



**2009 Research Industry Forum:**  
*Exhibitor Guidelines*



## 2009 Research Industry Forum: *Exhibitor Guidelines*

Marketing Research Association (MRA) provides the following information regarding the 2009 Research Industry Forum (RIF) which will be held in conjunction with its Annual Conference at the Marriott (hereinafter referred to as Hotel) in Chicago June 3-5, 2009.

### What Is The 2009 Research Industry Forum?

An exhibition forum for companies with marketing research oriented products or services that are of direct interest to the opinion and marketing research profession. The exhibition forum is designed to offer exhibitors the opportunity to interact with marketing research practitioners in an informal setting.

### General Information:

#### Booth Assignment of Space

- Booth selections will be based on a first come first serve basis. Selections will be assigned in the order that the completed exhibitor contract and full payment are received. Location compatibility of space assigned will be taken into consideration and final space assignment will be at the discretion of conference management.
- No exhibitor shall transfer, assign, sell or barter their assigned space.
- The floor plan layout will be provided upon finalization and approval from the City Fire Marshall. Floor plans may be subject to change due to space availability and local fire and safety codes. In the case of changes, exhibitors will be notified prior to the conference. Conference management reserves the right to alter the exhibit hall floor plan at any time or re-assign space if deemed necessary and/or appropriate.
- Full booth displays are permitted. All items displayed must fit within the confines of the booth space.
- The application for exhibit space and the formal notice of assignment will constitute a contract for the right to use the space assigned. Upon the occurrence of conditions beyond the control of which makes performance impossible or inadvisable in the circumstances, including but not limited to government order, civil disruption, inclement weather, strike or labor unrest, transportation difficulties, may alter, reduce, or redistribute allocated exhibit space, or even cancel this Agreement upon notice to the exhibitor.

#### Internet/Telephone Lines/Audio Visual Requirements

- High speed Internet and/or telephone lines can be arranged for an additional cost through the hotel (order forms can be obtained from conference management).
- Audio visual can be arranged at an additional cost through the hotel (order forms can be obtained from conference management).

#### Additional Exhibiting Benefits

- All breaks to be held within the exhibit hall.
- Electronic pre-conference attendee address listing (company name, attendee name and mailing address). Preliminary Early Bird listing will be available approximately six weeks prior to the conference. Standard deadline listing will be available approximately eight business days from the conference start date. These lists are for a one time use only. E-mail addresses will not be provided.
- Electronic post-conference attendee listing. This includes company name, attendee name and mailing address. This list is for a one time use only. E-mail addresses will not be provided.

#### Demonstrations/Obligations/Restrictions of Space Usage

- All demonstrations, hospitality interviews or other activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet or share the whole or any part of the space allotted without the knowledge and consent of conference management and without approval of terms of such arrangements. It is recommended that at least one company representative be present at the exhibit booth during all official exhibit hours.
- Computer equipment and promotional materials must fit within the confines of the exhibit space and must not pose any physical or visual obstructions.
- Exhibitor is responsible for maintaining an acceptable standard of cleanliness of booth interior within their booth space.
- MRA conference management reserves the right to prohibit exhibits which, because of noise, method of operation, or any other reason, are deemed to be objectionable; also to prohibit or eject any exhibit which, in the opinion of MRA conference management, may distract from the general character of the exhibition as a whole, or which does not conform to established parameters. MRA conference management also reserves the right to restrict or eject any exhibitor whose conduct is deemed to be inappropriate to the exhibition. In the event of such restriction and/or ejection, MRA is not liable for any exhibit expense.

#### Audio Usage

Audio units must fit within the confines of the space. Exhibitor will be responsible for obtaining any permits, licenses, etc., which may be required to broadcast, perform or display any copy righted materials, including but not limited to music, video and software.

