

May 16-18, 2010 at the Grove Park Inn in Asheville, NC.

North
American
Regional
Meeting



'10 Vendor Fair Packet

May 16 – 18, 2010

Grove Park Inn

Asheville, NC

Contact Information

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<http://www.agn-na.org/eseries/scriptcontent/narm10/index.html>

Dear Prospective Exhibitor / Sponsor:

On behalf of the members of AGN International – North America, we invite you to participate at the [North American Region's '10 Vendor Fair](#) at the [2010 NARM](#) and explore this valuable marketing opportunity for your products and services.

The NARM draws attendance of approximately [125 CPA firm owners and shareholders, auditors, HR, and Marketing professionals](#) from across North America. As an exhibitor / sponsor, you gain access to these decision makers and have the opportunity to create top-of-mind awareness of your products and services, *and* develop new customer relationships.

This year's NARM will be held [May 16-18, 2010](#) at the beautiful [Grove Park Inn](#) in Asheville, NC. The exhibit space is located in the center of all group events – the breakfast, breaks and lunch area. As an added bonus, [those sponsors that contribute to Monday evening at the Biltmore](#) will be given access to members at this group dinner function. Also available is the opportunity to contribute and join the final Tuesday night group dinner.

Another offering is a discount if you exhibit at *both* the NARM and the [TAX Conference \(Nov. 7-9, 2010 in St. Petersburg, FL\)](#). There will be about 50-60 Tax decision makers at this conference representing 50 firms. There will be add-on sponsor options available for the Tax exhibitors at a later date.

For additional information, please contact Irene Hayden at (303) 743-7880 or email her at ihayden@agn.org.

We look forward to your participation at the '10 Vendor Fair!

Kindest regards,

Rita J. Hood

Executive Director
AGN International – North America, Inc.



What is AGN-NA and NARM?

AGN International - North America, Inc. is an association of independent, regional accounting firms, was formed in 1978, and is the North American region of AGN International. AGN-NA operates under the premise that by sharing information and resources, members' growth and quality goals can be achieved more quickly. AGN's **North American Regional Meeting (NARM)** is the annual conference of partners, shareholders and staff professionals in various industries. Each year these professionals gather together to learn the latest in firm management, accounting industry standards and regulations, and share their knowledge and experiences with each other.

Vendor Opportunities

Participation in the '10 Vendor Fair gives you exposure to managing partners, shareholders, and professionals representing 51 mid-sized regional accounting firms across North America. Showcase your products and services, generate focused, highly qualified leads, and maximize your brand visibility to approximately 125 key decision makers.

DEFINITIONS

EXHIBITOR:	company that purchases a tabletop exhibit for \$3,200
SPONSOR:	company that purchases a tabletop exhibit for \$3,200 PLUS additional items/events at extra cost (<i>see below</i>)
DAY SPONSOR:	company that purchases Day Sponsor for \$1,250
DISCOUNT:	Exhibit at both NARM '10 and the Tax Conference for \$4,700. A savings of \$1,000 (\$3,200 – NARM; \$2,500 - Tax)

EXHIBITING / SPONSORSHIP FEES

\$3,200 entitles company to:

1. A 6-foot table and easel for your signage in an area which will be convenient for member interaction
2. **ONE** person attending all breakfasts, breaks, lunches on Monday and Tuesday (May 17-18) and the Sunday evening Opening Reception (May 16)
3. Electronic copy listing of all conference attendees
4. Exhibitor/Sponsor-provided handouts to be placed in attendee's conference materials
5. Exhibitor/Sponsor name and logo on AGN conference website

ADDITIONAL EXHIBITOR / SPONSOR REPRESENTATIVES: Exhibitors/sponsors may bring additional representatives at a cost of **\$1,500 per person**, which will entitle them to attend the same events as the original representatives.

DAY SPONSOR: "Sunday with AGN" - one representative with signage at registration table Sunday morning; choice of either Asheville City Tour or Brewery & Arts Tour; Sunday evening reception with signage; breakfast Monday morning; electronic listing of conference attendees; company handouts to be placed in attendees conference binders; company name and logo displayed on AGN NARM website. **Does not include exhibit booth.**

SPONSORSHIP OPTIONS (*Add-Ons at additional cost*)

Take your sponsorship to the next level by selecting one or more of our sponsorship options. All exhibitors/sponsors (**those who have paid the \$3,200 fee**) may choose to sponsor additional items/events. If an exhibitor/sponsor chooses to sponsor an item/event, the exhibitor/sponsor's name will be clearly visible on the item/event. **Sponsorship of these items/events is limited to one sponsor each and will be granted on a first-come/first-served basis.**

Items will have the sponsor's logo and advertising on that item. If sponsoring an event, your signage will be displayed at that event.

