

A large, decorative graphic on the left side of the page consists of a grid of small squares. Most squares are light gray, but several are highlighted in different colors: a red square, a blue square, and a green square. The grid is arranged in a way that suggests a map or a technical drawing.

2010

PARTNER PROGRAM

*Your source for year-round exhibit, sponsorship
and advertising opportunities with the
International Reprographic Association*

2010 IRgA Convention & Trade Show

May 19 – 21, 2010

Palm Springs Convention Center

Palm Springs, California

Partner with the IRgA

The International Reprographic Association (IRgA) represents the large- and small-format image printing industry. From its roots in traditional blueprinting, the reprographics industry emerged as the leader in digital imaging and file-transfer technologies, and the IRgA and its members are driving the evolution. Our membership is comprised of innovators and leaders who are built on blueprints, focused on service and powered by technology.

Invest in Your Future with the IRgA

Turn to the IRgA to get your products and services in front of key owners and decision-makers in the reprographic industry. The IRgA offers a wide range of media and marketing opportunities to help your company increase revenue and profits year-round.

Reach the Leaders in Reprographics

Your investment means direct access to the most influential audience in the reprographic industry. Our members serve the needs of architectural, engineering, construction, manufacturing, retail and advertising industries. On average, members report a sales volume of approximately \$1.5 million and own or work for a business averaging 20 to 25 employees with multiple branch locations. These companies provide the following services:

- Wide-Format Color Graphics
- Scanning and Archiving
- Facilities Management
- Laminating and Finishing
- Wide-Format Engineering Output
- Digital File Management
- Small-Format Digital Printing

Access to Loyal Customer Base

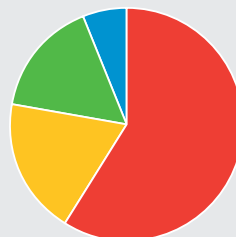
Discover a loyal audience that renews membership annually, and a pipeline of new customers who join on an ongoing basis.



- 21% 1-5 years
- 17% 6-10 years
- 12% 11-15 years
- 50% 15+ years

Level of Responsibility

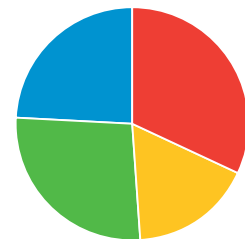
Nearly nine out of 10 IRgA members assume influential roles in their businesses.



- 59% Executive
- 19% Supervisor/Manager
- 16% Marketing/Sales
- 6% Other

Annual Purchasing Budgets

Reach an audience with significant budgets and real purchasing power.



- 32% \$500,000+
- 17% \$250,000 - \$499,999
- 27% \$100,000 - \$249,999
- 24% \$0 - \$99,999

Leading Change. Leveraging Knowledge.

The IRgA Annual Convention & Trade Show has been providing industry-related education, information and exposure to the latest products and services for more than 80 years. Recognized as the premier venue to meet and network with colleagues and industry experts, the IRgA Convention & Trade Show attracts a wide variety of industry professionals with ultimate buying power, providing you with an excellent return on investment on your exhibit and sponsorship dollars.

Demographics

Buying Influence

More than 90 percent of attendees have a role in product acquisitions.

Final Decision	50%
Recommend/Influence	42%

Annual Purchasing Budget

Reach those with maximum buying power.

\$500,000+	23%
\$250,000 - \$499,999	20%
\$100,000 - \$249,999	34%
\$0 - \$99,999	23%

Job Focus

Nearly 80 percent of attendees are managers or above in their company.

Owner/Partner	59%
Supervisor/Manager	19%
Marketing/Sales	16%
Other	6%

Job Title

Nearly nine out of 10 IRgA attendees are at the management level and above in their company.

Executive/CEO/CFO	40%
Vice President	17%
Director	5%
Manager	22%
Purchasing Agent	<1%
Consultant	1%
Specifier	<1%
Other	14%

Primary Products/Services Provided

IRgA attendees provide a wide variety of products/ services in their businesses.

- Wide-Format Engineering Output
- Scanning and Archiving
- Wide-Format Color Graphics
- Digital File Management
- Small-Format Digital Printing
- Facilities Management
- Laminating and Finishing

*Demographic information and statistics cited from IRgA Convention & Trade Show registration data and post conference evaluations.

IRgA Partner Program

STEP ONE: Create the Exposure That's Right for You. Select Your Base Package!

The IRgA has made it even easier for your company to leverage exposure among IRgA members and convention attendees year-round with the new 2010 IRgA Partner Program. Our new Partner Program Packages allow your organization to maximize exposure beyond the exhibit hall floor with continuing opportunities to reach IRgA member clients.

Platinum Partner

Base Package Price: \$75,000

- One (1) 30' x 50' booth at \$20/square foot (additional space can be purchased at the same corresponding rate)
- Three (3) Golf Tournament Hole Sponsorships
- Six (6) full-page, 4-color advertisements in the newly digital and interactive version of *Repro Report* (one per issue)
- Six (6) advertisement placements in the *IRgA News Digest*
- One (1) premium positioned, full-page advertisement in the 2010 IRgA Convention & Trade Show Final Program
- Company logo placement as a Preferred Member in the IRgA Online Membership Directory
- Opportunity to conduct Focus Groups during the IRgA Annual Convention & Trade Show during off hours
- Thirty (30) complimentary Vendor Registrations
- 36 Priority Points
- One (1) rotating logo banner on IRgA Web site for 12 months
- One (1) sponsorship of IRgA Webinar
- Company logo and a 25-word description in the IRgA Annual Convention & Trade Show Final Program
- One(1) Survey of Membership (IRgA-approved)
- One (1) choice of an additional item from Level One and Level Two, and two (2) choices of additional items from Level Three (see pages 4-5)

