



AGSES is pleased to announce our Sponsorship and Exhibit opportunities available for 2010.

Consider an AGSES Sponsorship: Education (New!), Platinum, Gold, Silver and Bronze. You will see your logo and/or company name on our website and in event promotions. You will receive pride in knowing that your Sponsorship contribution will fund quality educational and career development opportunities for professional staff of Girl Scouting.

Help us keep the costs down for our members to attend our educational event by sponsoring and/or exhibiting at our 2010 AGSES Annual Educational Conference & Expo, Building Community, in New Orleans, Louisiana, April 15-17. Where else are you able to:

- ❖ Meet face-to-face with Girl Scout CEO's, development directors, program directors, product sale managers, and more.
- ❖ Get your product in the hands of those with purchasing power.
- ❖ Show your wares in an affordable and comfortable atmosphere.

Look through the information that follows and submit your online sponsorship and exhibit form with your financial support to AGSES by **March 15, 2010** to be included in all of our promotional opportunities throughout the year.

**New this year - Day of Service!** AGSES will be participating in a service project with the New Orleans Habitat for Humanity on Wednesday, April 14, 2010, the day before the conference begins. We have opportunities to contribute to this effort in addition to a Sponsorship or Exhibit.

Please contact Sue Peterson at the AGSES office with any questions you may have, 630-369-7781 or sue@agses.org.



For quick & easy registration, Register Online at www.agses.org.



## 2010 AGSES Annual Educational Conference & Expo

New Orleans, Louisiana  
April 15-17, 2010

InterContinental-New Orleans  
444 St. Charles Avenue  
New Orleans, LA 70130  
www.intercontinental.com/neworleans

### Exhibit Schedule

Schedule is subject to change.

#### Thursday, April 15

9:00 am - 10:00 am	Exhibitor Check-In
10:00 am - 12:00 Noon	Exhibitor Set-up
1:00 pm - 5:00 pm	Exhibit Hall Open (during the same time frame there will be attendee registration, cash bar reception, and various activities in the area to help draw attendees.)

#### Friday, April 16

4:45 pm - 6:30 pm	Exhibit Hall Open with Cocktail Reception (fundraiser results, drawings and prize winners will be announced during this time.)
6:30 pm - 8:00 pm	Exhibit Tear Down

Inclusion in the 2010 AGSES Annual Educational Conference & Expo promotion is not guaranteed if agreement with payment is not received by AGSES prior to March 15, 2010.

**NEW!**  
*Education Sponsorships*



**NEW!** *Day of Service  
Sponsorship Opportunities*

## 2010 AGSES Sponsorship & Exhibit Opportunities

Your Sponsorship contribution will fund quality educational and career development opportunities for Girl Scout professionals.

*Availability of listed sponsorships is first come, first served, and are subject to change.*

### **Education** (2 available)

**\$8,000 each**

1. Exclusive sponsorship of Margaret Wheatley, our featured Keynote and World Café education speaker on Friday morning.
  - or
  2. Exclusive sponsorship of Jean Gatz, our Opening Session and Saturday morning Keynote speaker, plus sponsorship of her book, **"Mama Said There'd Be Days Like This"**, for each attendee.
- plus
- Your company logo will be featured in the AGSES monthly e-newsletter, on the AGSES Home and Conference pages at [www.ageses.org](http://www.ageses.org) during 2010 recognizing you as an Education Sponsor.
  - 2010 Annual Conference in New Orleans (April 15-17):
    - Your company will be identified as an Education Sponsor in conference communications.
    - Three (3) full complimentary AGSES Conference Attendee Registrations
    - Complimentary double table-top display (if desired) with premium placement.

### **Platinum**

**\$6,000**

- Your company logo will be published in the AGSES monthly e-newsletter, on the AGSES Home and Conference pages at [www.ageses.org](http://www.ageses.org) during 2010 recognizing you as a Platinum Sponsor.
- 2010 Annual Conference in New Orleans (April 15-17):
  - Your company will be identified as a Platinum Sponsor in conference communications.
  - Choice of sponsoring: Thursday Dinner or Friday Lunch
  - Two (2) full complimentary AGSES Conference Attendee Registrations
  - Complimentary double table-top display (if desired) with priority placement.

### **Gold**

**\$4,000**

- Your company logo will be published on the AGSES Conference web pages at [www.ageses.org](http://www.ageses.org) during 2010 recognizing you as a Gold Sponsor.
- 2010 Annual Conference in New Orleans (April 15-17):
  - Your company will be identified as a Gold Sponsor in conference materials.
  - Choice of sponsoring: Opening Night Entertainment or Friday Cocktail Reception in Exhibit Hall
  - One (1) full complimentary AGSES Conference Attendee Registration
  - Complimentary single table-top display (if desired).

