

**AMERICAN ECONOMIC ASSOCIATION/
ALLIED SOCIAL SCIENCE ASSOCIATIONS**

2014 Broadway, Suite 305, Nashville, TN 37203, Phone 615.322.3509, Fax 615.343.7590

May 2010

Dear Exhibitor:

THE ASSA WILL MEET IN DENVER, CO, JANUARY 7-9, 2011. NOW IS THE TIME TO RESERVE SPACE FOR YOUR EXHIBIT ON THE ENCLOSED FORMS.

The Sheraton Denver Downtown will serve as the headquarters for thousands of professionals in economics, finance and statistics who will come to Denver for the annual gathering of the Allied Social Science Associations (ASSA). This includes the associations listed at the bottom of this letter as well as many other associations in these and related fields.

All exhibits will be located in the Plaza Ballroom of the Sheraton Denver in accordance with the enclosed floor plan. The exhibit area will be available to exhibitors for registration and setup from 8:00 a.m. to 5:00 p.m. on January 6. Badges are required in the exhibit area at all times. *Coffee will be available to exhibitors and attendees each morning.*

The 2011 ASSA meetings will provide your company an excellent opportunity to display and explain your product line to a large and prime market segment. Exhibitors have had outstanding success by exhibiting at past ASSA meetings. We have already received numerous requests for exhibit information; we encourage you to reserve your space early. Space will be reserved only by returning the application with **payment**. Note on the attached application that all space rental orders paid for in full prior to AUGUST 2nd will receive a discount. Also, booths will be assigned in the order in which applications, accompanied by payment, are received. The best way to receive your first booth selection is to return your application with your payment as soon as possible.

If you have questions regarding any of this information, please call me. I am looking forward to hearing from you.

Marlene Hight
Convention Manager

Participating Associations for ASSA Meetings:

American Agricultural Economics Association • American Economic Association • American Finance Association • Association for Social Economics • Econometric Society • Labor and Employment Relations Association

Details of the Contract

1. General Information

The 2011 meetings of the ALLIED SOCIAL SCIENCE ASSOCIATIONS (ASSA) will be held in Denver, CO, January 7-9, 2011. The headquarters hotel is the Sheraton Denver Downtown. All exhibits will be located in the Plaza Ballroom of the Sheraton Denver in accordance with the enclosed floor plan. Registration and Message and Information will be located in the Sheraton to maximize traffic flow through the exhibit area.

An ASSA representative will be at the "Exhibitor Registration" booth, located near the exhibit hall entrance, beginning January 6 at 8:00 am (see section 6). You must pick up your badge or register before entering the exhibit area. Badges must be worn at all times to gain access to the hall - NO EXCEPTIONS.

2. Booths and Equipment

All booths are 10 feet wide and 10 feet deep, and are provided with following standard equipment:

- (a) An 8-foot high curtain backwall when possible and 36-inch high curtain side dividers.
- (b) A 7-inch by 44-inch two line identification sign indicating the exhibitor's company name, city, state and assigned booth number.

To maintain uniformity and to prevent obstruction of the view of the adjoining booths, displays must not be higher than 8 feet. No walls, partitions, paintings, decorations, or other obstructions may be erected which in any way interfere with the view of any other exhibitor.

3. Special Equipment and Services

A packet containing detailed information and order forms for all special services and equipment will be forwarded to exhibitors in early October.

- (a) Material handling is provided by Freeman.
- (b) Freeman will have a service desk in the Exhibit Hall during setup, dismantling, and until 5:00 pm on Friday and Saturday.
- (c) Carpenter booth labor can be arranged at established rates. Arrangements should be made in advance with Freeman.
- (d) Cleaning service of booths will be supplied by the Freeman and must be ordered on the appropriate form.
- (e) Setup and dismantling of all displays must be done by the appropriate union, unless you are a full time employee of the exhibiting firm. For more information see the union jurisdictions form provided in the service kit.
- (f) Telephone service may be ordered through the Sheraton Denver.
- (g) Electrical service may be ordered through the Sheraton Denver.
- (h) Internet service may be ordered through the Sheraton Denver.