Keynote Speaker Introduction - \$1,000

A designated representative from your company will be introduced by a member of AGN. Your representative will then be given two minutes to introduce the keynote speaker. Your company's name/logo will appear on event signage and on the session cover page of the attendee's binder. Your company will also receive verbal recognition during the General Session.

Room Keys - \$1,000

Display your company's name and logo on every sleeping room key for all conference attendees.

Binders for Conference Materials - \$1,200

All attendees will receive a conference binder at the beginning of the opening General Session. Your company's name/logo will be prominently displayed on each binder.

Name Badges - \$800

All attendees will receive a name badge upon check-in. Your company's name/logo will be prominently displayed on each badge.

Sunday evening Opening Reception Food Stations - \$1,000 per station

Display your company's name next to a food station and have your representative mingle with attendees gathered around that food station.

Monday evening – \$1,000

Display your company's name as well as the opportunity to enjoy dinner and mingle with the attendees.

Lanyards / Neck Cords - \$800

All attendees will receive a lanyard/neck cord upon check-in. Your company's name/logo will be printed on each lanyard/neck cord.

Tuesday evening Dinner Food Stations - \$1,000 per station

Display your company's name next to a food station and have your representative mingle with attendees gathered around that food station.

Luggage Tags - \$800

Each attendee will receive 2 luggage tags with your company's name and logo displayed.

Other

Other opportunities may materialize closer to the conference dates. Contact Irene Hayden for further information.

Exhibition Details

EXHIBIT LOCATION

All exhibits for the '10 Vendor Fair will be located on the seventh floor:

Grove Park Inn
290 Macon Ave.
Asheville, NC 25504
Phone: (828) 252-2711

If you wish to secure overnight accommodations, you must do so by arranging directly with the hotel; you may mention that you are with the AGN-NA group to receive the group rate of **\$199 single or double occupancy**, if available. Deadline for hotel registration is **April 23, 2010**.

EXHIBIT HOURS

Exhibitors/sponsors will be provided one clothed and draped 6' table, two chairs and a wastebasket. Additional desired equipment (monitor, laptop, etc.) may be arranged and rented through the hotel AV Department at exhibitor/sponsor's expense.

Monday, May 17, 2010 – 7 a.m.

Breakfast from 7-8 a.m.
Morning Break from 9:50-10:10 a.m.
Lunch from 12 – 1:15 p.m.
Afternoon Break from 3:05-3:25 p.m.

Tuesday, May 18, 2010 – 7 a.m.

Breakfast from 7-8 a.m.
Morning Break from 9:50-10:10 a.m.
Lunch from 12 – 1:15 p.m.
Afternoon Break from 3:05-3:25 p.m.

Exhibit set up may not be available on Sunday, May 16, as that is the space to be used for the Sunday evening Opening Reception. Exhibits may be set up Monday morning, May 17 before 7 a.m.

Conference sessions end at 5 p.m. on Tuesday, May 18. Exhibits may be moved out between 3:25 and 5 p.m.

EXHIBIT FLOOR PLAN

Exhibit space will be assigned by AGN upon receipt of payment and signed Exhibitor/Sponsor Agreement. AGN reserves the right to make space assignments based on space availability, or to reassign and/or substitute comparable exhibit space as needed. Each exhibitor/sponsor will be notified of assigned exhibit space prior to May 16, 2010.

Exhibitors/sponsors setting up in the Skyline Room will be required to use the **service elevator only**. Since the Inn was built on a mountainside in 1913, getting to the Skyline Room can be a bit confusing. Contact Irene Hayden for instructions on how to get to that elevator.

Terms and Conditions

AGN's Meetings are produced by and are the property of **AGN International – North America, Inc.**, hereinafter referred to as AGN. **AGN** will provide all meeting management functions and establish all meeting policies. **Each**

prospective exhibitor/sponsor is required to sign the '10 Vendor Fair Exhibitor/Sponsor Registration Form. By doing so, exhibitor/sponsor subscribes to the Terms and Conditions, which are part of the '10 Vendor Fair Exhibitor/Sponsor Registration Form. All matters and/or questions not covered by the '10 Vendor Fair Exhibitor/Sponsor Registration Form and/or Terms and Conditions are subject to the decisions of **AGN**. The '10 Vendor Fair Exhibitor/Sponsor Registration Form and Terms and Conditions may be amended at any time by **AGN**, and all amendments or additions that may be so made shall be equally binding on all parties affected as the original Terms and Conditions.

