



# BEEN THERE. DONE THAT. NOW WHAT?

2007 LMA Midwest Conference

## Sponsorship Application and Contract

### 2007 Midwest Conference

September 28, 2007  
The Metropolitan Club, Sears Tower  
233 South Wacker Drive  
Chicago, Illinois 60606

Don't miss out on this opportunity to create or expand your presence in the Midwest legal marketplace. Contact us today to reserve your space as a sponsor!

Mary Pennington  
Marketing Manager  
Vedder Price  
222 North LaSalle Street, Suite 2200  
Chicago, Illinois 60601  
Tel: 312-609-5067  
Fax: 312-609-5005  
mpennington@vedderprice.com  
[www.lmamidwestconference.com](http://www.lmamidwestconference.com)

### Important Instructions

#### Payment Information

*Returning Sponsors:* Secure your right of first refusal by returning your completed application and full payment by May 4, 2007.

*New Sponsors:* Reserve your space by returning your completed application and full payment by July 15, 2007.

#### Contract Acceptance

The acceptance of this application shall be at the discretion of LMA Chicago. Upon acceptance, this application becomes a contract. Completion and signature of this application binds the signor to comply with, and be subject to, the terms and conditions contained in the Sponsor Prospectus. LMA Chicago reserves the right to refuse or deny sponsorship to prospective sponsors for any reason.

#### Cancellations

Cancellation of sponsorship before August 15, 2007 will result in a full refund, less a \$250 processing fee. Cancellation of sponsorship after August 15, 2007 results in no refund. Cancellation of sponsorship must be made in writing to Cere Shovers, Sponsorship Co-Chair at [cshovers@vedderprice.com](mailto:cshovers@vedderprice.com).

Complete Company Name (Name will be published exactly as shown)

Business Address

City State Zip

Telephone Fax

Email Company Web site

Representative (as shown in program) Title

Correspondence contact Title

Contact information if different from above (address, telephone, fax, email)

Sponsorship Desired (see attached for descriptions and pricing)

**Sponsorship Desired:** \_\_\_\_\_

**Second Choice:** \_\_\_\_\_

**Special Requirements:** \_\_\_\_\_

It is understood this application will become a binding contract upon acceptance by LMA, and incorporated into this contract are the attached terms, rules and regulations. Sign and return the contract in its entirety. A confirmation email will be send to you upon acceptance.

Authorized Applicant Signature Print Name Title Date

### Payment Information

Return signed contract along with check made payable to LMA Chicago to: Mary Pennington, c/o Vedder Price, 222 North LaSalle Street, Suite 2200, Chicago, Illinois 60601.



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# EXHIBITOR RULES & REGULATIONS

### 1) Exhibit Date and Hours

Scheduled exhibit hours are from 7:00 a.m. to 5:30 p.m. on Friday, September 28, 2007.

### 2) Assignment of Exhibit Space

Exhibit space assignments are first come, first served. Exhibitors from the 2005 LMA Midwest Conference have priority and can secure their right of first refusal privilege by returning the completed application and full payment by May 14, 2007. New exhibitors may reserve space by returning the completed application and full payment by August 15, 2007.

### 3) Application/Occupation/Cancellation of Exhibit Space

(Note: The first mailing with sponsor/exhibitor logos is sent out on June 1, 2007.)

Application for exhibit space must be made in writing using the enclosed application form or a photocopy of this form. Submit contract with full payment by August 15, 2007. Space not fully paid for is subject to cancellation or reassignment by LMA Chicago without refund. Any space not claimed and occupied for which no special arrangements have been made by 8:00 a.m. on Friday, September 28, 2007, may be resold or reassigned by LMA Chicago to eliminate empty spaces in the exhibit hall. LMA Chicago will not refund any part of the booth rental. Exhibitors may not assign or sublet any space allotted to them and may not advertise or display goods other than those manufactured or sold by them in the regular course of their business. Cancellation of sponsorship before August 15, 2007 will result in a full refund, less a \$250 processing fee. Cancellation of sponsorship after August 15, 2007 results in no refund. Cancellation of sponsorship must be made in writing to Cere Shovers, Sponsorship Co-Chair, at [cshovers@vedderprice.com](mailto:cshovers@vedderprice.com).

### 4) Installation of Exhibits

Installation must take place between 5:00 p.m. and 9:00 p.m. on Thursday, September 27, 2007, or between 5:30 a.m. and 7:00 a.m. on Friday, September 28, 2007. Exhibits must be fully installed by 7:00 a.m. on Friday, September 28, 2007. No installation work will be permitted after this time without special permission from LMA Chicago.

### 5) Removal of Exhibits

All exhibits must remain intact (not dismantled or removed) until 3:45 p.m. on Friday, September 28, 2007. Exhibit removal must be completed by 7:00 p.m. on Friday, September 28, 2007.