#### Advertising, Contests, Promotions and Solicitations

Advertising/promotional materials of any description may be distributed within the exhibit space assigned to the exhibitor presenting such material. Any firm, organization or individual not assigned space will be restricted from distributing advertising/promotional materials in any manner within the exhibit hall or in any area of the Hotel being used by MRA for the conference. Exhibitors will be restricted from soliciting business outside their allocated space in the exhibit hall. MRA conference management prior to the conference must approve any and all contests conducted by the exhibitor. All promotional give-away and/or contests with prizes distributed must be free of obligation on the part of the winner.

#### Alcoholic Beverages

Serving or distributing any form of alcoholic beverages by exhibitors in any part of the exhibit area is strictly prohibited.

#### Backdrops/Drayage

Curtains, bunting and drapes in the exhibit hall must meet the standards of the fire department. Proof that materials are made of flame-retardant may be required by the local fire marshal. If the fire marshal deems the material not to be of standard quality, it will have to be removed or replaced. Any such replacements, including labor, will be at the exhibitor's expense.

#### Cancellation Policy by MRA

MRA reserves the right to cancel space should payment not be received by exhibitor when due, or should any other term and condition of this agreement/contract be breached by exhibitor. In the event MRA cancels the space, arising from a breach of contract or for non-payment of booth rental, all payments made to date by the exhibitor will be forfeited. MRA may use the cancelled space at its discretion.

If MRA is prevented from holding the conference or a portion of the conference due to any cause beyond its control and has to cancel the exhibitor due to circumstances beyond MRA's control, (including but not limited to government order, civil disruption, inclement weather, fire, transportation difficulties, strike or labor unrest) then MRA will refund to the exhibitor the amount of rental paid to MRA and will hold no further obligation or liability to the exhibitor.

#### Care of Building, Equipment and Premises

Exhibitors or their agents shall not injure or deface the walls or floors of the building, the exhibit space or the exhibit equipment. When such damage occurs, the exhibitor is directly liable to the hotel management, the drayage and/or decorating company.

#### Individually Hosted Parties/Functions

No hosted parties, meetings or other events of any kind are permitted during any official MRA activity or function.

#### Liability, Insurance and Indemnification

All exhibitors are required to submit to MRA a current Certificate of Insurance, showing proof of a minimum liability insurance coverage through the conference dates of \$1,000,000 no later than 30 days prior to conference start. Failure to comply is considered a cancellation and may result in forfeiture of your exhibit space and imposition of cancellation fees. Special Event Insurance taken throughout the dates of the conference is acceptable (search "Event Insurance" on the Internet for carriers that specialize in providing tradeshow exhibitor event insurance).

Exhibitor agrees that MRA, its officers, directors, employees and agents are not responsible for loss or damage to any property of exhibitor, in storage, in transit, to and from and within the confines of the conference, or Hotel, even though it may at any time be under the temporary control or direction of MRA. The Hotel and MRA cannot guarantee exhibitors against loss by theft or otherwise.

Exhibitor agrees to protect, save and hold MRA, the Hotel and all agents and employees thereof (hereinafter collectively called "indemnities") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor of those holding under the exhibitor, and further, exhibitor shall at all times protect, indemnify, defend, save and hold harmless the indemnities against and from any and all losses, costs, damages, liability, or expenses (including attorneys' fees) arising from or out of or by reason of any accident of 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 or by reason of said exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof. The terms of this provision shall survive the termination or expiration of this Agreement.

#### MRA's Liability and Insurance

- MRA and its subcontractors shall not be responsible for damage to uncrate improperly packed materials, glass breakage or concealed damage.
- MRA and its subcontractors shall not be responsible for loss, theft or disappearance of exhibitor's material after delivery to exhibitor's booth.
- MRA and its subcontractors shall not be responsible for loss, theft or disappearance of exhibitor's material before it is picked up from exhibitor's booth for reloading after the close of the exhibit.
- MRA and its subcontractors shall not be responsible for ordinary wear and tear in handling of equipment. Neither will they be responsible for loss, damage or delay of shipments due to fire, theft, water, vandalism, acts of God, strikes, lockouts, work stoppages of any kind or any other circumstances beyond their control.
- MRA and its subcontractors liability shall be limited to physical loss or damage to the specific article which is lost or damaged; and, in any event, MRA's maximum liability shall be limited to \$0.30 per pound per article with a maximum of \$50.00 per item or \$1,000.00 per shipment, whichever is less.
- If MRA is found negligent for the damage of materials, the exhibitor's sole remedy will be to have MRA repair or replace the defective materials with that of like kind and quality.