Gold Partner

Base Package Price: \$35,000

- One (1) 20' x 20' booth at \$21/square foot (additional space can be purchased at same corresponding rate)
- Two (2) Golf Tournament - Hole Sponsorships
- Three (3) full-page, 4-color advertisements in the newly digital and interactive version of *Repro Report*
- Three (3) advertisement placements in the *IRgA News Digest*
- One (1) full-page advertisement in the 2010 IRgA Convention & Trade Show Final Program
- Company logo placement as a Preferred Member in the IRgA Online Membership Directory
- Eight (8) complimentary Vendor Registrations
- 16 Priority Points
- One (1) rotating logo banner on IRgA Web site for six months
- One (1) sponsorship of IRgA Webinar
- Company logo and a 25-word description in the IRgA Annual Convention & Trade Show Final Program
- One (1) choice of an additional item from Level Two, and two (2) choices of additional items from Level Three (see pages 4-5)

Silver Partner

Base Package Price: \$15,000

- One (1) 10' x 20' booth at \$22/square foot (additional space can be purchased at the same corresponding rate)
- One (1) full-page, 4-color advertisement in the newly digital and interactive version of *Repro Report*
- One (1) advertisement placements in the *IRgA News Digest*
- One (1) half-page advertisement in the 2010 IRgA Convention & Trade Show Final Program
- Company name listed as a Preferred Member in the IRgA Online Membership Directory
- Four (4) complimentary Vendor Registrations
- One (1) Golf Tournament - Hole Sponsorship
- Six Priority Points
- One (1) company listing/link on IRgA Web site
- One (1) sponsorship of IRgA Webinar
- Company logo and a 25-word description in the IRgA Annual Convention & Trade Show Final Program
- One (1) choice of an additional item from Level Two and one (1) choice from Level Three (see pages 4-5)

Please note: 2009 sponsoring companies have the right of first refusal for renewing their 2010 sponsorships. The deadline for renewal is **December 15, 2009**. After this date, sponsorship will be available on a first-come, first-served basis.

New in 2010!

The IRgA Economic Stimulus Package

\$5,000

Successful companies are those that invest even when facing economic challenges. Emerge from this downturn in a better position in the marketplace.

The IRgA offers a unique Economic Stimulus Package for 2010 only to provide you with cost-efficient exposure to help you build your company's future.

This limited edition package includes:

- Two (2) ½ page ads in *Repro Report*
- Enhanced listing in the 2010 IRgA Convention & Trade Show Final Program
- One (1) 10' x 10' booth (must be a vendor member of the IRgA)
- One (1) ad in *News Digest*



Shared Sponsorship

On pages 4-5 there are several offerings that are designed as shared opportunities among vendors. If you choose one of these sponsorship options, it is your responsibility to confirm your vendor partner is exhibiting at the 2010 IRgA Convention & Trade Show. The IRgA cannot grant shared sponsorship to a single company. The companies also must guarantee payment from both parties or submit funds as one payment for the sponsorship. To be eligible for sponsorship opportunities, the company must be exhibiting at the 2010 IRgA Convention & Trade Show.

Please note that the IRgA reserves the right to refuse advertising/sponsorship that is in conflict with the policies or beliefs of the publication and/or the association or deemed offensive to readers, customers and/or attendees.

2010 Exhibit Information



Drive Your Business Forward on the IRgA Trade Show Floor

The IRgA Trade Show floor is your opportunity to connect with the brightest and best in the reprographics industry. Act now to secure your booth space – the IRgA anticipates the exhibit hall will sell out! We will develop a wait list once the hall is sold out. Payments for booth space must be received by **February 15, 2010**, in order

to take advantage of the early-bird rate. If full payment is not received by February 15, 2010, the IRgA has the right to reassign your booth space to a company on the wait list.

Standard booth size is 10' x 10'

Early-bird Rate (by February 15, 2010)

IRgA Member Rate: \$22/square foot
Non-Member Rate: \$26/square foot

Standard Rate (February 15, 2010 and after)

IRgA Member Rate: \$26/square foot
Non-Member Rate: \$30/square foot

2010 Convention Exhibition Schedule

Move-in

Tuesday, May 18 8:00 a.m. – 6:00 p.m.
Wednesday, May 19 8:00 a.m. – 3:00 p.m.

Show Hours

Wednesday, May 19 6:00 p.m. – 9:00 p.m.
(Opening Reception)
Thursday, May 20 9:30 a.m. – 5:00 p.m.
Friday, May 21 9:30 a.m. – 1:30 p.m.

Move-out

Friday, May 21 1:30 p.m. – Midnight
Saturday, May 22 8:00 a.m. – 10:00 a.m.

IRgA Partner Program continued

STEP TWO: A La Carte Menu: More Choices to Enhance Your Exposure

If you selected a base partner package from the previous page...

you have also been given a select number of add-ons from Level One, Level Two and Level Three categories, shown below and on page 5.

If you did *not* select a base partner package...

you still have the opportunity to gain exposure with our A La Carte menu. The IRgA can also offer the flexibility of providing opportunities beyond this list of items. Simply contact the IRgA Sales Manager, Nicole Boland at the information shown below for more details.

