attendees?

The majority of conference attendees include Executive Directors, CEO's, Certification Directors, Presidents, and Managers. Our conference attendees ranked "viewing products and services" as their second reason for attending, second only to general networking opportunities. Increase your brand recognition and display your new products and services by networking with these key decision makers!



## Exhibit Opportunities

### Exhibit Booths:

ICE offers 8x10 exhibit booths. Space includes existing hotel carpet, pipe and drape, one 6' skirted table, two chairs, a wastebasket and one two-line identification sign. Additionally, exhibit booths include one complimentary full conference registration per booth and 2 complimentary exhibit-hall only badges for additional company staff working in the booth.

### Standard 8x10 Booth:

Members.....\$1,300  
Non-Members..... \$1,600  
Corner/Premium Surcharge..... \$250

(See floorplan for designation of booths as corner/premium. Surcharge applies to each premium booth requested regardless of method of payment for booth)

### Table top exhibits:

ICE offers limited availability of table top exhibit space for our affiliate members and consultants. Each table top area will have space for a 6 foot long table, chair and wastebasket. Standing booths will not be permitted. All table top exhibits will be grouped in the same area and may be moved at ICE's discretion. Table top exhibitors receive 1 complimentary full conference registration.

### Table Top Exhibit:

Members..... \$1,000  
Non-Members..... \$1,200

For information on sponsorship packages that include exhibit booths, please contact Alex Aaron at (202) 367-1172 or ICE at [info@credentialingexcellence.org](mailto:info@credentialingexcellence.org)

# BENEFITS OF EXHIBITING

**The ICE conference is your opportunity to showcase and promote your services and products, cement relationships with current clients, reach new customers, attend cutting-edge educational sessions and increase your visibility. Take advantage of this unique opportunity today.**

**All exhibitors who confirm by April 30th, 2010 receive:**

- ◆ One 8.5x11 page of promotional material in the registration brochure mailed to approximately 3,500 contacts
- ◆ Plus all benefits listed below

**Exhibitors receive:**

- ◆ One complimentary full conference registration (*Sponsors who exhibit receive the number of complimentary registrations listed in the specific sponsorship level*)
- ◆ A listing in the onsite conference program
- ◆ A listing on signage at the Exhibit Hall
- ◆ One 8.5x11 page of promotional material in the conference bags provided to all attendees
- ◆ Two complimentary exhibit-hall only badges for additional company staff working in the booth
- ◆ Existing hotel carpet
- ◆ 8' tall back drape and 3' tall side drape\*
- ◆ One 6' skirted table
- ◆ Two chairs
- ◆ One wastebasket
- ◆ One two-line identification sign
- ◆ *Access to over 450 industry professionals interested in learning about your products and services!*

**\*Tabletop exhibits do not receive benefits marked with an asterisk. Full booth exhibits only. Refer to page two for tabletop exhibit furniture.**

**Networking Events in the Exhibit Hall\*\***

ICE has designed an exhibit floor for maximum exposure of all exhibitors to the various events taking place in the exhibit hall such as:

**Exhibit Hall Happy Hour**

A happy hour will be held in the Exhibit Hall on Wednesday evening, November 17th. Attendees will be encouraged to attend this informal reception that will showcase the exhibit area. Light refreshments will be served.

**Breakfast and Refreshment Breaks**

All continental breakfasts and refreshment breaks, including the always-popular Ice Cream Break, will be held in the Exhibit Hall. This maximizes the time that exhibitors have to network with conference attendees.

**Exhibit Hall Lunch**

Box lunches will be served to all conference attendees in the Exhibit Hall on Wednesday, November 17th providing a great opportunity to engage attendees.

**Internet Café**

Computers with Internet access will be placed in the Exhibit Hall that conference attendees can use to check emails without having to go back to their rooms during breaks.

**\*\*Most events available for sponsorship. Contact Alex Aaron at (202) 367-1172 for sponsorship details or see page 8-10 for more information.**

# GENERAL INFORMATION

## **2010 ICE Annual Educational Conference**

The Sheraton Atlanta Hotel  
165 Courtland St.  
Atlanta, GA 30303  
Tel: (404) 659-6500  
<http://www.sheratonatlantahotel.com>

*The ICE Group Rate of \$199 single/double occupancy is available for reservations May 2010.*

## **Exhibit Hall Location**

Capitol Ballroom, Main Level

## **Exhibitor Contract**

All exhibitors must complete the Exhibit Space Contract and return it with your 30% deposit. Your contract will not be processed without payment. Full payment will be due April 30th, 2010. An exhibiting company must name one individual as the authorized representative in charge of its exhibit. This representative will be responsible for satisfying all contractual obligations to ICE with regard to exhibiting at the Annual Educational Conference. This individual will also act as the primary source of communication between the exhibitor, ICE and its official service contractor.

