

1. Reservations for exhibit space will be accepted on a first-come, first-served basis. Payment is required in full with registration to confirm your company's participation. Cancellations must be received in writing in accordance with the application deadlines. The State Bar of Michigan ("SBM") reserves the right to limit the number of spaces an Exhibitor may purchase. No space shall be sublet without the written consent of SBM.

2. Requests for space must be made on the Exhibitor and Sponsor Application form. A submitted application will not be considered unless it is completed and signed. SBM will provide a written acknowledgment upon its acceptance of an application.

3. SBM reserves the right to decline space to an applicant if in SBM's sole judgment the proposed display or sponsorship is not consistent with the purposes of SBM or would not enhance the exposition. SBM also reserves the right to evict an Exhibitor whose presentation is deemed offensive. In the event of eviction, Exhibitor waives any fee and SBM shall not be liable for a refund.

4. All Exhibitor representatives shall register upon arrival and shall wear identification badges at all times. All exhibits must be complete, in place, and staffed at all times the show is open.

5. An Exhibitor failing to occupy space contracted for is not relieved of the obligation for payment of the full rental of such space. Any space not occupied one-half hour before the opening of the show is subject to forfeiture without refund. No exhibit shall dismantle until after the conclusion of the show.

6. SBM is not responsible for any special equipment, services, or facilities an Exhibitor requests or arranges. Exhibitor is solely responsible for placing its

display in its designated space and removing it on the final show date. All effects remaining afterwards are deemed abandoned and are subject to removal and destruction at no expense to SBM.

7. Exhibitor shall conduct its activities so as to avoid interfering with neighboring exhibits. It shall be the responsibility of an Exhibitor to report or call to the attention of the facility's manager any activity or disturbance that requires correction.

8. To assure the safety and security of goods and equipment, Exhibitors should remove valuables or take steps to secure them at the close of the show each business day. Neither SBM nor the exhibition facility shall be liable for any damage to or theft of any property contained in or about the booth of an Exhibitor.

9. All electrically wired display material must comply with requirements of the National Board of Fire Underwriters. Display fabrics must be flameproof. No open flames are allowed. The determination of SBM or the exhibition hall as to the propriety of electrical wiring or similar display-related issues is final.

10. All exhibits shall be contained within the contracted exhibit space. No items may be placed in the aisles. No hazardous materials may be stored, placed, or displayed in the booth. No company identification may be placed outside your specific exhibit area (i.e., on posts, pillars, walls, tables, ceilings, etc.) No music, live or recorded, is permitted at individual booths except as might be included in videotape or through headphones.

11. Violations of any of the regulations by an Exhibitor or its representatives will result in the forfeiture of exhibit space and loss of monies paid. Any matter or question not specifically addressed in these Rules and Regula-

tions shall be determined on a case-by-case basis at the discretion of the SBM.

12. Exhibitor agrees to comply promptly with all state and local laws and ordinances and to obtain at its own expense any governmental permits or licenses that are required. Prizes, awards, drawings, raffles, lotteries, and/or contests sponsored by an Exhibitor not otherwise prohibited by law are permitted.

13. Exhibitor agrees to hold harmless SBM and the exhibition facility and all agents and employees thereof (hereafter "Indemnities") for any damages or charges for violations of any law or ordinance, whether from the negligence of Exhibitor or those holding under Exhibitor. Exhibitor agrees to indemnify and hold harmless the Indemnities from all costs, damages, or liability, including attorney's fees, arising from or by reason of any accident, bodily injury, or other occurrence to any person(s), including Exhibitor, its employees, agents, and business invitees, arising from or out of the exhibition premises.

14. Exhibitor shall maintain reasonable insurance coverage for any loss or damages to Exhibitor's property or any potential liability arising from Exhibitor's participation in the Annual Meeting—Solo & Small Firm Institute and further waives any claims of subrogation against SBM in the event of a loss that is compensated by the insurance coverage applicable to Exhibitor or its property.

15. No failure nor neglect of SBM in any instance to exercise any right, power, or privilege under this contract or these regulations shall constitute a waiver of any other right, power, or privilege or of the same right, power, or privilege in any other instance. Any waiver by SBM must be in writing, signed by a duly authorized representative of SBM.