Level One

Keynote Sessions

Price: \$30,000; Shared: \$20,000/each

Spotlight your company on the main stage with a keynote session partner opportunity. Your company will be identified as the keynote session sponsor on all pre-convention promotional mail pieces. Your company's logo will also appear on all convention signage, on the attendee registration bags and on slides during the presentation.

USB Presentation Drive

Price: \$15,000; Shared: \$9,000/each

Prolong your exposure beyond the convention. Have your company top-of-mind as attendees and their colleagues access the Annual Convention educational content after the conference on their take-home USB Presentation Drives. All presentations will be included, and your company logo will appear on the outside of the device along with an advertisement on the table of contents landing page. This device will be given to all convention attendees, used throughout the convention and taken home for continuous exposure beyond the event.

Premier Sponsorship of the IRgA Golf Tournament

Price: \$10,000

Your company will receive ultimate exposure during the IRgA 2010 Golf Tournament in Palm Springs, California, including:

- Banner at the golf course
- Three (3) golf hole sponsorships
- Opportunity to announce the prize winners
- Up to ten (10) complimentary golf registrations
- Signage at lunch and on the beverage cart

Level Two

Pool Party

Price: \$10,000 (exclusive); \$7,500/each – limit four sponsors

Welcome attendees to the 2010 Convention & Trade Show at this fun opening reception. Sponsors have the opportunity to distribute literature at tables and will be recognized on signage throughout the event.

Wireless Lounge

Price: \$7,000

Receive online AND onsite presence as the sponsor of the IRgA Wireless Lounge. Contribute to a more productive and enjoyable stay for the convention attendees by providing them with a way to check in on business at home.

Registration Bags

Price: \$7,000

Your company's logo will be toted all around town during the 2010 IRgA Convention & Trade Show on the attendee registration bags. Registration bags are provided to each IRgA convention attendee upon check-in. Attendees tend to travel with them post-conference as well.

Lunch in Exhibition Hall

Price: \$7,000; Shared: \$5,000/each

Greet IRgA attendees as they network with colleagues during lunch. Your company's logo will appear on signage throughout the lunch venue and on napkins — a great touchpoint to mingle with attendees during a break.

Level Three

Padfolios

Price: \$5,500

Make an impression on attendees while they are taking notes. Padfolios will display your company's logo and information. These will be distributed at registration to be used throughout the week as attendees gain reprographics industry knowledge during educational sessions.

Badge Lanyards

Price: \$4,500

Attendees will be wearing your company name when you sponsor the badge lanyards. Lanyards will include your logo, name and Web site address. Select your own color to align with your brand.

Water Bottles

Price: \$4,500

An eco-friendly sponsorship, water bottles will display your company's logo and will be distributed with registration bags upon attendee arrival. They will also be available in the attendee lounge in the exhibit hall, and water stations will be strategically placed throughout the meeting space and trade show floor for attendees to fill and re-fill their water bottles all week!

Hotel Key Cards

Price: \$3,500

Unlock the door to maximum exposure by sponsoring attendee hotel key cards. Key cards will bear your company's logo and colors and are the one thing attendees will never leave their room without!

Badge Holders

Price: \$3,500

Put your company in front of convention attendees with the Badge Holder sponsorship. Everyone will see your logo and message on the badge holders that must be worn by all attendees during the convention. Drive traffic to your booth, offer a prize, advertise a new product – the options are endless!

TV Channel Ad in Host Hotel Rooms

Price: \$3,500 (limit of three; first-come, first-served)

Broadcast your company's promotional message to all IRgA attendees staying at the Hilton Bonnet Creek. Your message can

run for up to an hour and the DVD must be self-looping. A copy of your video must be provided to IRgA Show Management by April 15, 2010 for approval. A great opportunity to reach a large audience!

Door Drop

Price: \$2,500

Reach IRgA attendees at their home away from home during the convention by dropping a flyer at their hotel room door. A great opportunity to invite attendees to your company's booth and/or promote a new product or service. Please note: Content subject to approval of the IRgA.

Convention Banner

Price: \$2,000 (limit of two; first-come, first-served)

Make a first impression and maximize your visibility with a banner displaying your company's logo and booth number. Your banner will be placed in a high-traffic location within the conference venue all three days.

Vendor-drafted E-mail

Price: \$2,000

Reach attendees before they leave for Palm Springs. The IRgA will blast an e-mail, (content produced by you) to the entire pre-registered attendee database giving you the perfect opportunity to spread your message before the convention.

One-time Access to Member Labels

Price: \$1,500

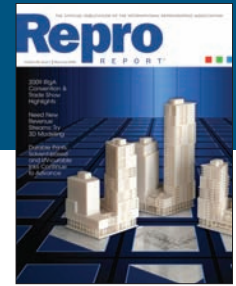
Send a personalized message to IRgA attendees via direct mail. The IRgA will provide mailing labels for use with promotions of your company or product. Limit to one-time use.

Badge Stock

Price: \$1,000 (limit of three; first-come, first-served)

Place your logo and company information on the name badge each attendee receives upon arrival at the show and must wear during the convention.

Repro Report



Repro Report – the IRgA’s official publication – has gone digital! Now that this important industry publication is electronic only, it is distributed to our entire database of reprographers and vendors, which is over 50% more circulation.

The digital version of *Repro Report* offers the same premium placements and inserts available in the print publication plus several upgrades! The all-new, digital *Repro Report* gives your company additional, interactive ways to communicate your message.

The electronic *Repro Report* also allows you to add video or audio to your ads. For more information please contact Sales Manager, Nicole Boland at 312.673.5828 or e-mail nboland@IRgA.com.