## **Exhibitor Registration**

In September 2010, you will receive a link to our online Exhibitor Registration website to officially register for your complimentary badges. In addition to the one full registration included in your exhibit fee, up to two additional exhibit staff working only in the exhibit hall may do so at no additional cost. Additional exhibitors who wish to attend the conference must submit an attendee conference registration form. All exhibitors must register at the registration desk. Exhibitors will be given name badges that are to be worn at all times.

## **Exhibit Hall Schedule (subject to change)**

### **Tuesday, November 16, 2010**

4:00 pm - 7:00 pm Early Move-ins (with advanced approval only)

### **Wednesday, November 17, 2010**

7:00 am - 11:00 am Exhibit Hall Set-Up  
12:00 pm - 6:30 pm Exhibits Open  
12:00 noon - 1:30 pm Attendee Lunch in Exhibit Hall  
2:45 pm - 3:15 pm Refreshment Break  
5:30 pm - 6:30 pm Exhibit Hall Happy Hour

### **Thursday, November 18, 2010**

8:00 am - 9:00 am Networking Breakfast in the Exhibit Hall  
8:00 am - 11:00 am Exhibits Open  
10:15 am - 10:45 am Refreshment Break  
12:00 noon - 1:30 pm Exhibitors encouraged to use their comp registration or purchase tickets to attend the ICE Awards Luncheon and sit with customers.  
11:00 am - 4:00 pm Exhibitor/Decorator Move-Out

## **Exhibitor Service Kit**

The official decorator and contractor will provide all confirmed exhibitors with an official exhibitor service manual prior to the meeting. The manual will include all necessary order forms, rates for labor to install and dismantle exhibits, and instructions on these services, including rules and regulations. It is necessary to use qualified personnel for the various installation and dismantling services.

**Please note:** Do not ship directly to The Sheraton Atlanta Hotel. All shipments must be processed through the decorator. Shipping instructions and drayage fees will be included in the exhibitor service manual.

# EXHIBIT HALL FLOORPLAN

TBD...Floorplan to follow the 2009 Conference

2009 Sponsors  
**PLATINUM**



**Gold**

Professional  
Examination  
Services (PES)

**Silver**

Alpine Testing  
Solutions

**Bronze**

Comira

Humrro

Measurement  
Incorporated

Professional  
Credential  
Services (PCS)

# Institute for Credentialing Excellence 2010 Sponsorship Opportunities

ANNUAL EDUCATIONAL CONFERENCE

ATLANTA, GA

## Information on Sponsorship Priority

Sponsorships are available at different levels or individually by event/item. The 2009 sponsors will be offered first right of refusal for their previously sponsored items at the 2010 price up until Nov. 23, 2009. Once pre-sell participants have made their selections, the sponsorships will then be available to all interested parties on a first come, first serve basis. Exhibit space will be selected after pre-sell in the following order:

- **1st-** 2009 Sponsors in order of Platinum, Gold, Silver, Bronze and Individual Sponsors
- **2nd-** Companies choosing to sponsor in 2010 who did not sponsor in 2009
- **3rd-** Members requesting more than 80 square feet of exhibit space
- **4th-** Members requesting 80 square feet or less of exhibit space
- **5th-** Non-Members who have previously exhibited
- **6th-** Non-Members who have not previously exhibited
- **7th-** 2009 Tabletop exhibitors
- **8th-** Companies choosing a tabletop who did not exhibit in 2009

## Build Your Own Sponsor Packages:

Events and items available for sponsorship are listed on the next several pages. Select your preferred events and/or items to reach your desired level of support—Platinum, Gold, Silver, or Bronze. We are confident that offering you the flexibility to determine your organization's support level allows you to tailor a package to maximize your exposure and increase your brand recognition.

Sample: Company A wishes to support ICE as a Gold Sponsor (\$13,000 and up). Company A selects one Continental Breakfast (\$7,500), Hotel Key Cards (\$4,000), and a full page ad (\$1500) in order to total over \$13,000 and achieve the Gold level.

ICE continues to offer one-time sponsorship choices. Sponsors have the option to sponsor hotel room keys, water bottles, individual events or many other individual items listed on pages 8-10.

