

**2002**  
**Exhibitor Prospectus**

*Join us in Florida on*  
**OCTOBER 27-30, 2002**  
*for the*



*at the*  
**HYATT ORLANDO**  
*in*  
**KISSIMMEE, FLORIDA**

Dear AAFSD Sponsors and Exhibitors:

It is my sincere privilege to invite you to exhibit and fully participate in the 2002 AAFSD Annual Education Conference October 27-30, 2002 in exciting Orlando.

This year we will have the good fortune of the wonderful location of the Hyatt Orlando in beautiful Kissimmee, Florida. Not only is the facility beautifully attained, it offers our attendees and exhibitors the convenience of a totally self-contained resort setting as well as convenient to all of the Orlando attractions.

Our Educational Programs will once again offer workshops and keynotes from leaders in our profession drawing conferees from around the country. This conference promises to be one you will remember and, most importantly, one that will reward you in the future.

This brochure contains Exhibit and Sponsorship Information. We hope that you look upon our organization as you have in the past years with your sponsorships and exhibit support. Your participation in our annual event is greatly appreciated.

Thank You,  
Sue Hall  
National President

### **Exhibit and Sponsorship Highlights**

- *Over 200 Directors and/or key decision-making attendees*
- *Each exhibiting company receives a complete participant listing*
- *Exhibitors entitled to attend all educational sessions*
- *Advertising opportunities available in final program booklet*
- *Expected attendance over 300*
- *Multiple networking functions*
- *Continental Breakfasts and all break functions held in Exhibition Hall*
- *24 hour security of exhibition hall.*

# Sponsorships

As a sponsor at the 2002 APHSA/AAFSD Conference, your company receives increased visibility not only with conference attendees, but also with the overall APHSA/AAFSD membership. This is added value for your dollar! Several sponsorship opportunities are available to fit your budget and needs.

## Benefits of Sponsorship

Patrons will be recognized in the following manner:

- ◆ Your company's name and logo listed on the sponsorship page in the program
- ◆ Patrons entitled to actual advertisement copy in final program
- ◆ Differentiated signage in the exhibition hall

## Sponsorship Levels\*

Emerald	\$5,000.00
Sapphire	4,000.00
Ruby	3,000.00
Amethyst	2,000.00

\*Donated funds to be used at the discretion of APHSA/AAFSD for the overall enhancement of the conference.

## APHSA/AAFSD is a 501(C)(3)

Your donations may be tax deductible

## Questions?

Call Shannon Pavwoski at 517-373-2492  
or pavwoskis@aol.com

# General Information

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## Exhibit Application Deadline:

September 10, 2001 or until all booths are sold. This is a first come, first-served show.

## Exhibition Hours:

Monday, October 28, 2001  
7:00 a.m. – 5:00 p.m.

Tuesday, October 29, 2001  
7:00 a.m. – 5:00 p.m.

## Exhibitor Registration:

All exhibitors are required to register as a participant for the conference. Please watch for a separate mailing of Vendor Registration materials from APHSA/AAFSD .

## Exhibit Set-Up

Exhibitors may set up on  
*Sunday, October 27, 2002*  
9:00 am - 4:00 p.m. or  
*Monday September 28, 2001*  
6:00 a.m.—7:00 a.m.

Booths must be operational and staffed during all continental breakfasts and breaks

## Dismantling

Exhibits may be dismantled after 4:00 p.m. on Tuesday October 29, 2001.

## Booth Selection/Assignment

All reasonable requests for placement within the Exhibit Hall will be considered. Final assignment is at the discretion of the Exhibitor Coordinator.

# Dates and Rates

## Conference Dates:

October 27-30, 2002

## Exhibition Dates

October 28-29, 2002

## Hotel Cut Off Date

September 30, 2002

## Hotel Reservations:

800-233-1234

Refer to the Food Stamp  
Directors Conference

## Room Rates:

Single/Double \$115.00

## Conference Registration

### Fees:

\$400.00 per person

### Booth Fees:

1– 10'x10' Booth space

\$300.00

Includes reasonable drayage,  
tables/ chairs. Booth fee due  
with vendor exhibition

Registration (mailed at a later  
date) Note: All vendors must  
register for the conference.

# APHSA/AAFSD Exhibition Rules and Regulations

**1. Registration.** All exhibitors and sponsors, including booth staff, are required to register as a participating attendee at the APHSA/AAFSD Annual Education Conference. Conference registration entitles Exhibitors and sponsors to participate fully in all conference workshops, keynotes and social events.

**2. Exposition Data.** Each booth area is 10 x 10 and includes one 6' table, 2 chairs, and reasonable drayage. Additional equipment and decorations may be acquired through Hyatt Orlando at additional costs. All necessary order forms and shipping information will be provided in the Exhibitors confirmation packet.

**3. Booth Blocks.** In the event an organization would like to purchase multiple booth space or if two Exhibitors would like adjoining space, this request **MUST** be indicated on the Booth Reservation form. Every effort will be made to accommodate adjoining booth requests, but final assignment is at the discretion of the Exhibition Coordinator.