### **Silver**

**\$2,000**

- Your company name will be displayed on the Conference pages at [www.ageses.org](http://www.ageses.org) during 2010 recognizing you as a Silver Sponsor
- 2010 Annual Conference in New Orleans (April 15-17):
  - Your company will be identified as a Silver Sponsor in conference materials.
  - Sponsorship of 1 of 7 Workshop Speaker/Session Tracks
  - Complimentary single table-top display (if desired) with all conference meals & breaks included for 1 display personnel.

### **Bronze**

**\$1,000**

- Your company name will be displayed on the Conference pages at [www.ageses.org](http://www.ageses.org) during 2010 recognizing you as a Bronze Sponsor
- 2010 Annual Conference in New Orleans (April 15-17):
  - Your company will be identified as a Bronze Sponsor in conference materials.
  - Sponsorship of 1 of 3 refreshment breaks
  - Complimentary single table-top display (if desired) with the following meals for one (1) display personnel: Opening Reception/Dinner on Thursday, April 15, and all scheduled meals and breaks on Friday, April 16.

### **Exhibit**

**\$400**

- 2009 Annual Conference in New Orleans (April 15-17):
  - Single table-top display
  - Your company will be identified as an Exhibitor in conference materials.
  - Includes the following meals for one (1) display personnel: Opening Reception/Dinner on Thursday, April 15, all scheduled meals and breaks on Friday, April 16.

#### **Exhibit Additions:**

- Second table for display = \$150
- Exhibitor Meal Plan = \$100/person, includes Opening Reception/Dinner on Thursday, April 15, all scheduled meals and breaks Friday, April 16.

### **NEW! Service Project Habitat for Humanity Wednesday, April 14:**

*(parenthesis = sponsorships available)*

- \$300 (2) Catered work-site lunch for volunteers
  - \$250 (2) Thank-you wine & cheese reception for volunteers Wednesday evening
  - \$200 (5) Transportation - bus to and from worksite and hotel
  - \$250 (1) T-Shirts for participants
- Any dollar amount, service or item designated by a sponsor or exhibitor to contribute to the Service Project Effort, services or items are subject to approval based on need and appropriateness of item to the effort.



**2010 AGSES Sponsorship/Exhibitor Agreement**  
 2010 AGSES Annual Educational Conference & Expo - New Orleans  
 April 15-17, 2010

**For quick & easy  
 registration,  
 Register Online  
 at [www.agses.org](http://www.agses.org).**

**Contact Information** (Please print or type all information)

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Website \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Contact Email \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_

**Exhibit Booth Personnel** (Please list names of all individuals working in booth.)

1. \_\_\_\_\_  
 Email \_\_\_\_\_  
 2. \_\_\_\_\_  
 Email \_\_\_\_\_  
 3. \_\_\_\_\_  
 Email \_\_\_\_\_

**Sponsor Level / Exhibit Selections**

Please check the sponsorship level you wish to participate and one of the Conference events to be sponsored associated with that level.

- |                                     |  |  |
|-------------------------------------|--|--|
| <input type="checkbox"/> Education  | \$8,000  | <input type="checkbox"/> Margaret Wheatley                       |
|                                     |  | <input type="checkbox"/> Jean Gatz                               |
| <input type="checkbox"/> Platinum   | \$6,000  | <input type="checkbox"/> Dinner, Thursday, April 15              |
|                                     |  | <input type="checkbox"/> Lunch, Friday, April 16                 |
| <input type="checkbox"/> Gold       | \$4,000  | <input type="checkbox"/> Entertainment, Thurs., April 15         |
|                                     |  | <input type="checkbox"/> Cocktail Reception, Fri., April 16      |
| <input type="checkbox"/> Silver     | \$2,000  | <input type="checkbox"/> Workshop Speaker/Track<br>(7 available) |
| <input type="checkbox"/> Bronze     | \$1,000  | <input type="checkbox"/> Refreshment Break<br>(3 available)      |
| <input type="checkbox"/> Exhibitor  | \$ 400   |  |
| <input type="checkbox"/> Additions: | <input type="checkbox"/> Second Table \$150                          |  |
|                                     | <input type="checkbox"/> Exhibitor Meal Plan(s) _____ @ \$100/person |  |

**Day of Service - Wednesday, April 14, 2010**

- \$300 - Catered work-site lunch for volunteers
- \$250 - Thank you wine & cheese reception for volunteers  
 Wednesday Evening, April 14.
- \$200 - Transportation - bus to and from worksite and hotel
- ~~Taken~~ \$250 - T-Shirts for volunteers
- \_\_\_\_\_ Any dollar amount
- Service or item (subject to approval based on need and appropriateness of item to the effort.)