In general, all services and equipment, except for Internet service, audio visual, and computer rental are provided by Freeman. Note: The Exhibit Hall is carpeted.

4. Payment for Space

A signed copy of the application/contract form must be received by September 30, 2010 to assure space (note: pay before August 2, 2010 and receive a discount; see form). Applications must be accompanied by a check for the full rental amount payable to:

Allied Social Science Associations

Applications and check should be mailed to:

Marlene Hight
ASSA
2014 Broadway--Suite 305
Nashville, TN 37203

5. Assignment of Space

Exhibitors should indicate on the application their first six space preferences.

Exhibit space will be assigned in the order in which applications with checks are received. In the event none of the space preferred by the exhibitor is available, space will be assigned by the Exhibits Manager. If more than one booth is desired, it should be stated on the application. The Association reserves the right to add or remove booths as necessary.

6. Setup, Hours, and Dismantling

Setup:	Thursday, January 6	8 am - 5 pm
Show Hours:	Friday, January 7	9 am - 6 pm
	Saturday, January 8	9 am - 5 pm
	Sunday, January 9	9 am - 1 pm

All booths shall be open and staffed during the above hours.

Dismantling:	Sunday, January 9	1 pm - 6 pm
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NOTE: There will be no admittance to the exhibit hall on January 5. Dismantling must be completed by 6:00 pm on January 9. All display materials which are not removed from the exhibit floor prior to the dismantling cutoff will be discarded.

7. Cancellation

No refund will be made if contracted space is canceled by an exhibitor after October 20, 2010 or if the exhibitor fails to occupy contracted space. If the booth is not occupied by 8:00 am on Sunday, January 7, the ASSA shall have the right to use such space as it sees fit to avoid empty spaces in the exhibit area.

8. Power and Light

Sufficient lighting will be provided in the exhibit area. If special electric service is required, it must be arranged through the Sheraton Denver. An order form for special electrical service will be included in the packet exhibitors receive in early October.

9. Use of Booth Space

All demonstrations, interviews, or other activities, including advertising and distribution of promotional materials, must be confined to the limits of your exhibit booth. No materials may be placed on seats, attached to walls, ceiling or woodwork in the hotel, or left in public places in the hotel for distribution. No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted to them without the knowledge or consent of the Allied Social Science Associations' Exhibit Manager. Food or beverage may be served in your designated booth. Please contact Marlene Hight prior to the meetings to arrange a reception outside or inside the exhibit hall.

The exhibitor agrees that radio, television, motion pictures or other sound producing apparatus and visual aids will be operated in such a manner and place as to provide no inconvenience to other exhibitors. Sound must be at a level to reach the immediate vicinity of the exhibitor's area only. The management reserves the right to prohibit the use of any equipment contravening these regulations. Management reserves the right to require an exhibitor to alter the exhibit before the show or on site.

The Allied Social Science Associations reserves the right to require a sample description of the product to be displayed prior to accepting an application for booth space. Material to be displayed in a booth must be reputable and appear to be of interest to a substantial portion of our members. The Allied Social Science Associations reserves the right to make additional conditions, rules and regulations as it deems necessary to insure the success of the exhibition.

10. Guards

The Allied Social Science Associations will provide necessary guards during the hours the exhibit area is closed. The presence of these guards does not constitute acceptance of any responsibility by the ASSA and/or the Sheraton Denver and/or Freeman and/or any of the subcontractors for the security of the exhibitor's property but is merely a service to assist the exhibitors during the convention.

11. Maintenance and Liability

No combustible decoration, such as crepe paper, tissue paper, cardboard, or corrugated paper shall be used at any time. **All packing containers, excelsior, and wrapping paper, which must be flameproof, are to be removed from the floor and must not be stored under tables or behind displays.** All muslin, velvet, silken or any other cloth decoration must stand a flameproof test as prescribed by the fire ordinance of the City of Denver. All materials and fluids which are inflammable are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted without the permission of the Sheraton Denver and the Fire Prevention Bureau.

