



LASTING VALUES: CHALLENGING TIMES

# 2012 Exhibitors and Sponsors

MAY 9–11, 2012 ■ MARRIOTT WARDMAN PARK HOTEL ■ WASHINGTON, DC

## SPONSORSHIP TIMELINE

EVENT	DATE
<b>Sponsorship registration opens</b> <i>Sponsorship contract, company logo (for hard copy and electronic publications), and link to company website are ALL due with registration.</i>	December 8, 2011 (1:00 p.m. ET)
<b>Booth registration opens</b> <i>Contract to Exhibit, company description, and logo are due with booth registration.</i>	December 15, 2011 (1:00 p.m. ET)
<b>Tote bag insert registration opens</b>	January 11, 2012
<b>50 percent of remaining sponsorship fee due</b>	January 13, 2012
<b>Exhibitor personnel registration opens</b> <i>In order to register as an exhibitor, you must first register for a booth.</i>	January 17, 2012
<b>Final balance of sponsorship fee due</b>	March 9, 2012
<b>Program book advertisement due</b> <i>(for eligible sponsors only)</i>	March 9, 2012
<b>Booth registration closes</b>	March 16, 2012
<b>Invitee names for VIP Reception due to ICI</b> <i>(for eligible sponsors only)</i>	April 20, 2012
<b>Invitee names for reserved table due to ICI</b> <i>(for eligible sponsors only)</i>	April 20, 2012
<b>Tote bag insert registration closes</b>	April 16, 2012
<b>Tote bag promotional item to ROI</b>	April 23, 2012
<b>Cybercafe promotional item to ICI</b>	April 23, 2012
<b>2012 General Membership Meeting</b>	May 9–11, 2012