

AARP
PRESENTS
Life@50+
EXHIBIT APPLICATION

New Orleans Ernest N. Morial Convention Center
September 20 – 22, 2012
New Orleans, Louisiana

Please FAX your completed application to: 202-434-7681
OR MAIL your completed application to:
AARP, Sponsorships & Exhibits | 601 E Street, NW | Washington, DC 20049

For additional information:
Visit: www.aarp.org/events
Email: exhibits@aarp.org
Phone: 202-434-2767

REMEMBER to make a copy of your completed application.

I. Exhibitor Contact Information*

Provide the information for the official contact person from your organization who will receive all correspondence for AARP Presents Life@50+, including an active email address. **Please Print.**

EXHIBITOR NAME _____

BILLING NAME _____ (If different than Exhibitor Name)

BILLING ADDRESS _____

BILLING ADDRESS (BUILDING, SUITE, ROOM NUMBER) _____

BILLING CITY, STATE, COUNTRY, ZIP CODE + 4 _____

AUTHORIZED REPRESENTATIVE _____

TELEPHONE (AREA CODE, DIRECT LINE AND/OR EXTENSION) _____ FAX _____

EMAIL _____ WEBSITE _____

Type of Industry: Financial Health & Fitness Home & Garden Technology Travel & Leisure
 Retail Other:
Please List _____

Tax ID Number: _____

Dun + Bradstreet Number _____

Check here if you have previously exhibited at AARP's National Event & Expo
 New exhibitor? How did you hear about us? _____

Companies submitting applications will automatically receive AARP's Sponsorships and Exhibits email newsletter. If you do not wish to receive updates and info, please check this box.

II. Event Program Book and Promotional Information*: *If information is submitted later than July 13 2012, we cannot guarantee your listing will appear in the Event Program Book. Please specify appearance of text, including upper, lowercase, punctuation, and spacing.*

EXHIBITOR NAME _____

ADDRESS _____

ADDRESS (BUILDING, SUITE, ROOM NUMBER) _____

CITY, STATE, COUNTRY, ZIP CODE + 4 _____

TELEPHONE (AREA CODE, DIRECT LINE AND/OR EXTENSION) _____ WEBSITE _____

***This information will be published and distributed to the public.**

AARP
PRESENTS
Life@50+
EXHIBIT APPLICATION

Booth Space Request

Please use the following 3-step process when requesting your booth:

1. Indicate your preferred pavilion category:

- | | |
|---|---|
| <input type="checkbox"/> Financial | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Health and Fitness | <input type="checkbox"/> Travel and Leisure |
| <input type="checkbox"/> Home & Garden | <input type="checkbox"/> Other |
| <input type="checkbox"/> Retail | |

Undesignated exhibit floor space is available for additional categories. If other, please list category: _____

2. Select and complete the subsequent table applicable to your business.

- (A) Government
 (B) Commercial (no direct sales allowed on exhibit floor)
 (C) Retail (sales allowed)
 (D) Non Profit

(A) Government & Nonprofit:

Booth Type (100 square feet)	# of Booths	Cost per Booth	Total Cost
In-Line		x \$1,150	=
Corner		x \$1,200	=
Island (4 booth min.)		x \$1,350	=
5% discount for 400sq. ft of space or more			=
		Subtotal	=

(B) Commercial (no direct sales allowed on exhibit floor)

Booth Type (100 square feet)	# of Booths	Cost per Booth	Total Cost
In-Line		x \$2,100	=
Corner		x \$2,200	=
Island (4 booth min.)		x \$2,400	=
5% discount for 400sq. ft of space or more			=
		Subtotal	=

(C) Retail (sales allowed)

Booth Type (100 square feet)	# of Booths	Cost per Booth	Total Cost
In-Line		x \$2,200	=
Corner		x \$2,300	=
Island (4 booth min.)		x \$2,500	=
5% discount for 400sq. ft of space or more			=
		Subtotal	=

3. Please indicate your booth number preference in the spaces below.

Please refer to the Exhibit Hall Floor Plan:

First Preference Booth Number(s) _____
 Second Preference Booth Number(s) _____
 Third Preference Booth Number(s) _____


Exhibit Application

III. Sponsorship/Marketing Opportunities

If you are interested in participating in any of the following opportunities, please check the appropriate box for more information.