*For more information about sponsorship opportunities, contact Alex Aaron at (202) 367-1172.*

# ICE 2010 Annual Educational Conference Sponsorship

## Steps to choosing a sponsorship package:

1. Choose only one package. Please read package benefits carefully.
2. For Platinum, Gold, Silver and Bronze packages, select the events and/or items on pages 8-10 to create your complete sponsorship program.
3. Complete the form at the end of the prospectus and submit all pages with payment to ICE, Department 3032, Washington, DC 20042-3032. You may also fax credit card information to (202) 367-2172.

### Platinum Level: \$15,000 and up\*\*\*

- VIP seating at sponsored events
- Company name and logo in promotional e-mails
- Four (4) online ICE News partial sponsorships
- Four (4) complimentary full conference registrations
- Recognition in the ICE Onsite Program as an official sponsor
- Hyperlink with company name and logo on the 2010 ICE conference webpage
- Exhibit booth (includes wastebasket, table, and chairs)
- Partial sponsorship of three (3) web seminars
- Company name on signage (where applicable)
- Sponsor ribbons on staff badges
- Complimentary pre and post conference attendee list
- Opportunity to hold ancillary event during ICE 2010 with with ICE approval

### Gold Level: \$13,000—\$14,999\*\*\*

- Three (3) complimentary full conference registrations
- Recognition in the ICE Onsite Program as an official sponsor
- Recognition as a sponsor in promotional e-mails
- Hyperlink with company name and logo on the 2010 ICE Conference webpage
- Three (3) online ICE News partial sponsorships
- Partial sponsorship of one (1) web seminar
- Company name on signage (where applicable)
- Sponsor ribbons on staff badges
- Complimentary pre-conference attendee list
- Exhibit booth (includes wastebasket, table, and chairs)

### Silver Level: \$7,500—\$12,999\*\*\*

- Two (2) complimentary full conference registrations
- Recognition as sponsor in promotional e-mails
- Recognition in the ICE Onsite Program as an official sponsor
- Hyperlink with company name and logo on the 2010 ICE conference webpage
- Company name on signage (where applicable)
- Sponsor ribbons on staff badges
- Exhibit booth (includes wastebasket, table, and chairs)
- One (1) online ICE News partial sponsorship

### Bronze Level: \$3,000—\$7,499\*\*\*

- One (1) complimentary full conference registration
- Recognition in the ICE Onsite program as an official sponsor
- Hyperlink with company name and logo on the 2010 ICE conference webpage
- Exhibit booth (includes wastebasket, table, and chairs)
- Name on signage (where applicable)

**\*\*\*Sponsors must add an additional 20% to their balance if they are not a current ICE Member  
For more information about membership, contact ICE at (202) 367-1165.  
For more information about sponsorship opportunities, contact Alex Aaron at (202) 367-1172.**

# ICE 2010 Annual Educational Conference Sponsorship Opportunities

## Description of Conference Events and Individual Items

### CONFERENCE EVENTS: ★ BEST OPPORTUNITY FOR BRAND VISIBILITY

#### ALL EVENTS BELOW ARE EXCLUSIVE SPONSORSHIPS

- **Welcome Reception (Tuesday, Nov. 16th)** ★ **\$14,000**

This reception is a way of thanking the Board of Directors, industry leaders and friends who have committed time and energy in the interest of advocacy, education and awareness of our members' efforts to support the delivery of high-quality, cost effective certification programs. Additional benefits include enhanced visibility through logo recognition on napkins during the event (pending ICE approval), a brief welcome address, and entryway signage.
- **Opening Plenary Session/Keynote Speaker (Wednesday, Nov. 17th)** ★ **\$15,000**

Capture the attention of ICE attendees during this major event. As the exclusive sponsor, you will introduce our plenary speaker, have onscreen projection of your company logo during the walk in slides, and receive one complimentary 1/2 page advertisement in the ICE on-site program.
- **Closing Plenary Session (Friday, Nov. 19th)** **\$10,000**

Be part of the end to a great conference with this exclusive privilege to introduce our closing speaker. Your company will also receive signage with your name and logo in addition to having your logo on walk-in slides.
- **Continental Breakfast (Thursday, Nov. 18th and Friday, Nov. 19th)** ★ **\$14,000/\$7,500**

Both days at \$14,000 or one day at \$7,500  
Have your company name visible as people charge up on breakfast and coffee before a big day of educational and networking events. Sponsorship can be held exclusively by one company both days or split by two companies, one each day. Sponsoring both days pushes your sponsorship up to the Gold level, giving you more Annual Educational Conference recognition. Sponsorship includes signage and napkins with company logo.
- **Pre-Conference Day (Tuesday, Nov. 16th)** **\$5,000**