- In no event shall MRA be liable for incidental or consequential damages, which may result or arise out of the damaged material. This shall include those losses or damages, which may arise out of the inability of an exhibitor to show their product.
- The consignment of delivery of a shipment to MRA by an exhibitor, or by any shipper on behalf of the exhibitor, shall be construed as an acceptance by such exhibitor (and/or other shipper) of the terms and conditions set forth in this bulletin. It is understood that MRA and its subcontractors are not insurers. Insurance, if any, shall be based on the value of the exhibitor's property being handled. It is suggested that exhibitors insure all shipments from the time they leave their company until they are returned from the exhibit.
- MRA and its subcontractors shall not be liable to any extent whatsoever for any actual, potential or assumed loss of profits or revenues of any collateral costs which may result from any loss or damage to an exhibitor's material which may make it impossible or impractical to exhibit same.
- Loss or damage must be submitted to MRA prior to the close of the exhibit during which the loss or damage occurred or shall be considered waived. No suit or action shall be brought against MRA or its subcontractors more than one year after the accrual of the cause of action therefore.
- MRA will not use, reproduce or display the name, trade name and/or product names of exhibitors without prior approval for any purpose other than this conference.

*All points not covered are subject to the decision of MRA conference management.*

## Annual Conference & RIF 2009

Chicago

June 3-5, 2009

### Expected Attendance

Approximately 800+ research professionals from around the world.

### Attendee Demographics

	2008
<b>Owners and/or Management*</b>	68%
<b>Supervisors/Staff</b>	19%
<b>End Users</b>	13%

\* This category includes: Vice-Presidents and higher level positions; Managers of departments and facilities; Field Directors, Managers and Supervisors.

### Exhibit Hours

Wednesday, June 3, 2009 (2 p.m. to 4 p.m.)

Thursday, June 5, 2009 (10 a.m. to 5 p.m.)

Friday, June 6, 2009 (8 a.m. to 2:00 p.m.)

### Set Up/Tear Down Hours and Requirements

- Set up - Wednesday, June 3, 2009, 10 a.m. to 1 p.m.
- Tear down – Friday, June 5, 2009 2 p.m. to 4 p.m.
- Exhibitor materials must be ready for shipment by 4:00 PM, the last day of the conference. Any material left in the exhibit hall after 4:00 PM may be removed with storage/removal charges applied and will not be the responsibility of MRA, the drayage/decorating company or the Hotel. Unclaimed items will be disposed of by MRA and/or the Hotel.
- Exhibitor may not to dismantle the exhibit, remove any goods or materials (except bonafide samples) used in the exhibit from the exhibit hall or do any packing before the closing hour of the exhibit hall. Penalty fees of \$500 may be applied for dismantling earlier than 2:00 PM.

*Set up and tear down times are subject to change. Final details will be included in the Exhibitor Kit.*

### Full Booth Exhibit Space Rental includes

- 8' deep x 10' wide exhibit space with 8' backdrop
- 3' side rails
- 6' skirted table and 2 chairs
- 1 identification sign
- 1 electrical plug outlet (120 Volt Service/up to 500 Wats)
- 1 full conference registration for the primary exhibitor
- Up to three additional exhibitors at a low rate of \$550 each
- Security in exhibit hall during non-exhibit hours
- A 100-word description of exhibitor's products and/or services will be posted on the Web site and in the conference program book. Descriptions must be received 45 days prior to the conference.
- A hyperlink from the Web site to the exhibitor's Web site will be listed two weeks prior to the conference and will run through the conference.
- Pre-conference and post-conference attendee mailing lists.