Sponsorship Packages:

- Platinum Event Sponsor **\$300,000**
- Gold Event Sponsor **\$150,000**
- Silver Event Sponsor **\$75,000**

Other Sponsor and Marketing Opportunities:

- | | |
|--|--|
| <input type="checkbox"/> Channel50+ \$3,000 - \$6,000 | <input type="checkbox"/> Hotel Shuttle Bus - \$1,000+ |
| <input type="checkbox"/> Community Shuttle Bus - \$1,500 | <input type="checkbox"/> Interactive Exhibit Floor \$12,500 |
| <input type="checkbox"/> E-Shuttle \$8,500 | <input type="checkbox"/> Lifestyle Sessions \$25,000 |
| <input type="checkbox"/> Event Bag Insert \$10,000 | <input type="checkbox"/> Member-to-Member Lounge \$25,000 |
| <input type="checkbox"/> Event Badge Holder \$25,000 | <input type="checkbox"/> Official Pin \$15,000 |
| <input type="checkbox"/> Event Bag \$20,000 | <input type="checkbox"/> Presentation Stage \$1,000-\$2,000 |
| <input type="checkbox"/> Event Newspaper \$1,400-\$12,000 | <input type="checkbox"/> Volunteer Day - \$2,500 |
| <input type="checkbox"/> Event Staff Shirts \$10,000 | <input type="checkbox"/> Volunteer Lounge \$10,000 |
| <input type="checkbox"/> Exhibit Floor Lounge \$2,500 | <input type="checkbox"/> Volunteer T-Shirts \$20,000 |
| <input type="checkbox"/> Exhibitor Lounge \$5,000 - \$12,500 | |
| <input type="checkbox"/> Advertising with AARP visit http://aarpmedia.org/home | |
| <input type="checkbox"/> Other: Please list: _____ | |

To find out about additional opportunities, or to suggest one, please call 202.434.2767 or email us at exhibits@aarp.org.

IV. Description of Products and Services

All applications must be accompanied by a complete description of product/ service information and literature to be displayed or sold. Please provide the required information on a separate sheet. **Applications will not be processed without this attachment.** You may be required to provide background information and will need to substantiate claims for products and services.

There is a higher level of review for the following products and services: Insurance, Financial, Vitamins/Herbs, Medication, Personal Emergency Response Systems and others at the sole discretion of AARP, including organizations/businesses less than two years old.

V. Acceptance by Exhibitor

Exhibitors are held to the Terms and Conditions of this agreement and any exhibitor submitting an application agrees to be bound to all Terms and Conditions. The Terms and Conditions for participation in Life@50+ are outlined in the Sponsor and Exhibitor Prospectus and online at: www.aarp.org/about-aarp/events/national_event. Exhibitors not making full payments within 30 days may forfeit their reserved space. Applications are reviewed continuously. AARP will acknowledge receipt of all applications. Please be sure to read the rules, regulations and contact information.

SIGNATURE OF AUTHORIZED SPONSOR/ EXHIBITOR REPRESENTATIVE

DATE

NAME AND TITLE (PLEASE PRINT)

DO NOT SEND PAYMENT FOR BOOTH SPACE WITH THIS APPLICATION. UPON REVIEW AND ACCEPTANCE OF YOUR APPLICATION, AARP WILL SEND YOU AN INVOICE. FULL PAYMENT IS DUE WITHIN 30 DAYS OF RECEIPT OF INVOICE AND NO LATER THAN 30 DAYS PRIOR TO THE EVENT, WHICHEVER IS EARLIER.