It is mutually agreed that it is the duty and responsibility of each exhibitor to install their exhibit before the opening of the exhibition and to dismantle the exhibit immediately after the close of the exhibition (see section 6). All property is to be shipped to and from Freeman. The Sheraton Denver will not accept exhibitor's freight or boxes nor handle it in any way.

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the ASSA, the Sheraton Denver, Freeman and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Sheraton Denver, its employees and agents.

In addition, Exhibitor acknowledges that the ASSA, the Sheraton Denver, and Freeman do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

No obstructions shall be placed in any aisles, passageways, lobbies or exits leading to any fire extinguishing appliances. Direct passageways leading to fire alarm communications must be maintained free of any obstructions.

By acceptance of exhibit space, exhibitor agrees that neither he/she nor employees shall deface, mar or otherwise injure the exhibit premises. Nothing shall be pasted, tacked, nailed, screwed or otherwise attached to walls, floors or furniture. Any damage resulting from actions of the exhibitor or his/her employees shall be made good by the exhibitor.

12. Inability to Perform

If the Allied Social Science Associations should be prevented from conducting the ASSA Annual Convention and Exhibits by any cause beyond its control, or if it cannot permit the exhibitor to occupy this space due to circumstances beyond ASSA's control, the ASSA will refund to the exhibitor the amount of the rental fee paid less a proportionate share of the exhibit expenses, which share shall be determined by ASSA in its sole discretion, and the ASSA shall have no further obligation or liability to the exhibitor.

