

## **THE POWER OF** **eMARKETING** Baltimore 2010 Tabletop Exhibitor and Sponsor Guide

Thank you for your sponsorship of this conference. Not all items in this guide apply to all sponsorships, see your sponsor benefit information on our website ([emarketingassociation.com](http://emarketingassociation.com)) to determine the items that apply to your sponsorship.

### **General Sponsor Information**

**Location** – This conference will be held on October 20<sup>th</sup> and 21<sup>st</sup> at the Radisson Lord Baltimore Hotel, 20 West Baltimore St., Baltimore, MD 21201 – Phone 410 539 -8400.

**Exhibitor – Sponsor Housing** - Exhibitors and sponsors are responsible for making their own travel and hotel arrangements. The eMA room rate at the Lord Baltimore is \$129.00 single/double. To reserve your rooms, contact the hotel at 410-539-8400 or see venue on our event website to reserve online. We recommend that all sponsors/exhibitors stay at the conference hotel. **Reserve your room as early as possible since our room block can sell out. Be sure to mention you are a sponsor of the conference in order to receive the low block rate.**

**Shipping** – All Shipments must be timed to arrive at the hotel between Oct. 13<sup>th</sup> and Oct. 18<sup>th</sup> – Shipments that arrive prior to that time frame will be subject to storage and handling charge. Shipments that arrive after that date cannot be guaranteed to be placed in attendee bags or on tabletop exhibits or on literature displays. **SHIPMENTS MUST BE ADDRESSED AS FOLLOWS – RADISSON LORD BALTIMORE, 20 WEST BALTIMORE ST., BALTIMORE, MD 21201 – HOLD FOR EMARKETING ASSOCIATION CONFERENCE 10/13-10/20 ATT: ROBERT FLEMING / LOREASA MINOR**

**Advertising in the Conference Guide** – All ads must be received by September 20<sup>th</sup> – Advertising must be in PDF format, 8 ½ x 11” – ½” margin around ad. NO HEAVY INK COVERAGE. Ads are printed using a laser print method, no proofs are available, to see what your ad will look like you can print it on a color laser printer. Send all ads via email to: [reed@emarketingassociation.com](mailto:reed@emarketingassociation.com)

**On Site Signs** – The eMA may use electronic and printed signs at the venue to promote the sponsors. Please send a high resolution jpeg and eps image to [reed@emarketingassociation.com](mailto:reed@emarketingassociation.com). Images must be received by September 20<sup>th</sup>.

### **Table Top Exhibit Information /Terms and Conditions**

#### **Installation and Dismantling of Exhibits**

Exhibitors will have access to the exhibit area from 7:30 am to 10:00 PM on Tuesday October 19<sup>th</sup>. Tabletop location assignments are made on site on a first come first serve basis. Any installation not completed must be deferred until conference hours the next day. All exhibits must remain intact until the 4 PM on October 21<sup>st</sup>, at which time dismantling and packing may begin. All dismantling and packing must be finished and all shipments must be removed within 5 hours of close.

#### **Display Arrangement – Terms and Conditions**

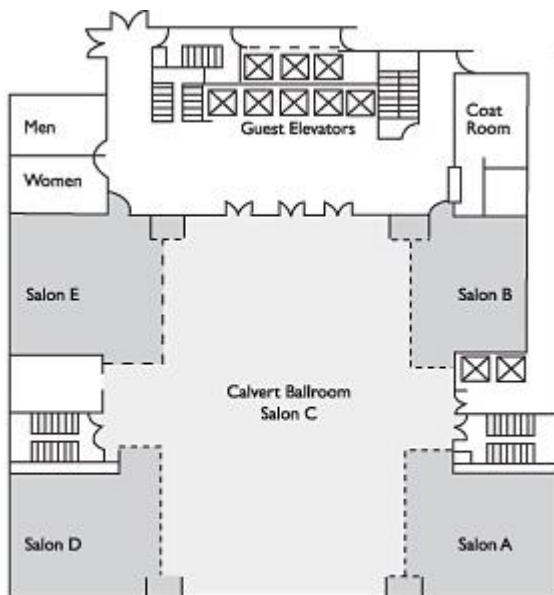
No part of any display (equipment excepted) in excess of 9 feet in height, including signs, shall be permitted. Tables are 6' x 2' and we supply a white tablecloth and skirt. A Power strip will be provided. No

attachment shall be made to any part of the building or any of the furnishings and fixtures therein. LCD displays may be rented directly from the Radisson AV company, PSAV call 410 685 4373 for rates and information. Tabletop displays can be manned, however it is not required since this is a conference not a trade show. People manning the display must be registered attendees unless other arrangements have been made with the eMA. 2 chairs are provided for each table upon request. All business activities of the exhibitors must be within their own exhibit space and must not impede traffic or interfere with other exhibits. The promotion of products or services other than those manufactured or regularly distributed by the Exhibitor are prohibited. Exhibitors are encouraged to distribute advertising items from their tabletop. Undignified or disruptive activities, noisemakers or other items considered by the eMA to be objectionable are expressly prohibited. The eMA reserves the right to restrict exhibitors who, because of noise or any other reason, shall interfere with the best interests of the conference as a whole.

### **Liability and Insurance**

Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Lord Baltimore, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Lord Baltimore and the eMarketing Association, its owners managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

### **Conference Floor plan**



**General Sessions held in the Calvert Ballroom breakout sessions held in Salons A-B-D**

**Tabletop Exhibits and refreshments will be in Salon E**

## General Information /Terms and Conditions

### CANCELLATION POLICY:

There are no refunds for cancellations by exhibitors/sponsors. If an exhibitor/sponsor cancels at any time, for any reason, the exhibitor/sponsor will be responsible for the entire Exhibitor/Sponsorship fee. The eMA reserves the right to relocate or reschedule programs. If rescheduled conference does not mesh with the exhibitor's/sponsor's needs or schedule, the exhibitor/sponsor may elect to seek a credit to be used on any eMA conference, valid for two years from the date of the originally scheduled conference dates.

The Exhibitor/Sponsor understands that neither the eMA nor the Facility maintain insurance covering the Exhibitor's/Sponsor's liability or property. It is strongly recommended that the Exhibitors carry insurance to cover the loss of or damage to their exhibits of other personal property while such property is located at or is in transit to or from the exhibit site. The eMA, nor the Facility assumes no liability for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, water, theft or any other cause whatsoever. In no event shall the eMA or the Facility be liable to Exhibitor/Sponsor or anyone claiming through Exhibitor/Sponsor for incidental, consequential, special or indirect damages including lost profits, even if the eMA has been apprised of the possibility of such loss.

Exhibitor/Sponsor assumes responsibility and agrees to indemnify and defend the eMA, and the Facility and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

Exhibitor/Sponsor is liable for any damage caused to Facility floors, walls, or columns, or to standard booth equipment, or to other exhibitors' property. The Exhibitor/Sponsor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment and other property brought upon the Facility premises, and shall indemnify, defend, and hold harmless the Facility, its owners, affiliated companies, agents, servants and employees.

Exhibitors shall indemnify and hold harmless the eMA and the Radisson Lord Baltimore and its servicing agent from all liability (damage or accident) which might ensue from any cause resulting or connected with transportation, placing, removal or display of exhibits.

### QUESTIONS?

**Please email: [reed@emarketingassociation.com](mailto:reed@emarketingassociation.com) if you have any questions. You will receive sponsor bulletins via email prior to the event with any additional information.**