As the only sponsor for the Pre-Conference morning and afternoon refreshment breaks you'll capture the attention of attendees at our pre-conference workshops. Sponsorship includes signage at both events and napkins with your logo.
- **Exhibit Hall Box Luncheon (Wednesday, Nov. 17th)** ★ **\$10,000**

The Exhibit Hall Lunch puts you in front of all the big players. Served in the exhibit hall, have your logo placed on the box lunch and your company representatives in the middle of the action. Signage with company logo also provided.
- **Annual Business Meeting and Awards Luncheon (Thursday, Nov. 18th)** ★ **\$15,000**

Each year the Annual Business Meeting and Awards Luncheon recognizes ICE's growth over the past year and the accomplishments of individuals who have gone above and beyond. Show your support for our community by your sponsorship of this event! Sponsorship includes reserved tables and organizational logo on entry slides, signage and Awards Program.
- **Internet Café (Wednesday, Nov. 17th and Thursday, Nov. 18th)** **\$12,500**

This is an excellent opportunity to capture the attendees attention. The sponsorship includes signage with your company name and logo, three conveniently located computers available with high speed Internet access and screen saver with company logo, and the three computers homepages set to the sponsor company's webpage.
- **Exhibit Hall Happy Hour (Wednesday, Nov. 17th)** **\$12,500**

This sponsorship includes signage with your company name and logo, one drink ticket per attendee with your company logo and signage on all bars.
- **Refreshment Breaks (Five total)** **\$2,000**

Two breaks at \$3,500 (Limit two per sponsor) or one at \$2,000. As a supporting company, you may provide personalized cups and/or napkins (pending ICE approval) to maximize exposure in addition to the signage at the break with the company name and logo.
- **Ice-cream Break (Wednesday, Nov 17)** **\$7,500**

Your sponsorship is hosted in your exhibit booth Wednesday afternoon and includes signage with company name and logo.

# ICE 2010 Annual Educational Conference Sponsorship Opportunities

## Description of Conference Events and Individual Items

### INDIVIDUAL ITEMS: THE FOLLOWING SIX EVENTS BELOW ARE EXCLUSIVE SPONSORSHIPS

- **Welcome Gift** ★ **\$15,000**  
Be the first company that our attendees see with this kind gesture. Our attendees will be pleasantly surprised by receiving a welcome gift that is dropped directly into their hotel room. This unique opportunity will provide visibility and branding for this exclusive sponsor. Please contact ICE for gift options.
- **Conference Registration Bags** ★ **\$12,500**  
Get the word out about your company with your logo on the conference bags that every attendee will receive!
- **Pop-up Schedule-at-a-Glance** **\$7,000**  
As a sponsor of the schedule-at-a-glance with your company logo and contact information everyone at the conference will remember you.
- **Lanyards** **\$5,000**  
Ever imagine everyone at ICE wearing your brand? Take advantage of this sponsorship and your company logo will appear on lanyards worn by each attendee.
- **Hotel Key Cards (two color print with company logo and ICE logo)** **\$5,000**  
Be the key message every time an attendee reaches in their pocket to get into their room. This sponsorship allows your logo on all attendee room keys. Your message is read with each swipe of the card.
- **Session Handout Web Page (link e-mailed to attendees with session materials)** **\$3,000**  
Have your logo displayed on ICE's session Web page where attendees frequently view session presentation handouts from the annual conference.

### INSERTS OPEN TO ALL PARTICIPANTS:

- **Insert for Conference Registration Bag (contact ICE for deadline)** **\$1,500**
  - Inserts provided by your company, subject to ICE approval
  - Insert size no larger than 8.5" x 11"; no tchotchkes
  - Note: Insert for bag is already included with purchase of exhibit booth
  - Maximum of 2 inserts per sponsor
- **Insert for Conference Registration Brochure (contact ICE for deadline)** **\$2,000**
  - Registration brochure mailed to approximately 3,500 individuals
  - Inserts provided by your company, subject to ICE approval
  - Insert size no larger than 8.5" x 11" and maximum of one page only
  - Note: Insert for brochure is already included with purchase of exhibit booth/tabletop
  - Maximum of 2 inserts per sponsor

### ADDITIONAL SPONSORSHIP OPPORTUNITY (NOT ASSOCIATED WITH CONFERENCE SPONSORSHIP OR PACKAGES):

#### ● **General Research Support**

ICE's Research and Development Committee is raising funds for research of paramount interest and importance to the credentialing industry. Donations will go into a general research fund to help us support studies similar to the recertification benchmarking study (2008) or our Value of Certification project currently in progress. Suggested support—\$2,000.