Distributed six times per year, advertising in *Repro Report* allows your business to become part of a leading publication in the wide-format graphics marketplace. A recent readership survey asked the IRgA members how they use the articles and information to help build their business:

- Nine out of 10 members of the IRgA read *Repro Report* more than any other trade publication for the latest in industry news.
- More than 30 percent would give preference to an equally qualified vendor who advertises in *Repro Report* over one who does not.
- More than 60 percent of *Repro Report* readers have taken direct action because of an advertisement in the publication.

Repro Report Advertising Rates & Options

4-color only - no B&W

Size	1x rate	3x rate	6x rate
Spread	\$3,000	\$2,685	\$2,475
Full page	\$2,300	\$2,050	\$1,900
Half page (horizontal)	\$1,702	\$1,490	\$1,386
Premium Rates			
Inside front & first 10 pages	20% upcharge to earned space rate		

New Add-on Features

The following new features can be selected as add-ons to your display ad purchase. All rates are in addition to earned space rates:

- **Landing page banner ads.** Be the first advertiser *Repro Report* readers see: \$125 additional charge to your ad
- **Virtual bellybands, pop ups/blow in cards, gatefolds, or an ad next to cover,** \$200 additional to the earned ad rate (PDF provided by advertiser)
- Let our readers contact you directly with a **pop-up query box:** \$75
- **Sponsor the magazine’s navigation bar** and have your logo appear on each page: \$125

Repro Report Four-Color Advertisement Specs

Size	Trim	Bleed
Center-Spread	17" x 11"	17 1/4" x 11 1/4"
Full-Page	8 1/2" x 11"	8 3/4" x 11 1/4"
1/2 Page Horizontal	7 1/4" x 4 3/4"	N/A
1/3 Page Vertical	2 1/4" x 9 3/4"	N/A
Cover Rates		
Inside Cover (front or back)	8 1/2" x 11"	8 3/4" x 11 1/4"
Back Cover	8 1/2" x 11"	8 3/4" x 11 1/4"

For additional information on interactive advertising options in the new, digital version of *Repro Report*, please contact nboland@IRgA.com.

Repro Report Editorial Calendar

To view the new IRgA electronic Repro Report visit <http://reproreport.irga.com>

January/February Issue Web Presence

Theme will focus on how to design company Web sites to improve brand awareness and increase sales. Content will also include information about how to use Google Analytics search-engine optimization to improve online business strategies.

Advertising Insertion Deadline: Dec. 1, 2009
 Editorial Submission Deadline: Dec. 1, 2009
 Advertising Materials Deadline:
 Dec. 15, 2009
 Distribution Date: Feb. 10

March/April Issue The 2010 IRgA Convention & Trade Show Preview

Theme will highlight all aspects of the convention and trade show. Features will include education session previews, Q&A with convention chair and/or education chair, location highlights, etc.

Advertising Insertion Deadline: Feb 3
 Editorial Submission Deadline: Feb 3
 Advertising Materials Deadline: Feb. 17
 Distribution Date: April 14

May/June Issue How to Secure State and Federal Jobs and Jobs Tied to Stimulus Money

Theme will focus on how to find and secure state and federal jobs. It will also include ways to find jobs tied to stimulus money. *This issue will also include special IRgA Convention & Trade Show recap coverage.

Advertising Insertion Deadline: April 1
 Editorial Submission Deadline: April 1
 Advertising Materials Deadline: April 15
 Distribution Date: June 23

July/August Issue Disaster Planning

Theme will include best practices and case studies of how repro shops can plan and adjust to natural disasters (wild fires, hurricanes, flooding, etc.) as well as technical disasters (server failures, machine failures, etc.).

Advertising Insertion Deadline: June 1
 Editorial Submission Deadline: June 1
 Advertising Materials Deadline: June 15
 Distribution Date: Aug. 11

September/October Issue Expanding Color Operations

Theme will focus on how to sell color to the AEC market, evaluate the flatbed market and market your color services to different segments/customers.

Advertising Insertion Deadline: Aug. 2
 Editorial Submission Deadline: Aug. 2
 Advertising Materials Deadline: Aug. 16
 Distribution Date: Oct. 13

November/December Issue Competitors without Faces

Theme will highlight up-and-coming technologies and/or applications that could become future competitors or partners for the reprographics industry.

Advertising Insertion Deadline: Oct. 1
 Editorial Submission Deadline: Oct. 1
 Advertising Materials Deadline: Oct. 15
 Distribution Date: Dec. 15

***Planned editorial content and deadline dates are subject to change.*

2010 IRgA Repro Report Deadlines

Issue	Ad Insertion Order Due	Materials Due	Distribution
January/February	December 22, 2009	January 4, 2010	January 13, 2010
March/April	February 17, 2010	March 1, 2010	March 10, 2010
May/June	April 21, 2010	May 3, 2010	May 12, 2010
July/August	June 23, 2010	July 5, 2010	July 14, 2010
September/October	August 18, 2010	August 30, 2010	September 8, 2010
November/December	October 20, 2010	November 1, 2010	November 10, 2010

Advertise Year-Round with IRgA

In addition to *Repro Report*, the IRgA offers several other convention-related and year-round touch points that you can use to maximize your reach to the reprographics marketplace.

News Digest

Nearly 4,000 professionals in the IRgA community — both members and prospects — receive the monthly e-newsletter *News Digest*, containing the latest industry news, company and professional profiles and more!

