



## Exhibit Installation

Saturday, June 9 8:00 a.m. - 5:00 p.m.  
 Sunday, June 10 8:00 a.m. - 4:00 p.m.

## Exhibit Hours

Sunday, June 10 6:00 p.m. - 7:30 p.m.  
 Monday, June 11 10:30 a.m. - 5:00 p.m.  
 Tuesday, June 12 8:45 a.m. - 2:00 p.m.

## Exhibit Dismantle/Move-Out

Tuesday, June 12 2:00 p.m. - 9:00 p.m.  
 Wednesday, June 13 8:00 a.m. - 1:00 p.m.

**\* Please note: Exhibitors may NOT dismantle their booth prior to the official closing time for the exhibit hall, Tuesday June 12 at 2:00 p.m. ...NO EXCEPTIONS!**

## Exhibition Fees

Early Bird Rates  
(before Jan. 1, 2012)

Standard Rates  
(after Jan. 1, 2012)

Booth Size	Booth Square Feet	Corporate Member	Non Corporate Member	Corporate Member	Non Corporate Member
10x10	100	\$1,975	\$2,475	\$2,475	\$2,975
10x20	200	\$3,950	\$4,950	\$4,950	\$5,950
20x20	400	\$7,110	\$8,910	\$8,910	\$10,710
20x30	600	\$9,480	\$11,880	\$11,880	\$14,280

Please note: Booth space is sold as it appears on the floor plan

## Payment Terms

Invoice is net 30. After Feb. 15, 2012, full payment of exhibit fee is required with the completed application and contract. Space will NOT be assigned without full payment.

## Exhibit Space Amenities:

- Booths are 10' x 10', or multiples thereof
- Booths include 8' drape in back and 3' drape on sides
- Signage with company name and location is complimentary
- Furniture and accessories, internet access, electrical requirements, booth carpet, and booth cleaning are the responsibility of the exhibitor.

## Additional Exhibitor Benefits Include:

- One (1) full conference registration and four (4) "Exhibits only" registrations per 10' x 10' space contracted.
- Ten (10) complimentary Client Passes.
- Use of both the pre-and post-conference attendee opt-in registration lists.

## Cancellation Policy

Exhibitor may cancel or withdraw from the exposition subject to the following conditions:

- The exhibitor shall give the ASEE Director of Marketing & Sponsorships written notice of cancellation or booth reduction. Such notice will be considered official on the date of receipt by ASEE.
- Notice of cancellation or booth reduction received prior to October 1, 2011 will result in ASEE refunding 50% of the total booth cost to exhibitor. Cancellation or booth reduction notice received between October 2, 2011 and February 15, 2012, will result in a 25% refund of total booth cost. After February 15, 2012, no refund will be given for cancellations or booth reductions.



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 Product Demonstrations  
 and Technical Sessions.  
 Provide quality face  
 time and hands on  
 interaction with  
 targeted prospects and  
 customers. Your value  
 proposition is ready for  
 its close up!**