# ICE 2010 Annual Educational Conference Sponsorship Opportunities

## Description of Conference Events and Individual Items

### GIFTS IN THE CONFERENCE BAG :

- |  |                                  |
|--|----------------------------------|
| • <b>USB Flash Drives (with company logo and ICE logo)</b>             | <b>\$10,000</b>                  |
| • <b>Notebook (with company logo and ICE logo)</b>                     | <b>\$5,000</b>                   |
| • <b>Multi-Purpose Measuring Tape (with company logo and ICE logo)</b> | <b>\$4,500</b>                   |
| • <b>Ballpoint Pen (with company logo and ICE logo)</b>                | <b>\$4,000</b>                   |
| • <b>Post-it Notes (with company logo and ICE logo)</b>                | <b>\$3,500</b>                   |
| • <b>Water Bottles (with company logo and ICE logo)</b>                | <b>\$3,500</b>                   |
| • <b>Luggage Tag (with company logo and ICE logo)</b>                  | <b>\$3,000</b>                   |
| • <b>Yo-Yo (with company logo and ICE logo)</b>                        | <b>\$2,500</b>                   |
| <br>   |                                  |
| • <b>Pre or post-conference mailing list</b>                           | <b>\$300 each/\$500 for both</b> |
| – For one time use only  |                                  |
| – Note: See Sponsorship Packages as already included in some.          |                                  |

### ADVERTISING:

- |  |                                   |                |
|--|-----------------------------------|----------------|
| • <b>Full page ad in on-site conference program</b>    | <b>(Contact ICE for deadline)</b> | <b>\$1,500</b> |
| – Dimensions: 7" w x 9.25" h                           |                                   |                |
| – Black and White                                      |                                   |                |
| <br>   |                                   |                |
| • <b>Half Page ad in on-site conference program</b>    | <b>(Contact ICE for deadline)</b> | <b>\$1,000</b> |
| – Horizontal Dimensions: 7" w x 4.5" h                 |                                   |                |
| – Vertical Dimensions: 3.375 w" x 9.25" h              |                                   |                |
| – Black and White                                      |                                   |                |
| <br>   |                                   |                |
| • <b>Quarter Page ad in on-site conference program</b> | <b>(Contact ICE for deadline)</b> | <b>\$500</b>   |
| – Dimensions: 3.375" w x 4.5" h                        |                                   |                |
| – Black and White                                      |                                   |                |

### Advertisement Specifications

Format: EPS or high-resolution PDF files only are accepted. PDF is preferred.

Ads must be complete and sized at 100%.

Image: Resolution must be 300 dpi when reduced at 100%.

Embed all fonts and graphics when creating the postscript file.

Layout: Typesetting, stripping and other production costs will be billed to advertiser at prevailing rates and are not to be commissioned.

Trim size: 8.5" x 11"

### Don't see a sponsorship item that fits the needs of your company?

Contact ICE! We invite you to contact us with your input and creative ideas.

We are open to new sponsored items and/or events.

Please call Alex Aaron at (202) 367-1172 or email [info@credentialingexcellence.org](mailto:info@credentialingexcellence.org) to discuss any additional ideas for sponsorships, give-aways, or raffles. All conference give-aways and events must be pre-approved by ICE.

# EXHIBIT RULES & REGULATIONS

## **Pre-Sell Participation**

Companies who participate in 2010 pre-sell will be assigned space after the 2009 Conference in the following order: **1<sup>st</sup>** 2009 Sponsors in the order of Platinum, Gold, Silver, Bronze and Individual Sponsors, **2<sup>nd</sup>** Companies choosing to sponsor in 2010 who did not sponsor in 2009, **3<sup>rd</sup>** Members requesting more than 80 square feet of exhibit space, **4<sup>th</sup>** Members requesting 80 square feet of exhibit space, **5<sup>th</sup>** Non-Members who have previously exhibited, **6<sup>th</sup>** Non-Members who have not previously exhibited, **7<sup>th</sup>** 2009 Tabletop Exhibitors, **8<sup>th</sup>** Companies who choose a tabletop exhibit who did not participate in 2009. All pre-sell participants must pay non-refundable deposit equal to **30% of their balance. REMAINING BALANCE PAYMENT IS DUE ON OR BEFORE April 30<sup>th</sup>, 2010.** Should full payment or written cancellation not be received by April 30<sup>th</sup>, 100% of your balance is due.

**END CAPS (space exposed to aisles on three sides and composed of two booths) WILL NOT BE ASSIGNED TO ANY EXHIBITOR.**

## **Events Held in Conjunction with Conference**

While private events add to the experience of many conference attendees, ICE must approve all events held from November 16-19 2010 to avoid any conflicts with conference events. Hosting of private events is limited to our 2010 Platinum sponsors. Please request approval from ICE prior to finalizing your plans.