ALLIED SOCIAL SCIENCE ASSOCIATIONS ANNUAL MEETING

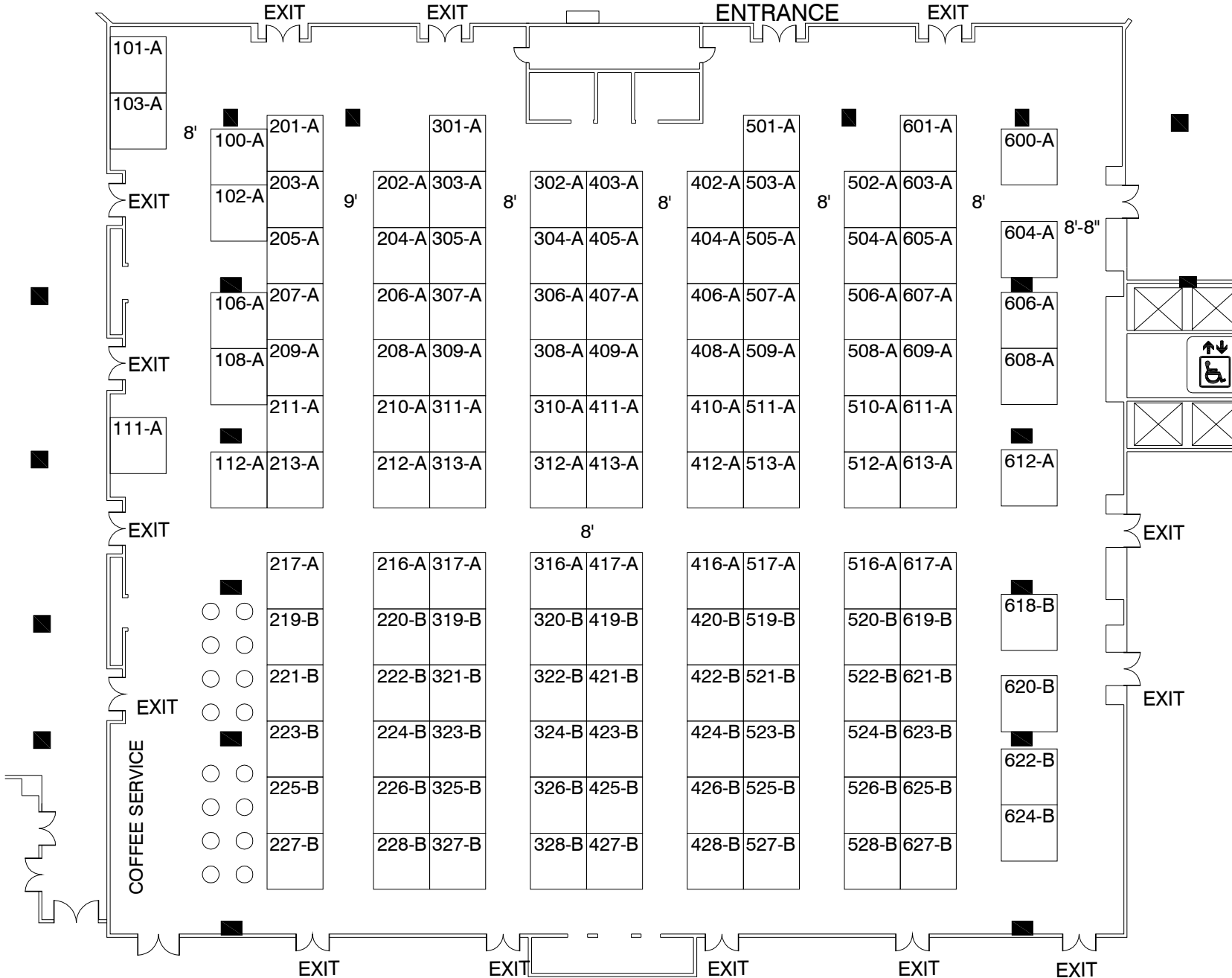
JANUARY 7-9, 2011
 SHERATON DENVER, PLAZA BALLROOM
 DENVER, COLORADO

REVISION DATE:
 4/7/2010 ATL/MDM

BOOTH COUNT

Inventory as of 04/07/2010

Dimension	Size	Qty	SqFt
10'x10'	100	129	12,900
Totals:		129	12,900



LEGEND:

F R E E M A N

DRAWING STARTED:
 3/23/2010 BM
 FILE PATH:

DRAWING NAME:
 ASSA
 HALL NAME:
 PLAZA BALLROOM
 JOB NUMBER:
 253776
 ACCT. EXEC.:
 BEN LUTZ

SCALE: NTS

DISCLAIMER

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ALLIED SOCIAL SCIENCE ASSOCIATIONS

2014 BROADWAY, SUITE 305
NASHVILLE, TN 37203
615-322-3509 PHONE, 615-343-7590 FAX

INSERTION ORDER - ASSA PRINTED PROGRAM

Specifications:

Black and white only
Press quality PDFs
Resolution: 300dpi
Electronic files only. Send to: marlene.hight@vanderbilt.edu

Size Requirements: Type area - full page, (4-1/8" X 7-3/8")
half page (horizontal only), (4-1/8" X 3-1/2")

Closing Date for Ads:

October 1, 2010

Rates:	Full page	\$1,100
	Each additional full page	\$1,000
	Half page	\$900

Facing cover three	<i>These three pages are being auctioned off. Please send in your bid by July 1, 2010. Minimum bids are to the right of this box.</i>	\$1,150
Cover three		\$1,250
Cover four		\$1,550

NOTE: All charges are net; no cash or agency discount allowed.

Reserve the following space in the 2011 ASSA Program: _____

_____ Payment enclosed. Please make check payable to **ASSA**.

_____ Bill us after the publication.

Prepayment is required on all foreign advertisers.

Please circle one: Check to ASSA Visa MasterCard American Express

Credit Card Number _____ CSC Code _____

Cardholder's Name _____ Expiration Date _____

Authorized Signature _____ Amount Paid \$ _____

COMPANY (for whom ad is being placed) _____

CONTACT NAME _____ E-mail _____

ADVERTISING COMPANY (if applicable) _____

BILLING ADDRESS _____
Street City State Zip

PHONE _____ FAX _____ DATE _____