### Cancellation Policy by Exhibitor

Cancellation requests by the exhibitor must be received in writing.

- **Exhibit Cancellation Policy:** Cancellations received, in writing, before 5:00 PM ET May 5, 2009 will be refunded, less a \$450 non-refundable deposit. Cancellations received after May 5, 2009 are non-refundable
- **Additional Exhibitor Cancellation Policy:** Cancellations received, in writing, before 5:00 PM ET May 15, 2009 will be refunded, less a \$150 service fee. Cancellations received after May 15, 2009 are non-refundable. No charges will be accessed to replacing a registered exhibitor with another member of the company. All replacements must be made by May 15, 2009 or onsite.

### Exhibitor Registration Onsite

Exhibitors may register at the MRA registration desk on the first day of the conference beginning at 9:00AM. *Times are subject to change.*

### Hotel Location/Accommodations

A block of rooms has been reserved at the Hotel utilizing a special negotiated room rate. This rate will be available to conference attendees and exhibitors. Exhibitors are responsible for making their own hotel reservations. Exhibitors agree to abide by all rules and regulations of the Hotel. Once the block of rooms has sold out, MRA cannot provide additional space at the negotiated rate.

Chicago Marriott Downtown Magnificent Mile  
540 North Michigan Avenue  
Chicago, IL 60611  
1-312-836-0100 or 1-800-228-9290

### Reserving Exhibit Space/Fees/Payment Schedule

To reserve your company's space in MRA's 2009 Annual Conference, please complete and return the Contract to Exhibit. Contracts submitted with full payment will be processed on a first come first serve basis with priority given to contracts for both Annual and Fall Conferences. Receipt of the registration and any further communications will be sent to the designated company contact person via email or mail.

Annual Conference: June 3-5, 2009	Submission Deadline:	Annual Only (Full Booths)		Fall Only (Tabletops)		Annual & Fall	
		member	non-member	member	non-member	member	non-member
<b>Primary Exhibitor - Early Bird Pricing</b>	March 13, 2009	\$2,000	\$2,350	\$1,800	\$2,200	\$3,450	\$4,125
<b>Primary Exhibitor - Standard Pricing</b>	April 17, 2009	\$2,300	\$2,650	\$2,100	\$2,500	\$3,950	\$4,625
<b>Each Additional Exhibitor</b> (up to 3)	N/A	\$550	\$700	\$550	\$500	\$1,100	\$1,400

Member Rate applies to an organization that holds a national company membership or has staff holding an individual national membership. Membership must be maintained through the conference to qualify for the member rate. Any change in membership status will result in additional fees.

Additional exhibitor registrations include President's Reception, meals and educational sessions. Each company may register a maximum of three additional exhibitors per booth space. Additional exhibitor registrations must be received no later than 5:00 pm ET May 15, 2009. Registrations after May 15 will be handled onsite.

## Fall Conference & RIF 2009

San Diego

November 4-6, 2009

Marketing Research Association (MRA) provides the following information regarding the Research Industry Forum (RIF) which will be held in conjunction with its 2009 Fall Conference at the Hilton Bayfront (Hotel) in San Diego November 4-6, 2009.

### Expected Attendance

Approximately 400+ research professionals from around the world.

### Attendee Demographics

	2008
Owners and/or Management*	68%
Supervisors/Staff	19%
End Users	13%

\* This category includes: Vice-Presidents and higher level positions; Managers of departments and facilities; Field Directors, Managers and Supervisors.

### Exhibit Hours (Monday, Tuesday and Wednesday)

Wednesday, November 4, 2009 (2 p.m. to 4 p.m. and 6 p.m. to 8 p.m.)

Thursday, November 5, 2009 (10 a.m. to 5 p.m.)

Friday, November 6, 2009 (8 a.m. to 2 p.m.)