## **Security**

ICE provides limited security service. Exhibitors are solely responsible for exhibit material and should insure the exhibit against loss or damage.

## **Use of Space**

Exhibitors shall not assign, share, or sublet any space without written consent of ICE. Care must be taken that no display extend more than 8' above the floor or more than 8' in depth from the back wall of the booth, or interfere with the view of other exhibitors. No part of the display may exceed the height of the side walls except in the back half (4') of the booth.

## **Liability**

ICE, the Sheraton Atlanta Hotel, and the general services contractor will not be responsible for the safety of the property of the exhibitors from theft, fire, damages, accident, or other causes. Exhibitor agrees to protect, save, and hold ICE, the Sheraton Atlanta Hotel, the general services contractor, and all agents and employees thereof (hereafter collectively called "indemnities") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by negligence of the exhibitors or those holding under the exhibitor, and further, exhibitor shall at all times protect, indemnify, save and hold harmless the indemnities against and from and all losses, costs (including attorney's fees), damages, liability, or expense arising from or out of or by any reason of accident of bodily injury or other occurrence to any person or persons, including the exhibitors, its agents, employees, and business invitees which arises from or out of by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.

## **Safety Regulation**

Exhibitors must adhere to all municipal and provincial laws, rules, and regulations. No combustible decorations may be used at any time: all drapes, table coverings, and other materials must comply with fire department regulations.

## **Failure to Occupy Space**

The exhibitor, as specified in these rules and regulations, will forfeit space not occupied by the close of the exhibit installation period. This space may be resold, reassigned, or used by show management in any manner deemed suitable. There will be no refund for space not occupied and any outstanding exhibitor balance is 100% due.

## **Show Cancellation**

If the conference or exhibit is cancelled due to circumstances beyond the control of ICE, ICE will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the booth space.

## **Music Licensing**

The exhibiting company will be responsible for individual ASCAP/BMI licensing fees, if applicable to their exhibit presentation.

## **Americans with Disabilities Act**

Exhibiting companies shall be responsible for making their exhibits accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold ICE harmless from any consequences of exhibiting company's failure in this regard.

## **Selection of Exhibitors**

Only firms and organizations whose services are appropriately related to the purpose of ICE shall be permitted to exhibit. ICE reserves the right to decline or prohibit any exhibit which in its judgment is inappropriate, this reservation being all includes as to persons, things, printed matter, products and conduct.

## **Union Regulations**

Exhibiting companies agree to comply with all union regulations as outlined by the hotel and official decorating company. It is the exhibit contact listed on the Application/Contract for Exhibit Space who is responsible for ensuring all their staff are aware of and in compliance with such regulations. Detailed information will be provided in the Exhibitor Service Kit.

# SPONSORSHIP RULES & REGULATIONS

## **Sponsorship Reservation Policy**

2009 Annual Educational Conference sponsors are offered right of first refusal to renew their 2009 sponsorship for the ICE 2010 price or take advantage of a new sponsorship opportunity available for the 2010 Educational Conference until Nov. 23rd, 2009. After Nov. 23rd, all sponsorship opportunities become available on a first-come, first-served basis.

## **Process**

Event sponsorship is on a first-come, first-served basis. Sponsored events will be awarded, as received, by the ICE office. Sponsorship will not be confirmed unless it is accompanied by payment. Telephone requests will not be accepted. You will receive confirmation of your event or be notified that your request has already been awarded after payment is received. Sponsorships are nonrefundable.

## **Deadlines**

In order to begin production of certain conference-related items, the deadline to invest in the 2010 Annual Educational Conference sponsorship program is Friday, September 10, 2010. After this date we will accept sponsorship contracts but cannot guarantee onsite materials will be placed in program or hall. All logos to be included in the Annual Educational Conference on-site program are due to ICE by Friday, September 10, 2010. ICE must approve any sponsorship requiring artwork or messaging prior to production. ICE accepts no responsibility to include your company name or description in the Educational Conference advance program or the on-site program for your failure to sign up or provide requested information by the deadline dates listed.

## **Sponsor Promotion and Marketing**

ICE reserves the right to use individual sponsorships and/or sponsor names in its marketing and advertising materials. However, ICE does not guarantee the use of any particular sponsorship company name or menu item in any such collateral, in part or in whole, and recognition will be solely for the benefit of the 2010 Annual Educational Conference and ICE itself. Approved Annual Educational Conference sponsors will receive permission from ICE to use the designation as a 2010 Educational Conference sponsor, and the ICE logo, in sponsor correspondence, collateral, exhibit booth space and on other ICE materials. ICE will supply sponsors with the approved Educational Conference logo upon receipt of a signed copy of the Agreement and payment.