News Digest provides you with a year-round touchpoint with industry professionals where ads contain your company logo, a 50-word description and a link to your Web site.

IRgA News Digest Rates

Frequency	Rate*
1x	\$300
3x	\$250
6x	\$200

*Rates are subject to change without notice.

2010 IRgA News Digest Deadlines

Issue	Ad Insertion Order Due	Materials Due	Distribution
January/February	December 22, 2009	January 4	January 13
March/April	February 17	March 1	March 10
May/June	April 21	May 3	May 12
July/August	June 23	July 5	July 14
September/October	August 18	August 30	September 8
November/December	October 20	November 1	November 10

Membership Directory

The IRgA Online Membership Directory contains key contacts of all current IRgA member companies. This member reference is used on a daily basis by members, and is offered as a complimentary industry resource from the IRgA Web site.

For an additional \$1,000 investment, your company may sign on for the Preferred Member Directory Search, positioning your contact information and logo first in the search.



Final Program Advertising

Distributed onsite to all annual convention attendees and exhibitors, the IRgA Annual Convention & Trade Show Final Program is your opportunity to get in front of thousands of key industry professionals who reference this program consistently during the convention. Don't miss your chance to showcase your company at the largest gathering of reprographers in the world!

2010 Final Program Advertising Rates

All prices below reflect 4-color advertisements.

Inside Front Cover	\$995
Inside Back Cover	\$995
Full Page	\$495
Half Page	\$295
Product Showcase (1/8 page ad)	\$125

Please note: To be eligible to advertise, your company must be exhibiting at the IRgA Annual Convention & Trade Show. Display advertisers will receive bold headlines in the exhibitor text listings.

Final Program Advertisement Specs

Full Page	8.5" x 11" (trim); 8.75" x 11.25" (Bleed)
Half Page	7.5" x 4.5"

File Types

High Resolution PDF, .EPS, .TIF or native InDesign file with supporting art and fonts.

Contract and Materials Deadline April 1, 2010

All ad insertions should be submitted via insertion order with contract found on pages 11-12 on the booklet.

Webinar Sponsorships

Do you want to get your company in front of hundreds of leaders in the reprographics industry? Sponsoring an IRgA Webinar will give your company an edge as you gain access and lead generation opportunities among the purse string-holders of leading reprographic shops. There is no better way to reach potential customers than to help educate them on what you have to offer.

IRgA Educational Webinar: \$1,500

Sponsor IRgA presented content and receive:

- Exposure to nearly 4,000 reprographers, representing more than 1,400 companies
- Sponsor logo and/or company name in all IRgA Webinar-related e-mail promotions (approximately three (3) e-mails to full membership community)
- PowerPoint slide at beginning and end of Webinar with logo and/or company name (ex. Webinar sponsored by XYZ Company).
- One (1) opt-in question on the Webinar registration form for lead generation
- Sponsor Web banner located on the IRgA Web site at the beginning of the month in which the Webinar is scheduled to take place and present throughout the entire month
- One (1) dedicated post Webinar e-mail to the entire Webinar attendee list, promoting your company
- One 30-second "commercial" for your company at the beginning of the Webinar to be read by the Webinar moderator

Vendor-Presented Webinars: \$3,000

Present your own content and receive:

- Exposure to nearly 4,000 reprographers, representing more than 1,400 companies
- Determination of education content based on membership needs and approved by IRgA Education committee
- Sponsor logo and/or company name in all IRgA Webinar-related e-mail promotions (approximately three (3) e-mails to full membership community)
- PowerPoint slide at beginning and end of Webinar with logo and/or company name (ex. Webinar sponsored by XYZ Company).
- One (1) opt-in question on the Webinar registration form for lead generation
- Sponsor Web banner located on the IRgA Web site at the beginning of the month in which the Webinar is scheduled to take place and present throughout the entire month
- One (1) dedicated post Webinar e-mail to the entire Webinar attendee list, promoting your company

Exhibit Rules and Regulations

SPACE ALLOCATION AND PAYMENT

All exhibits will be at the Palm Springs Convention Center. Space will not be assigned without a signed application and the required payment. The balance of the exhibit space rental must be paid in full by **February 15, 2010**. To ensure your desired location on the exhibit floor, send your completed application and applicable deposit today to: **IRgA, 5363 Paysphere Circle, Chicago, IL 60674.**

EXHIBIT SPECIFICATIONS

Booths include:

- Background draping across the back of the booth, 8 feet high
- Draping on each side, 3 feet high
- One-line sign identifying the exhibitor

Booth furnishings and services may be provided by the exhibitor or rented from the official show service contractor.

ASSIGNMENT OF SPACE

Show Management shall allocate exhibit space to those properly applying at its sole discretion, but will attempt to comply with the exhibitor's requests in a fair and equitable manner. Booth space is assigned on a priority point system.

CANCELLATION OF EXHIBIT SPACE

Upon written cancellation received after **December 1, 2009**, and before **February 15, 2010**, a 50 percent cancellation of the total fee will be imposed. No refunds will be made for cancellations received after February 1, 2010. Should an exhibitor cancel even partial space, the aforementioned dates and refund schedule will apply on the reduced space.

If for any reason beyond the IRgA's control, the 2010 IRgA Annual Convention & Trade Show must be cancelled, shortened, delayed or otherwise altered or changed, Exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of IRgA or its event manager SmithBucklin, or their respective directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to the IRgA for space in the show, as well as other costs and expenses it has incurred, including travel to the show, setup, lodging, freight, employee wages, etc.