*Times are subject to change and final details will be included in the Exhibitor Kit.*

### Set Up/Tear Down Hours and Requirements

- Set up will be Wednesday, November 4, 2009 11 a.m. to 1 p.m.
- Tear down will be Friday, November 6, 2009 2 p.m. to 4 p.m.
- Exhibitor materials must be ready for shipment by 4 p.m., the last day of the conference. Any material left in the exhibit hall after 4 p.m. may be removed with storage/removal charges applied and will not be the responsibility of MRA, the drayage/decorating company or the Hotel. Unclaimed items will be disposed of by MRA and/or the Hotel.
- Exhibitor may not to dismantle the exhibit, remove any goods or materials (except bonafide samples) used in the exhibit from the exhibit hall or do any packing before the closing hour of the exhibit hall. Penalty fees of \$500 may be applied for dismantling earlier than 2 p.m.

*Set up and tear down times are subject to change. Final details will be included in the Exhibitor Kit.*

### Tabletop Exhibiting Space Rental includes

- 8' wide x 8' deep booth exhibit space.
- 3' side rails.
- 6' skirted table and 2 chairs.
- 1 Identification sign.
- 1 Electrical plug outlet (120Volt Service/up to 500 Watts).
- 1 Full conference registration for the primary exhibitor.
- Up to three additional exhibitors at a low rate of \$550 each.
- Security in exhibit hall during non-exhibit hours.
- A 100-word description of exhibitor's products and/or services will be posted on the Web site and in the conference program book. Descriptions must be received 45 days prior to the conference date.
- A hyperlink from the Web site to the exhibitor's Web site will be listed two weeks prior to the conference and will run through completion of the conference.
- Pre-conference and post-conference attendee mailing lists.

### Cancellation Policy by Exhibitor

Cancellation requests by the exhibitor must be received in writing.

• **Exhibit Cancellation Policy:** Cancellations received, in writing, before 5 p.m. ET October 2, 2009 will be refunded, less a \$450 non-refundable deposit. Cancellations received after October 2, 2009 are non-refundable.

• **Additional Exhibitor Cancellation Policy:** Cancellations received, in writing, before 5 p.m. ET October 16, 2009 will be refunded, less a \$150 service fee. Cancellations received after October 16, 2009 are non-refundable. There will be no charges assessed to replacing a registered exhibitor with another member from the company. All replacements must be requested by October 16, 2009 or onsite.

### Exhibitor Registration Onsite

Exhibitors may register at the registration desk on the first day of the conference beginning at 9 a.m. Times are subject to change.

### Hotel Location/Accommodations

A block of rooms has been reserved at the hotel utilizing a special negotiated conference room rate. This will be available to conference attendees and exhibitors. Exhibitors are responsible for making their hotel reservations. Exhibitors agree to abide by all rules and regulations of the hotel. Once the block of rooms has sold out, MRA cannot provide a dditional space at the negotiated rate.

Hilton San Diego Bayfront  
One Park Boulevard  
San Diego, CA 92101  
619-270-2600

### Reserving Exhibit Space/Fees/Payment Schedule

To reserve space in MRA's 2009 Fall Conference, please complete and return the Contract to Exhibit, with full payment, to MRA. Receipt of the registration and any further communications will be sent to the designated company contact person via email or mail.

Fall Conference: November 4-6, 2009	Submission Deadline:	Fall Only (Tabletops)	
		member	non-member
Primary Exhibitor - Early Bird Pricing	August 28, 2009	\$1,800	\$2,200
Primary Exhibitor - Standard Pricing	September 18, 2009	\$2,100	\$2,500
Each Additional Exhibitor (up to 3)	N/A	\$550	\$700

Member Rate applies to an organization that holds a national company membership or has staff holding an individual national membership. Membership must be maintained through the conference to qualify for the member rate. Any change in membership status will result in additional fees.

Additional exhibitor registrations include President's Reception, meals and educational sessions. Each company may register a maximum of three additional exhibitors per booth space. Additional exhibitor registrations must be received no later than 5 p.m. ET October 16, 2009.