I wish to sponsor as designated above, but am unable to exhibit at the Conference in New Orleans.

**Payment** (Enter the payment totals from your selections)

Sponsorship \_\_\_\_\_  
 Exhibit Booth \_\_\_\_\_  
 Exhibit Additions \_\_\_\_\_  
 Day of Service \_\_\_\_\_  

**\$ Total Enclosed** \_\_\_\_\_

**Method of Payment** (U.S. funds only):

Check (payable to AGSES)     Visa     Mastercard

Acct.# \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security # \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

**Agreement Acceptance** (please read attached Terms and Conditions)

The sponsor/exhibitor acknowledges that a duly authorized representative of the exhibiting company has read and understands the Terms and Conditions attached to and contained in this Agreement and acknowledges and agrees that the sponsor/exhibitor will be bound by them, including but not limited to:

**Publications:** Inclusion in the 2010 Annual Conference promotions is not guaranteed if agreement with payment is not received by AGSES prior to March 15, 2010.

**Exhibits:** Exhibit Display Tables are reserved based on receipt of completed application and full payment. Final display location will be assigned at the discretion of AGSES. AGSES prohibits demonstrations, interview or distribution of promotional materials outside the booth/display. All activities must be confined to your booth/display and not impede traffic or interfere with the activities of other exhibitors. AGSES shall not nor shall any of its sponsors be liable for damage to or loss of exhibitors' property through theft, fire, accident or any destructive cause. Exhibitors shall insure their own exhibit area and shall indemnify and exempt AGSES and the hosting hotel and/or facility from all liability which may ensue from any cause whatsoever, including injury visitors, exhibitors or their agents. **Exhibitors agree to furnish AGSES with a certificate of insurance.** No booth location can be changed on-site without approval from the Event Coordinator or designee before any set-up occurs. Failure to receive approval will result in booth being removed to original assigned site.

The company understands and agrees that the Agreement does not bind the Association until the Agreement is accepted in accordance with the Terms and Conditions.

Agreed and Accepted by Sponsor/Exhibitor:

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Date \_\_\_\_\_

**Instructions:** For quick & easy registration - Register Online at [www.agses.org](http://www.agses.org) — or.....

- Please fill out each section completely and read the Terms and Conditions carefully.
- You may participate in any and all levels you wish. All exhibitors must include a copy of your certificate of insurance.
- Make a copy for your records. Return this completed form with payment to:



**Association of Girl Scout Executive Staff**

## Exhibitor Terms and Conditions

**Agreement for Space** – This application is subject to written notice of acceptance by the Association of Girl Scout Executive Staff (“AGSES”) and when so accepting and upon the full payment of rental charges shall constitute an Agreement. The Exhibitor acknowledges that a duly authorized representative of the Exhibitor has read, understands, and agrees to be bound by the Agreement, including the Terms and Conditions provided herewith and incorporated by reference herein. **AGSES is not responsible for the claims made by its Exhibitor and reserves the right to reject any request to exhibit at its national convention or Spring regional conferences at its discretion for any or no reason.**

1. **Payment for Space** - Failure to make payment when due will be deemed a cancellation by the Exhibitor of its display space and contract.

2. **Cancellations and Refunds** – No refunds for display space will be given for the 2010 AGSES Annual Educational Conference & Expo after March 1, 2010. All cancellations and requests for refunds must be in writing submitted to AGSES.

3. **Prohibited Activities** – The Exhibitor shall not conduct or permit any activities which (a) are prohibited by any applicable law, regulation or ordinance, (b) endanger health or safety of any persons or property, (c) interfere in any way with any other Exhibitors or (d) are inconsistent with rules, regulations, policies or procedures of AGSES or the conference hotel.

All participants are expected to conduct themselves with the highest standards of integrity, courtesy and conduct. If any participant fails to act in this manner, the Exhibit Chair must be notified immediately.

4. **Installation and Dismantling** – Any space not claimed and occupied by two hours prior to the opening hour of the exhibit hall may be reassigned without a refund. The Exhibitor expressly agrees not to dismantle his/her display or do any packing before the final closing hour the exhibit hall is open. Any Exhibitor that begins to dismantle or pack up before the close of the hall will be charged an additional \$200 and may not be allowed to attend the next AGSES event. Goods must be crated and packed for shipment by the Exhibitor immediately after the close of the hall.