Exhibitor, as a condition of being permitted by the IRgA to be an exhibitor in the IRgA 2010 Annual Convention & Trade Show, agrees to indemnify and hold harmless the IRgA and SmithBucklin, and their respective directors, officers, employees or agents, from any and all loss, which Exhibitor may suffer as a result of show cancellation, duration, delay or other alterations or changes caused in whole or in part by any reason outside the IRgA's control.

INSURANCE AND SECURITY

Exhibitors wishing to insure their exhibit material, goods and/or wares against theft, damage by fire, accident or loss of any kind must do so at their expense. Each exhibiting company is responsible for obtaining insurance (liability and fire/theft) in such amounts as deemed appropriate to comply with its obligation hereunder and for its own protection.

As a courtesy to exhibitors, guard service for the exhibit area perimeter will be furnished during the hours deemed necessary by IRgA Show Management. The furnishing of such service is in no case to be understood or interpreted as a guarantee against loss or theft of any kind. Exhibitors should take necessary precautions to insure goods in transit as well as on the show floor.

SAFETY AND LEGAL COMPLIANCE

Exhibitors are individually responsible for compliance with all federal, state and local laws and regulations, as well as facility-related fire, safety, environmental, labor and other applicable regulations. Venting of machinery and all costs of venting and compliance with applicable laws, codes, and regulations are the responsibility of the exhibitor.

LIABILITY

The exhibitor is liable for any damage caused to the building, or to standard booth equipment, or to other exhibitors' property, by the exhibitor, the exhibitor's agents or employees. Exhibitors are urged to review their own insurance coverage or persons arising out of, during or in connection with this agreement, whether such injury or damage is due or claimed to be due by any negligence of IRgA Show Management, its employees, agents or any other person. Neither IRgA, the official service contractor, nor the facility, are responsible for any injury, damage or loss that may occur to the exhibit or its employees, representatives, agents or its property, from any cause whatsoever. The exhibitor agrees to defend, indemnify and hold forever harmless IRgA Show Management, the Association, its employees and agents, from all loss, liability, expense and penalty, including attorney's fees, on account of personal injury or damage to property sustained by the exhibitor or by any person or persons arising out of, during, or in connection with this agreement, whether such injury or damage is due or claimed to be due by any negligence of IRgA Show Management, its employees, agents, or any other person.

SUITABILITY OF EXHIBITS

The IRgA reserves the right to determine the eligibility of any exhibitor for inclusion in the IRgA 2010 Annual Convention & Trade Show and to prohibit an exhibitor from conducting and maintaining an exhibit if, in the sole judgment of the IRgA, the exhibitor, exhibit or proposed exhibit shall in any respect be deemed unsuitable. The foregoing prohibition relates to persons, conduct, articles or merchandise, printed materials, souvenirs, catalogs and any other items, without limitation, which reflect the character of the exhibit. No cash sales are permitted at any time.

GUESTS

IRgA policy permits eligible non-member attendees to attend convention activities at published non-member registration fees. Only individuals wearing proper registration identification will be permitted access to any convention activity. **The IRgA asks that exhibitors not register their guests as exhibit booth personnel, and thanks each exhibitor for their cooperation and support of this policy.**

INTELLECTUAL PROPERTY MATTERS

The exhibitor represents and warrants to the IRgA that no materials used in or in connection with their exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by exhibitor) or other intellectual property rights of any third party. The exhibitor agrees to immediately notify the IRgA of any information of which exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The exhibitor agrees to indemnify, defend and hold the IRgA Show Management, its agents, successors and assigns harmless from and against all losses, damages and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by exhibitor of the trademarks, copyrights and other intellectual property rights of any third party. Notwithstanding the foregoing, the IRgA shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of any exhibitor.

EXHIBIT SET UP

All exhibits must be fully installed by 3:00 p.m. **Wednesday, May 19, 2010.**

Any trash or debris scattered into the booth or aisle from the installation of any exhibit will be the exhibitor's responsibility to clean. All booth components must be within the exhibitor's space so the aisle carpet can be laid.

Cleaning may be ordered through the official service contractor. Aisle areas and display area exits must be free of obstructions. Easels, signs, etc., shall not be placed in aisles outside booth areas. Empty boxes cannot be stored behind the exhibit booth; they must be removed from the exhibit hall prior to the show opening and cannot be returned prior to the conclusion. No part of any exhibit, or signs relating thereto, shall be posted, nailed or otherwise attached to columns, walls, floors, or other parts of the building or its furniture, in any way to deface same. Damages arising from failure to observe these rules shall be payable by the exhibitor. Exhibit space not occupied by 3:00 p.m. may be reassigned by IRgA Show Management without refund of the rental paid. Excessively noisy or obstructive work is not permitted during exhibit hours. Mechanical apparatus must be muffled so noise does not disturb other exhibitors.

Exposed parts of any display must be finished so as not to be objectionable to other exhibitors or to IRgA. All exhibits must have carpet. The IRgA shall, at the exhibitor's expense, order the decorator to provide end cap drape to cover any unfinished parts and carpet if it has not been ordered.

Please note that for 10' x 10' booths there is an 8' height limit. For island booths the height limit is 20'. If this limit is not adhered to it is the right of IRgA Show Management to have your booth altered to fit the height limit.

continued on page 13

Exhibit Space and Sponsorship Application

May 19 – 21, 2010 • Palm Springs Convention Center • Palm Springs, California



INSTRUCTIONS

Complete all sections of this form as applicable with your exhibit and sponsorship needs. You must sign and return this form. All applications for booth space must include 50% payment if received on or before February 15, 2010. If contract and payment for booth space are received after February 15, 2010, please send 100% payment.