AMERICANS WITH DISABILITIES ACT: Exhibitor/sponsor shall be responsible for compliance with the Americans with Disabilities Act of 1992 with regard to its exhibit space. Further information regarding ADA compliance is available via phone at 800-514-0301 or a www.usdoj.gov/crt/ada/infoline.htm.

ASSIGNMENT OF EXHIBIT SPACE: Exhibit space will be assigned by **AGN** upon receipt of signed Exhibitor/Sponsor Registration Form and payment in full. **AGN** reserves the right to make exhibit space assignments based on availability, or to reassign and/or substitute comparable exhibit space due to unforeseen circumstances. Exhibitor/sponsor may not change assigned space without prior approval from **AGN**. Exhibitor/sponsor will be notified of assigned space prior to May 16, 2010.

EXHIBIT PERSONNEL: **AGN** welcomes exhibit personnel to help present sponsor products and/or services to attendees. However, all personnel must register using the official '**10 Vendor Fair Exhibitor/Sponsor Registration Form**. The exhibitor fee includes complimentary registration for **one** representative per exhibit which includes:

- 6 foot draped table, easel for your signage, two chairs, wastebasket
- Printed name badge
- Breakfast, breaks and lunch on Monday and Tuesday, May 17-18, 2010
- Sunday evening Opening Reception, May 16, 2010
- Electronic copy listing of all conference attendees
- Exhibitor/sponsor-provided handouts to be placed in attendee's conference materials
- Exhibitor/sponsor name and logo on **AGN** conference website

Additional Exhibitor/Sponsor Representatives: Exhibitors/sponsors may bring additional representatives at a cost of **\$1,500 per person**, which will entitle them to attend the same events as the original representatives.

'10 VENDOR FAIR EXHIBITOR/SPONSOR REGISTRATION FORM: In order for **AGN** to guarantee the full benefits of exhibitor / sponsorship, the deadline for returning all forms and fees is **April 19, 2010**. Although exhibitor/sponsorships may sell out early, **AGN** will offer them as long as they are available. **However, the deadline for inclusion in conference materials is April 19, 2010.**

Exhibitor/sponsorship requests and applications are granted on a first-come, first-served basis. All applications must be signed by a person duly authorized by the company, and **accompanied by full payment**. **No exhibitor/sponsorships will be guaranteed without a completed form and full payment.** If a conflict arises between applicants, you will be notified. **Exhibitor/Sponsorships are non-refundable.**

ELIGIBLE EXHIBITS: **AGN** reserves the right to determine the eligibility of any company or product for inclusion in the exhibition.

EXHIBIT HOURS & DATES: Exhibit hours and dates are listed in the **Exhibition Details** section of this packet. To maintain the educational integrity of the program, exhibitors/sponsors are asked to adhere to the exhibit hours indicated. Exhibit move-out is scheduled from 3:25 – 5 p.m. on Tuesday, May 18, 2010.

EXHIBIT SPACE AND SERVICE CONTRACTORS: All exhibits will be located on the seventh floor of the Grove Park Inn, Asheville, NC. Exhibitors/sponsors will be provided one clothed and draped 6' table, an easel for your signage, two chairs and a wastebasket. Additional desired equipment (monitor, laptop, etc.) may be arranged and rented through the hotel AV Department at exhibitor/sponsor's expense.

Each exhibitor/sponsor may bring its own booth at the expense of the exhibitor/sponsor. No part of a booth may obstruct an adjacent booth space. Signs, decorations and equipment may not be placed outside the booth space. Exposed unfinished sides of the exhibit must be draped to present an attractive appearance.

FACILITY FIRE/SAFETY GUIDELINES: All materials used in the exhibit area must be flame retardant. Crates, packing materials, etc. may not be stored in exhibit area. No flammable liquids shall be used or admitted inside of the exhibit area except by approval of the Fire Marshall.

INSURANCE: Exhibitor/sponsor shall carry its own insurance at its own expense. **AGN** and Grove Park Inn assume no responsibility for the safety of exhibitor/sponsor's property. **AGN** will exercise reasonable care in safeguarding exhibitor/sponsor's property; however, exhibitor/sponsor should insure exhibit materials, especially during the period while materials remain in the exhibit area, covering all risks (liability, fire, theft, damage, etc.).