5. **Exhibitor Property** – Neither AGSES, including any office, director, member, agent, employee or representative of AGSES will be responsible for the safety of the property of the Exhibitor from theft, damage by fire, accident or other causes including, without limitation, for property delivered to the exhibit hall before setup day or for property left in the hotel or exhibit area after the closing hour of the exhibit. Exhibitors wishing to insure their goods must do so at their own expense. When possible the exhibit area will be locked at the close of each day. Exhibit areas requested outside of the main exhibit hall are not lockable. No additional security will be on site.

6. **Indemnification and Insurance** – The Exhibitor assumes entire responsibility and hereby agrees to protect, defend, indemnify, and hold harmless the Hotel, its owners, its operator, AGSES and each of their respective parents, subsidiaries, affiliates, employees officers, directors, and agents against all claims, losses or damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the hotel and its employees and agents. Exhibitor acknowledges that neither the Hotel, its owners, nor its operator maintain insurance covering Exhibitor property and that it is the sole responsibility of the Exhibitor/Vendor to obtain business interruption and property damage insurance insuring any losses by Exhibitor. **Exhibitor assures the legal use of all intellectual property and copyrighted material.**

Each Exhibitor must provide proof of liability insurance naming AGSES as an additionally insured. The certificate of insurance must be provided not less than 30 days in advance of the first day of set up for the event. The certificates shall also provide that the policies evidenced thereby may not be canceled or changed in any material ways, except upon 30 days prior written notice to each of the additional insured parties.

Each Exhibitor must also provide evidence of workers' compensation insurance, as required by law, at statutory limits and Employers Liability Insurance, Part B, at minimum limits of \$1,000,000.

The Exhibitor assumes responsibility and agrees to indemnify and defend AGSES against any claims or expenses arising out of the use of the exhibition premises.

7. **Use of Space** – No Exhibitor is permitted to show goods other than those manufactured or dealt with by the firm in the regular course of business and approved by AGSES, which reserves the absolute right to withhold such approval with assigning any case therefore. All sales activities must be confined to the limits of the booth unless approved by AGSES. Orders may be taken and arrangements for shipping made. Exhibitors may conduct “cash and carry” sales provided that they have made arrangements to collect and report sales tax according to the rules set for the state of Louisiana. Nothing shall be posted, nailed, screwed, or otherwise attached to walls, floors, or other parts of the building or furniture.

8. **Circularization and Solicitation** – Distribution of circulars or promotion material may be made only within the booth assigned to the Exhibitor presenting such materials or other approved AGSES locations.

9. **Care of Building and Equipment** – Exhibitor or their agents shall not injure or deface the walls or floors of the building, the booths, furniture, fixtures, or equipment. When such damage appears, the Exhibitor is liable to the owner of the property if damaged. Distribution of promotional gummed stickers or labels is strictly prohibited.

10. **Listing in Official Program** – This Agreement and payment in full must be in the hands of AGSES by February 15, 2010 to issue listing in onsite conference promotion.

11. **Termination** – AGSES reserves the right to cancel the annual conference at any time and for any reason at its sole discretion. In the event of such cancellation, the Exhibitor's sole remedy shall be refund of rental charges previously paid to AGSES less any amounts otherwise owed by the Exhibitor to AGSES. Under no circumstances shall AGSES be liable for consequential, special, or incidental damages. Failure of the Exhibitor to comply with any term or provision of this Agreement may, at the sole and absolute discretion of AGSES, result in immediate termination of the Agreement and forfeiture of all payments made by the Exhibitor to AGSES.

12. **Governing Law** – This Agreement shall be governed, construed, and enforced in accordance with Louisiana law without regard to the principles of conflicts of laws there under. Exhibitor hereby consents to personal jurisdiction and venue in Indiana and hereby waives any right to object to personal jurisdiction or venue. In the event that any provision of this Agreement is held invalid or unenforceable in any circumstances by a court of competent jurisdiction, the remainder of this Agreement and the application of such provision in any other circumstances shall not be affected thereby.

13. **Amendment of Agreement** – Exhibitor may not sublet or lease its display space to any other entity or person without the written consent of AGSES. Failure of AGSES to exercise its discretion pursuant to these Rules and Regulations shall not constitute a waiver of any provision herein or of its rights hereunder. All amendments or modifications of these Rules and Regulations or to the Agreement between AGSES and the Exhibitor must be in writing.

14. **Decorations Rules and Regulations** – The Exhibitor agrees to conform to all rules and regulations of the exposition's official decorator as detailed in the official service kit provided by that company. Where union personnel are required by the decorator, hotel, or conference center, the Exhibitor must comply with the union requirements. AGSES is not responsible for decorator, hotel, or conference center personnel. Nor can AGSES guarantee that services and/or conference center shall be available during the exposition.

15. **These terms and condition become part of the Agreement between the Exhibitor and AGSES. They have been formulated for the best interest of both parties.**