COMPANY INFORMATION (Please Print)

The below information will appear as is in the 2010 IRGA Convention & Trade Show Final Program.

Contact Name _____

Title _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone Number _____ Ext. _____

Fax Number _____

E-mail Address _____ Web Site _____

BOOTH INFORMATION

Rate	By 2/15/10	After 2/16/10
IRGA Member Rate:	\$22/square foot	\$26/square foot
Non-Member Rate:	\$26/square foot	\$30/square foot

Size booth requested (example: 10' x 20') _____

Total square feet requested _____

_____ Total Sq. Feet x \$ _____ (rate) = \$ _____

Please select six (6) booths in order of choice. The IRGA will make every attempt to assign space and/or sponsorships as requested. However, space allocation may be modified by IRGA.

1st _____ 2nd _____ 3rd _____

4th _____ 5th _____ 6th _____

Please avoid (if possible) space assignments adjacent to the following companies:

If possible we would like to be adjacent to:

Please e-mail Kelly Zaharski at kzaharski@irga.com with a brief 25-word description of the equipment and products or services you plan to exhibit. This description will appear AS PROVIDED in the 2010 IRGA Convention & Trade Show Final Program. The deadline for this description is March 31, 2010. Descriptions received after March 31, 2010 will not be printed in the Final Program.

Note: All exhibiting companies will be provided with two (2) complimentary exhibitor badges per 10' x 10' booth, with a maximum of 40 complimentary exhibitor-only badges per company. Additional badges will be available for a fee. Badges may not be transferred between exhibitors, other company employees, spouses of employees or given to customers.

SPONSORSHIP & ADVERTISING INFORMATION

- Partner Program Package
 - Platinum Package \$75,000
 - Gold Package \$35,000
 - Silver Package \$15,000
- IRgA Economic Stimulus Package \$5,000
- Premier Sponsorship of the IRgA Golf Tournament . . \$10,000

A La Carte Menu - Level One

- Keynote Sessions (exclusive) \$30,000
- Keynote Sessions (shared) \$20,000 each
- USB Presentations Drive (exclusive) \$15,000
- USB Presentations Drive (shared) \$9,000 each

A La Carte Menu - Level Two

- Pool Party (exclusive) \$10,000
- Pool Party (shared) \$7,500 each; limit 4
- Wireless Lounge \$7,000
- Registration Bags \$7,000
- Lunch in Exhibition Hall (exclusive) \$7,000
- Lunch in Exhibition Hall (shared) \$5,000 each

PAYMENT INFORMATION

Total Due for Exhibit Space	\$ _____
Less Total Enclosed (50% of booth payment due)	\$ _____
Balance Due (by February 15, 2010)	\$ _____
Total Due for Sponsorship*	\$ _____
Total Due for Advertising* (application must be accompanied by insertion order)	
<i>Repro Report</i>	\$ _____
<i>News Digest</i>	\$ _____
Final Program	\$ _____
Membership Directory	\$ _____
Total Payment Due	\$ _____

*Full sponsorship and advertising payment due at time of application

A La Carte Menu - Level Three

- Padfolios \$5,500
- Badge Lanyards \$4,500
- Water Bottles \$4,500
- Hotel Key Cards \$3,500
- Badge Holders \$3,500
- TV Channel Ad in Host Hotel Rooms . . . \$3,500 (limit of three)
- Door Drop \$2,500
- Vendor-drafted E-mail \$2,000 (limit of two)
- Convention Banner \$2,000
- One-time Access to Member Labels \$1,500
- Badge Stock \$1,000

Webinar Sponsorships

- Vendor Content \$3,000
- IRgA Content \$1,500

Total sponsorship participation payment in the amount of: \$ _____
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METHOD OF PAYMENT

- Check made payable to IRgA
 - Visa
 - MasterCard
 - American Express
- Card Number _____
- Expiration Date _____
- Cardholder's Name _____
- Signature (authorizes payment) _____

FOR OFFICIAL USE
Date received: _____
Booth Assigned: _____

Exhibitor Rules and Regulations continued

EXHIBIT HOURS AND ADMISSION

Admittance during non-show hours without permission from IRgA Show Management is prohibited. Exhibit booth personnel are allowed access to the show floor one hour before the show opens each day. IRgA Show Management shall have the sole control over admission policies.

Requests to enter the hall during non-show hours must be received in writing prior to the convention. Show management has the right to refuse any and all requests. In emergency situations, exhibitors will be escorted to their booth by show management and/or show security personnel. **Please do not leave any materials needed during non-show hours in your booth as you will not be able to get into the hall to retrieve them.**

BADGES

All persons visiting the exhibit area, including exhibit booth representatives, will be required to register and wear an appropriate badge. Exhibit booth personnel must wear the IRgA conference badge at all times while in the exhibit hall. A company nametag is not proper convention identification and should only be worn in addition to the official convention badge.

EXHIBITOR ANNOUNCEMENTS

Exhibitors are not allowed to make announcements in the hall over the loudspeaker. Announcements made over the loudspeaker are only to be made by IRgA Show Management.