## **Price and Payment Policy**

Please refer to the Sponsorship pages in this prospectus for individual sponsorship pricing. Sponsorship pricing may fluctuate year to year to allow for increases in production costs and materials. Sponsorship payments are due in full upon receipt of invoice and are non-refundable. Sponsorships not paid in full by April 30, 2010 may be resold by ICE to other interested supporters and all payments made become nonrefundable and 100% of your current balance is due.

## **General Policies, Terms and Regulations**

- 1) Limited Liability—The liability of ICE for any act, error or omission for which it may be held legally responsible shall not exceed the cost of any cash payment ICE will not, in any event, be liable for consequential damages, including, but not limited to, lost income or profits. ICE shall not be subject to any liability whatsoever for any failure to hold the Educational Conference because of an act of God, outbreak of hostilities, insurrection, riot, civil disturbance, terrorism, government act or regulation, fire, flood, explosion, accident, theft, or any other cause beyond the reasonable control of ICE. Unintentional or inadvertent failures of either party to print, publish or circulate the other party's name and/or materials shall not be considered a breach of the Agreement.
- 2) Cancellation Policy—Sponsor may not cancel this sponsorship after acceptance by ICE except for breach of this Agreement by ICE. Cancelled sponsorships, with the exception of those in breach of this Agreement by ICE, forfeit all monies paid to ICE and 100% of your balance is due.
- 3) General Terms—The terms and conditions set forth in this document govern the relationship between ICE and sponsor. Unless expressly agreed to in writing by ICE, no other terms or conditions appearing in contracts, orders, insertion instructions or otherwise that conflict with the provisions of this Agreement shall be binding on ICE. ICE shall not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this Agreement. The waiver of any provision of this Agreement shall not be construed to be a waiver of either party's right to later require strict observation and performance of each of the provisions hereof. Facsimile transmission of a copy of this Agreement bearing a signature shall be deemed delivery of a signed original Agreement.
- 4) Severability—If any section or provision of the terms listed above are deemed illegal by a competent court of law, all other provisions of this the contract shall remain in force.
- 5) Contract Acceptance—ICE will only accept a contract from an authorized representative with the full power and authority to sign and deliver the ICE 2010 Educational Conference Sponsorship Contract. The company signing the contract agrees to comply with all of the terms and regulations contained in this document and within the Sponsorship Prospectus, and all policies, rules, terms and regulations adopted after the publication of the original Sponsorship Prospectus, which ICE accepts as part of the Agreement. ICE reserves the right, in its absolute discretion, to reject any contract for sponsorship. Received, signed contracts will not become binding until fully executed by both parties (sponsor and ICE). No modification or amendment to received contracts shall be effective unless made in writing and signed or acknowledged by the party to be bound.

**Mail completed form and payment to ICE:**

**Att: Alex Aaron  
Department 3032  
Washington, DC 20042-3032 or  
Fax to (202) 367-2172**

# ICE 2010 Annual Conference Nov 16-19, 2010 Atlanta, GA Exhibit/Sponsorship Application

**CONTACT INFORMATION**

Company Name: \_\_\_\_\_

Company Contact (person who will receive all exhibitor/sponsor information): \_\_\_\_\_

Address (location where all information will be sent): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_ Contact Fax Number: \_\_\_\_\_

Contact E-mail Address: \_\_\_\_\_

**EXHIBIT SPACE**

Application to exhibit this \_\_\_\_\_ day of \_\_\_\_\_ in year \_\_\_\_\_ by and between \_\_\_\_\_ hereinafter called "Exhibitor" and ICE.

In accordance with the following terms, conditions, and regulations governing exhibits of the conference of ICE at the Sheraton Atlanta Hotel in Atlanta, Georgia Nov 16-19, 2010, the undersigned hereby makes application for exhibit space(s) which, when accepted by ICE, becomes a contract. Terms and conditions in the exhibitor prospectus are a part of this contract. The undersigned agrees to abide by all rules, requirements, restrictions, and regulations as set forth in the rules and regulations or as may be especially designated by ICE, the Sheraton Atlanta Hotel, the city of Atlanta or the state of Georgia. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due to ICE under terms of this agreement.