► **USE THIS FORM FOR CHECK PAYMENTS ONLY.**

1. Exhibit and Sponsor Application

Acct #:
Company Name: _____
Contact Person: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
E-mail: _____
Company website URL: _____
Product/Service Exhibiting: _____

2. Exhibit Promotion

Sponsorships (Internal use only 55-024-1006)

Sponsorship details are at michbar.org/sbmnext

Platinum Gavel

☐ Wednesday Awards Dinner \$5,000 = \$ **SOLD**
☐ Thursday Inaugural Luncheon \$5,000 = \$ **SOLD**
☐ Thursday All-Member Luncheon \$5,000 = \$ _____
☐ Friday 50-Year Golden Celebration Luncheon \$5,000 = \$ _____

Gold Gavel

☐ Thursday Continental Breakfast \$4,000 = \$ **SOLD**
☐ Friday Continental Breakfast \$4,000 = \$ _____

Silver Gavel

☐ Thursday Refreshment Break \$3,000 = \$ _____
☐ Thursday All-Member Networking Reception \$3,000 = \$ _____
☐ Thursday Celebrating Diversity Reception \$3,000 = \$ _____

Bronze Gavel

☐ Education Session Sponsor \$1,000 = \$ _____

Mobile App

☐ Splash Page \$2,000 = \$ **SOLD**
☐ Map Pins \$1,500 = \$ _____
☐ Push Notifications \$1,500 = \$ _____
☐ Surveys & interactive polling \$1,000 = \$ _____
☐ Banner Ad \$500 = \$ _____
☐ Sponsor listing & exhibitors \$150 = \$ _____

Marketing Opportunities

 (Internal use only 55-024-1006)

Tote bags, lanyards, & tote bag inserts

 (must arrive by August 19)

☐ Tote Bags \$6,500, or supply 1,500 items plus \$100 = \$ _____
☐ Lanyards \$3,000, or supply 1,500 items plus \$100 = \$ **SOLD**
☐ News & Information Center item, supply item plus \$300 (x) = \$ _____
☐ Tote Bag item, supply 1,500 pieces plus \$300 (x) = \$ _____

Program Advertising

 (Internal use only 55-024-1006)

☐ Outside back cover 4-color (7 1/2" x 9 1/2") \$600 = \$ **SOLD**
☐ Inside front cover 4-color (7 1/2" x 9 1/2") \$500 = \$ _____
☐ Inside back cover 4-color (7 1/2" x 9 1/2") \$500 = \$ _____
☐ Full page blk/wht (7 1/2" x 9 1/2") \$400 (x) = \$ _____
☐ Half page blk/wht (7" x 4 1/2") \$300 (x) = \$ _____

PROMOTION SUBTOTAL = \$ _____

3. Exhibit Booth Reservation

(Internal use only 55-024-1095)

☐ 8' x 10' Booth \$850 (x) = \$ _____
Early Bird Discount through June 30 -\$100(x) = \$ _____

EXHIBIT SUBTOTAL = \$ _____

4. Totals

PROMOTION TOTAL = \$ _____

EXHIBIT TOTAL = \$ _____

TOTAL AMOUNT DUE = \$ _____

5. Acknowledgment

☐ Exhibitor has read and agrees to the **Exhibitor Rules and Regulations** located at michbar.org/Exhibit. Exhibitor's representative affirms that he or she is fully authorized to bind Exhibitor to the terms herein and to execute this document on behalf of Exhibitor.

Signature required

6. Method of Payment/Cancellation Policy

Full payment is required at time of registration. After the State Bar of Michigan accepts and processes your application you will receive a confirmation. Cancellation request must be received in writing before August 18 for a full refund. If received after August 18 there will be a \$100 cancellation fee. No refunds or credits will be granted after August 31.

Check # _____

Checks payable to: STATE BAR OF MICHIGAN

Mail to:
State Bar of Michigan
Attn: **NEXT CONFERENCE**
306 Townsend, Lansing, MI 48933-2012

Register online if paying with Visa or MasterCard only at michbar.org/sbmnext

Registration

This registration must be completed in its entirety, and mailed with check payable to **STATE BAR OF MICHIGAN**, to Attn: **NEXT CONFERENCE**, State Bar of Michigan, 306 Townsend Street, Lansing, MI 48933-2012.

Specifications for Ads & Logos

Ad creative (PDF hi-resolution) and logos (GIF format) should be a minimum of 600 dpi. Files smaller than 5mg may be sent electronically via e-mail; if larger than 5mg inquire for transmittal instructions. Ads and logos must be received by August 18 to be published in the program.

Show Discounts and Product Listings

Each exhibitor receives a free paragraph description of your product or service for inclusion in the program. E-mail the text of your listing (50-word limit) to sozanich@michbar.org.

State Bar of Michigan Contact is Stacy Ozanich, (517) 346-6315. Ads, logo, company description, etc. should be directed to sozanich@michbar.org.

QUESTIONS? CONTACT Stacy Ozanich
(517) 346-6315 or sozanich@michbar.org