HOSPITALITY SUITES AND MEETING ROOMS

Hospitality suites, meeting rooms or events (e.g., sponsored by exhibitors and affinity groups) must be requested and receive written approval from the IRgA by **TBD, 2010**. No organized events may be scheduled that conflict with the IRgA's program, activity or exhibit hours. The IRgA has blocked suites and meeting rooms and they will be available on a first-come, first-serve basis. Firms that are not exhibiting are not permitted to receive hospitality or meeting rooms. Exhibitors are not allowed to hold product demonstrations and product launches in meeting rooms or hospitality suites. All products must remain on the Trade Show floor.

FIRST RIGHT OF REFUSAL

2009 sponsoring companies will have the first right of refusal for renewing their 2009 sponsorships. The deadline for renewal is **December 31, 2009**. To renew your sponsorship please contact the IRgA Sales Manager.

MINIMUM AGE FOR ADMISSION

Children under the age of 16 are not permitted on the exhibit floor during show hours, with the exception of the Opening Reception. Children must be accompanied by a registered attendee at all times. Parents and guardians are responsible for the actions of the child.

SUBLETTING PROHIBITION

Exhibitors may not assign or sublet this contract, or permit others to use any contracted exhibit space without the express approval of IRgA Show Management. Exhibitors must show only products or services manufactured or sold by them in the regular course of business. The featuring of names or advertisements of non-exhibiting firms or businesses will not be permitted. If an article of a non-exhibiting firm or business is required for the operation or display of any exhibitor's wares, identification of such article shall be limited to the usual and regular nameplates, imprinting, or trademarks under which the article is sold in the regular course of business.

CANVASSING BY NON-EXHIBITORS

The IRgA Annual Convention & Trade Show is limited to registered attendees as well as registered representatives of firms, professional organizations and dealers who have contracted with the IRgA for exhibit space assignments and/or sponsorship. No other persons or concerns will be permitted to demonstrate their products or distribute advertising materials at any time during the IRgA meeting.

ISLAND AND PENINSULA BOOTHS

All island and peninsula booths must submit a booth layout to IRgA's Tradeshow Manager for approval by **March 31, 2010**.

Exhibits and displays must be arranged so as not to obstruct the general view of the adjoining exhibits. **Every booth must have at least 35% see-through visibility.** In cases of disagreement between Tradeshow management and exhibitor, the IRgA Vendor Relations Committee will make the final decision.

FLOOR PLAN

Exhibit space is available by standard booth or island configuration. Exhibits and displays must be arranged so as not to obstruct the general view of the adjoining exhibits. The IRgA abides by IAEM Display Rules and Regulations which will be provided in the Exhibitor Services Manual. If an exhibitor would like a copy of these rules & regulations, or has any questions, please ask IRgA Show Management.

All aisle space is under the control of Show Management and shall not be used for exhibit purposes.

GENERAL

Demonstration: All demonstrations or other promotional activities must be confined to the limits of the booth. Sufficient space must be provided within the booth to contain persons watching demonstrations and other activities. Each exhibitor is responsible for keeping the aisle adjacent to the booth free of congestion due to activities within the booth area. Exhibitors' representatives may not work in exhibit space other than their own. No animals are allowed on the show floor at any time during move-in, move-out or show hours.

Disruptive Exhibits/Music/Sound: Exhibitors that use sound-producing equipment must agree to keep the noise of such devices at levels determined acceptable by the IRgA Show Management or be discontinued.

Promotion Information: Samples and publications may be distributed by the exhibitor only from within the exhibitor's own booth, **as long as the items distributed do not directly compete with IRgA Sponsorships.** IRgA reserves the right to terminate distribution at any time. Solicitation of business or conferences in the interest of business, except by exhibiting companies, is prohibited.

Use of Logo: The IRgA logo and IRgA Convention logo may not be reproduced on any items or documents that will be distributed at the meeting without the express written permission of IRgA Show Management.

Sponsorship/Advertising Policies: Sponsorship/Advertising in IRgA publications will be sold on an impartial basis. No sponsor/advertiser will be given preferential treatment. Advertising rates are those published in the most current applicable rate card. Placement of premium positioning is on a first-come, first-serve basis. The IRgA reserves the right to refuse sponsor/advertising that is in conflict with the policies or beliefs of the publication and/or the association or deemed offensive to readers/customers/vendors.

Raffles and Drawings: Raffles and drawings may be conducted within the confines of the exhibitor's own booth as permitted by state and local laws. IRgA Show Management will not be responsible for any promotion of such raffles and drawings, and winners will not be announced.

Sales: Sales transactions, either by the exhibitor or agents thereof, involving the exchange of product for payment is prohibited.

Music License: No exhibitor shall cause any copyrighted music to be played or performed. License agreements and fees, if applicable, for music covered by the American Society of Composers, Authors, and Publishers (ASCAP), Broadcast Music International (BMI), and other organizations are the sole responsibility of the exhibitor.

AMENDMENTS

These rules may be amended at any time by the IRgA Show Management, provided that amendments shall not substantially diminish the rights or increase the liability of the exhibitor. These rules and regulations become a part of the contract between the exhibitor and the International Reprographics Association. It is important to review these terms and conditions, as well as any general information, with your on-site booth personnel. IRgA Show Management respectfully asks the full cooperation of exhibitors in their observance. Any matters not specifically covered by the preceding rules shall be subject solely to the decision of IRgA Show Management.

Any exhibitor not abiding by the Rules and Regulations set forth herein will lose the privilege of exhibiting. The Rules and Regulations set forth herein will be enforced.

Exhibitors will be bound by the booth rules included in the Exhibitor Services Manual.



International Reprographic Association

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