**BOOTH SELECTION**

8'x10' Exhibit Booth: \_\_\_\_\_ Member – Standard Booth (\$1,300)  
\_\_\_\_\_ Non-Member – Standard Booth (\$1,600)  
\_\_\_\_\_ Complimentary Booth with Sponsorship at Platinum, Gold, Silver  
or Bronze Level – Standard Booth (\$0)  
Corner/Premium: \_\_\_\_\_ Corner/Premium Upgrade (\$250)

Number of Booths Requested: \_\_\_\_\_

Table top space (reserved for individual consultants or psychometricians):

\_\_\_\_\_ Members (\$1000)  
\_\_\_\_\_ Non-members (\$1,200)

Total Cost: \_\_\_\_\_

**SPACE SELECTION**

All ICE 2010 pre-sell participants will be called after the 2009 show has completed to make their space selection. END CAP SPACES ARE NOT PERMITTED AND WILL NOT BE ASSIGNED. (Note: Table top displays will be assigned a space in the designated table top area and ICE reserves the right to move these spaces.)

We realize some vendors are direct competitors and some have special partnerships; please let us know if you have any special requests regarding booth placement. Requests will be accommodated if possible: \_\_\_\_\_

Signature of Agreement of ICE Exhibit Rules and Regulations: \_\_\_\_\_

**Registration for Badges**

The 8x10 exhibit booth fee includes one full conference registration and two exhibit-hall only registrations. ICE will send you a link to a special online exhibitor registration site in September. Additional individuals who wish to attend the conference must register separately on the conference attendee registration form.

**Cancellations**

Cancellation of exhibit space must be directed in writing to ICE, 2025 M Street, NW, Suite 800, Washington, DC 20036 or by fax (202) 367-2172. Refunds are subject to a \$200 cancellation fee per exhibitor, but in no case will a refund be made for a cancellation received after April 30, 2010. After April 30, 2010 100% of your exhibit balance is due.

**SPONSORSHIP/ADVERTISING OPPORTUNITIES**

Event/Program or advertisement (Please refer to pages 8-10)

1. \_\_\_\_\_ \$ \_\_\_\_\_ 3. \_\_\_\_\_ \$ \_\_\_\_\_  
2. \_\_\_\_\_ \$ \_\_\_\_\_ 4. \_\_\_\_\_ \$ \_\_\_\_\_

**SPONSORSHIP LEVEL**

The sponsorship opportunities you have selected place you at the sponsorship level:

Platinum (\$15,000)  Gold (\$13,000)  Silver (\$7,500)  Bronze (\$3,000)  None. We have selected individual events/items to sponsor.

Company Listing as it should be listed in all printed and/or online materials: \_\_\_\_\_

Sponsorship opportunities are confirmed on a first-come, first-assigned basis. Application to provide sponsorship support for the 2010 ICE Educational Conference dated this \_\_\_\_\_ day of \_\_\_\_\_, by and between \_\_\_\_\_ (company name) herein after called "Sponsor", and Institute for Credentialing Excellence (ICE).

Signature of Authorized Sponsor Representative: \_\_\_\_\_ Date: \_\_\_\_\_

**REQUIREMENTS**

**All Participants:** Please attach a brief explanation of services and products offered to be included in promotional material (Limit 50 words). Email to [info@noca.org](mailto:info@noca.org)

**Platinum Sponsors:** Please e-mail your color logo in EPS format with a 300 dpi resolution along with a version in JPEG as well and email to [info@noca.org](mailto:info@noca.org).

**PAYMENT**

Deposit required with this contract: 30% of total balance due

Check enclosed, made payable to ICE. (Mail to: ICE, Department 3032, Washington, DC 20042-3032)

To pay by credit card please see page 14.

Deposit Amount: \_\_\_\_\_

Check # \_\_\_\_\_

**Credit Card Authorization Form**  
**ICE 2010 Annual Educational Conference**  
**November 16– November 19, 2010**  
**The Sheraton Atlanta Hotel**  
**Atlanta, Georgia**

**CREDIT CARD TYPE:**

VISA

MASTERCARD

AMERICAN EXPRESS

Card #: \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on Credit Card \_\_\_\_\_  
(please print)

**I authorize ICE to charge my credit card a \$ \_\_\_\_\_ deposit, 30% of my total 2010 balance.**

**Cancellation Policy**

**REMAINING BALANCE PAYMENT IS DUE ON OR BEFORE April 30<sup>th</sup>, 2010.** Should full payment or written cancellation not be received by April 30th, 100% of your balance is due.

Signature \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone # \_\_\_\_\_

**PLEASE FAX BACK TO ALEX AARON AT:**

**(202) 367-2172**

**THANK YOU.**