INTERPRETATION AND AMENDMENTS: **AGN** reserves the right to interpret or amend these regulations as it deems proper to ensure the success of the exhibition and further the educational purposes of **AGN**.

LIABILITY POLICY: Exhibitor/sponsor assumes responsibility and agrees to indemnify and defend **AGN** and Westin Tabor Center and their respective employees and agents against any actions, losses, costs, damages, claims and expenses (including reasonable attorney fees) arising from damage to property or bodily injury to exhibitor/sponsor, agents, representatives or employees by reason of the exhibitor/sponsor's occupancy or use of the exhibit facilities.

PROTECTION OF THE EXHIBIT FACILITY: Exhibitor/sponsor and/or its representatives may not attach any item to any stationary wall, floor, window, column, furniture or ceiling of the exhibit area/conference center with screws, nails, staples, tape or any other substance. If such damage occurs, the exhibitor/sponsor is liable to Westin Tabor Center for damages. Packing, unpacking and assembly of exhibits shall be done only in designated areas and at times designated by **AGN**.

SHIPPING/HANDLING INFORMATION: Exhibitor/sponsor is responsible for shipping material to and from the conference. Any and all costs associated with the shipping, drayage and storage of exhibit materials are the responsibility of the exhibitor/sponsor.

Please ship vendor materials no more than a day or two in advance of the conference. Address materials as follows:

The Grove Park Inn Resort & Spa
c/o Convention Services - AGN
290 Macon Ave
Asheville, NC 28804
(828) 252-2711

Boxes over 100 pounds or palletized/cumbersome crates need be handled by a drayage company. Contact Irene Hayden for further information.

SECURITY: **AGN** does not provide security for protection of the overall exhibit area. **AGN** and Grove Park Inn will not be held responsible for the loss or damage to exhibitor/sponsor's property, and urges exhibitor/sponsor to take precautions, protect its own property and to arrange for appropriate insurance against loss.

SPONSOR REPRESENTATIVE: The authorized exhibitor/sponsor representative identified on the '09 Vendor Fair Exhibitor/Sponsor Registration Form is the exhibitor/sponsor's official contact with **AGN**. The authorized exhibitor/sponsor representative shall have the authority to act on behalf of the exhibiting/sponsoring company in space reservation transactions with **AGN** and to certify that bona fide representative(s) are operating the exhibit. The signature of the authorized representative is required on the Exhibitor/Sponsor Registration Form and binds the sponsor and its representatives to all regulations, terms and conditions herein. **AGN** must receive written notice of change of authorized representative when applicable.

TERMINATION OF EXHIBIT: In the event the premises where the exhibit is held, in the sole determination of **AGN**, become unfit for occupancy or are substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, emergency declared by any government agency or any other act beyond the control of **AGN**, this agreement may be terminated by **AGN**. In the event of such termination, the exhibitor/sponsor waives any and all damages and agrees that **AGN** may, after deducting all costs and expenses, including a serve for claims, refund to the exhibitor/sponsor as and for complete settlement and discharge of all said exhibitor/sponsor's claims and demands its pro rata amount of all funds paid by all exhibitors/sponsors.

Hotel Reservations

NARM '10 will convene at the Grove Park Inn in Asheville, NC. Located just two miles from downtown Asheville, the Grove Park Inn has it all: golf, spa, sports complex, dining and nightlife. The Grove Park Inn Resort & Spa is one of the South's most venerable and famous grand resorts. Built in 1913 from granite stones mined from Sunset Mountain, the resort overlooks the Asheville, North Carolina skyline and provides guests with majestic views of the legendary Blue Ridge Mountains.

If you wish to secure overnight accommodations, you must do so by arranging directly with the hotel; you may mention that you are with the AGN group to receive the group rate of **\$199, if available**. Deadline for hotel registration is **April 23, 2010**; Grove Park Inn phone: (828) 252-2711. You may choose to stay in the Main Inn or one of the contemporary wings (rates are the same).

TO MAKE HOTEL RESERVATIONS:

1. Go to www.groveparkinn.com
2. Click on **Make Reservations** at top right of page
3. Click on the **Group Reservations box** at the lower right of the screen
4. Enter **Group Code 68R31V**
5. Click on **Check Availability**

Check-in time is at 4 p.m. and check-out time is at 11 a.m.

Airline Reservations

Representatives from each exhibiting/sponsoring company are responsible for booking individual airline reservations.