**4. Exhibit Installation.** Exhibit installation hours are Sunday, October 27, 2002, 9:00 a.m. –4:00 p.m. and Monday, October 22, 2002 5:00 a.m. – 7:00 a.m. Drayage will be delivered to exhibition hall by 9:00 a.m. on 10/21/01. Exhibitors agree that all booths will be operational and staffed by 8:00 am Monday, October 28, 2002.

**5. Dismantling Exhibits.** Exhibit dismantling may begin immediately after the final refreshment break on Tuesday, October 29, 2002. Early tear down is discouraged. Anticipated time of tear down 3:00 p.m.

**6. Hospitality Activities.** APHSA/AAFSD encourages the networking opportunities made available with hospitality activities. APHSA/AAFSD does require that all hospitality activities be coordinated such that they do not conflict or compete with conference sponsored events. Please contact Shannon Pavwoski at 517-373-2492 or pavwoskis@aol.com for more information.

**7. Canceled Booths.** In the unfortunate event that your organization must cancel its participation, cancellations of exhibit space made within 15 days of the scheduled event will be assessed a \$100.00 processing fee. Cancellations made before this time will receive a full refund. All cancellations and requests for refunds must be in writing and sent to the attention of Roz King, Manager, Conference Services. APHSA, 810 First Street, NE Suite 500, Washington, DC 20002-4267.

**8. No Shows.** If Exhibitor fails to install or display in assigned space or fails to comply with any other provision of this agreement, APHSA/AAFSD shall have the right without notice to Exhibitor to take possession of said space and lease said space or any part thereof to such parties and upon such terms and conditions as it may deem proper.

**9. Fees.** Full payment must accompany your Conference Registration (not the enclosed reservation form) for booth space. Exhibitor Information Packets and Booth Assignments will be mailed after confirmation of conference registration. **Shared booth space is prohibited.** All materials, services and products represented must be the wholly owned or managed by the exhibitor on record.

## **10. Indemnification & Hold Harmless**

✓The exhibitor shall indemnify, defend and hold harmless the APHSA and its officers, directors, partners, agents, members and employees from and against any and all demands, claims, damages to person or property, losses and liability, including reasonable attorney fees (collectively "claims") arising out of or caused by the exhibitors negligence in connection with the provision of services of the Hyatt Orlando facilities. The exhibitor shall not have waived or be deemed to have waived, by reason of this paragraph, any defense, which it may have with respect to such claims.

✓The APHSA shall indemnify, defend and hold harmless the exhibitor and its officers, directors, partners, agents, members and employees from and against any and all demands, claims, damages to person or property, losses and liabilities, including reasonable attorney fees (collectively "claims") arising out of or caused by the APHSA's negligence. The APHSA shall not have waived or be deemed to have waived, by reason of this paragraph, any defense which it may have with respect to such claims.

✓Exhibitors assume the entire responsibility and liability for losses, damages and claims arising out of injury or damage to their displays, equipment and other property brought upon the premises of the hotel and shall indemnify and hold harmless the APHSA and the Hyatt Orlando, their officers, directors, partners, agents, members and employees from any and all such losses, damages and claims.

✓In all cases, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and especially when exhibits are being set up or dismantled, to protect against loss.

**11. Rights of Termination.** This agreement is subject to termination for cause, upon written notice, without liability to the terminating party due to acts of God, war, government regulation, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency beyond the party's control making it illegal or impossible to provide the facilities, or to hold the meeting. The phrase without liability wherever used in this agreement shall be deemed to include a refund by the APHSA of all deposits and repayment made within thirty (30) days of the notice of termination

# American Association of Food Stamp Directors 27th Annual Education Conference

October 27-30, 2001  
Kissimmee, Florida

## Sponsorship

Yes, we are very interested in supporting the 27th Annual Food Stamp Directors Conference!

Please plan to recognize our organization as a(n)

- Emerald Sponsor \$5,000.00       Sapphire Sponsor \$4,000.00  
 Ruby Sponsor 3,000.00       Amethyst 2,000.00

We will be sponsoring our own after hours social event at the conference. *Please describe:*

## Exhibit Space Reservation

**Yes**, our organization would like to reserve \_\_\_\_\_ space(s) for the AAFSD 26th Annual Education Conference. We understand the cost for each 10' x 10' booth area is \$300.00.

Our booth will require

- Electrical Hookup       1-6' Table & \_\_\_\_\_ chairs  
 T1, telephone or similar internet connection

**Do not send money at this time.** Payment due with vendor conference & exhibit registration. Anticipated mailing date of vendor materials: August 2002.

To assist in planning our exhibit area, please return this form to reserve your booth space and to indicate your choice of sponsorship for this year's conference.

## Sponsorship and Reservation Form

\_\_\_\_\_  
Company

\_\_\_\_\_  
Contact Person/Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

Please return  
completed form to:

Shannon Pavwoski,  
5631 Hughes Rd., #H  
Lansing, MI 48911

517-373-2492  
Fax: 517-241-9033  
Pavwoskis@aol.com

# **Mark Your Calendar**

**American Association of  
Food Stamp Directors  
28th Annual  
Education Conference**

**Sparks, Nevada  
October 27-30, 2003**