### 6) Booth Construction and Arrangement

All exhibits must be confined to the special limits of the booth as indicated on the floor plan. No part of the display, except equipment therein, is permitted in excess of eight feet in height without prior permission granted by LMA Chicago. Booths shall not present an objectionable side appearance when viewed from adjoining booth areas. LMA Chicago reserves the right to request changes to booth arrangements that interrupt the flow of traffic.

### 7) Use of Space/Promotional Materials

Persons who are prepared to explain all products and services on display must staff exhibit areas during exhibit hours. Each exhibitor must wear an official LMA Midwest Conference badge. All solicitation, demonstration or other promotional activities must be confined to the limits of the exhibit hall. No exhibitor or sponsor can distribute promotional materials in a breakout room or session, unless they are participating as a speaker for that session/breakout. Literature on display shall be limited to reasonable quantities (one-day supply). Exhibitors are encouraged to display or disseminate products and services which are developed specifically for LMA members at their booths, unless otherwise permitted through a separate sponsorship agreement. A company's promotional materials should not interfere with any other company's booth or sponsorship. Exhibitors may only distribute materials from their booths. Further, an exhibitor/sponsor is prohibited from distributing copyrighted materials, unless they have written permission to distribute such materials.

### 8) Function Space

It is understood that no rooms, suites or other spaces in the conference venue are to be used for exhibit purposes, workshops or other sales-related use. Invitational cocktail parties, open houses and similar exhibitor-sponsored affairs, other than usual private occupancy, should be scheduled with the venue and confirmed with LMA Midwest Conference management so as not to conflict with program events.

### 9) Care of Exhibit Space and Building

The exhibitor shall care for and keep occupied space in good order. Special cleaning and dusting of the booth and display equipment and material will be the exhibitor's responsibility. Exhibitors may not place anything in the exhibit space common areas during the open hours of the exhibition. Exhibitors, or their agents, must not injure or deface the walls or floors of the building. When such damage appears, the exhibitor is liable to the owner of the property so damaged. Electrical wiring must conform to the National Electric Code Safety Rules. Combustible materials or explosives are not permitted in the exhibit area.

All exhibits shall serve the interests of the members of LMA Chicago and be operated in a way that does not detract from other exhibits or the conference. Conference management determines the acceptability of persons, things, conduct, sound equipment and/or printed material and reserves the right to require the immediate withdrawal of any exhibit that is believed to be injurious to the purpose of LMA Chicago. In the event of such restriction or eviction, LMA Chicago is not liable for any refund of exhibit fees or any other exhibit-related expenses.

### 10) Sales, Samples and Souvenirs

No goods are to be sold for delivery on the floor. Orders may be taken for future delivery. Free samples and souvenirs may be given away at exhibitor's designated booth only. Exhibitors may not display literature or products at any other conference areas unless a separate sponsorship agreement has been arranged (see #7).

### **11) Liability**

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

### **12) Security**

Exhibitors should take steps to protect merchandise or equipment they have displayed. Please see that all small display and personal items are secure before leaving the hall – even temporarily. The venue and LMA Chicago are not liable to any exhibitor for the loss or damage of property.

### **13) Insurance**

All exhibitors are strongly urged to obtain insurance coverage against damage or loss and public liability insurance against injury to the person or property of others. Exhibit materials should be covered from the time they are shipped, through move-in, exhibit dates, move-out and until all materials have been received at the point of origin. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's display, equipment or other property brought upon the premises of the hotel and shall indemnify and hold harmless LMA Chicago and the venue from any and all such abuses, damages and claims.

### **14) The Americans with Disabilities Act**

Exhibitor shall be responsible for making its exhibit accessible to persons with disabilities as required by The Americans with Disabilities Act and shall hold LMA Chicago harmless from any consequences of exhibiting companies who fail in this regard.

### **15) Compliance**

Exhibitor agrees to abide by and comply with the rules and regulations including any amendments that conference management may make from time to time. Exhibitor further assumes all responsibility for compliance with all pertinent laws, ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health as well as the rules and regulations of the operators of and/or owners of the property where the exposition is held.

### **16) Conference Postponement or Cancellations**

LMA Chicago in its discretion shall have the right to postpone or cancel the conference and exhibit and shall be liable in no way to Exhibitor for losses resulting from such delay or cancellation. LMA Chicago will not be liable for fulfillment of this contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: by reason of the facility's being damaged or destroyed by fire, act of God, public enemy, war or insurrections, strikes, the authority of the law, or for any cause beyond LMA Chicago's control. It will, however, in the event of its not being able to hold an exhibit for any of the above-named reasons, reimburse exhibitor for the amount already paid for exhibit booth space.

### **17) Amendments**

Any and all matters and questions not specifically covered by the preceding regulations shall be subject to the decision of LMA Chicago. These rules and regulations shall be binding on exhibitors equally with the foregoing conditions. Exhibitors shall be notified in writing of any amendments to these regulations.

### **18) Questions**

For more information, contact Mary Pennington, Sponsorship Co-Chair, at (312) 609-5067 or e-mail at mpennington@vedderprice.com.