



**LASTING VALUES: CHALLENGING TIMES**

# 2012 Exhibitors and Sponsors

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

## BOOTH SPACE RESERVATION FORM

In accordance with the terms stated in the “Contract to Exhibit,” which the undersigned has read and agrees to, the organization below contracts for the exhibit space offered by the Investment Company Institute (“ICI”) at ICI’s 2012 General Membership Meeting and Service Provider Exhibition, May 9–11, 2012, in Washington, DC. The organization below understands that the “Contract to Exhibit” is incorporated into this Booth Space Reservation Form and that this form becomes a contract when accepted and confirmed by ICI.

Please note: Booth reservation is also available **online**.

Organization: \_\_\_\_\_

Person coordinating exhibit arrangements\*: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

\*This person will receive all exhibit-related correspondence.

*All applications will be processed in the order received, and booths will be assigned on a first-come, first-served basis.*

Please identify your preferred booth(s) location(s) below (see floor plan for booth numbers). All four choices are required for registration. If you are reserving multiple booths, please refer to this example on how to complete the spaces below:

**Example: 3 booth reservations—First choice: 100/102/104; Second choice: 201/203/205; Third choice: 301/303/305; Fourth choice: 401/403/405**

First choice: \_\_\_\_\_ Second choice: \_\_\_\_\_

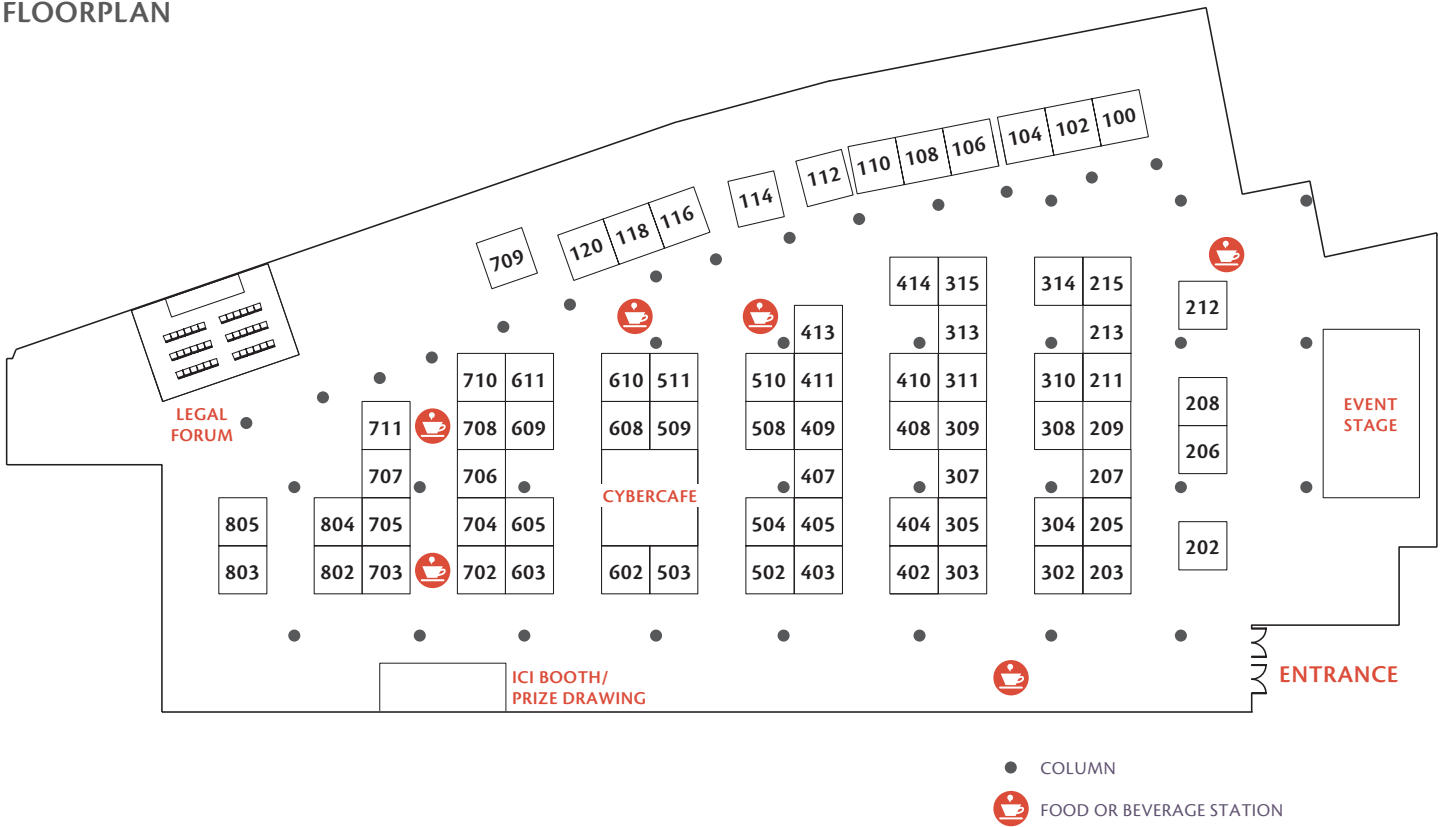
Third choice: \_\_\_\_\_ Fourth choice: \_\_\_\_\_

(Every effort will be made to assign you to the booth(s) you select.)

If you would like your exhibit separated from your competitors’ exhibits, please list up to three (3) of those company names below (please be specific):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

FLOORPLAN



If you would like to be placed next to an industry partner, please list up to three (3) of those company names below (please be specific):

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COMPANY DESCRIPTION

IMPORTANT! The FINAL version of your company description is due with the registration form this year. ICI will not be providing you with an opportunity to edit this description before it is published. Make sure the description that you provide below is in final format. Please include a company description (75 words or less not including contact information) below, or attach it on a separate page to this registration form. This description will be printed in the 2012 GMM Exhibitor Guide along with contact information, booth location, and company logo. In order to process your registration, a company description must be attached.

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Company Contact Name/Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

Address: \_\_\_\_\_

Note that the above requested contact information is not mandatory, but if filled out, will be included with your company description in the program book. If the submitted description (not including contact information) exceeds the 75-word limit, ICI has the right to edit the description without consent or final approval from registering company.

## COMPANY LOGO

If you would like your company logo in the 2012 Exhibitor Guide, please email it to Shani Armon at sarmon@ici.org upon submission of this form. Registration will not be considered complete and a booth will not be confirmed until logo has been received.

*Formats accepted, in order of preference:* EPS, AI, or JPG

*Resolution:* 300 dpi minimum  
(web versions, which are low resolution, will not be accepted)

*Color:* Black and white  
(logos with color will not be accepted)

## AFFILIATE FUNCTION

The conference schedule allows time for firms to host events that do not conflict with the official conference agenda, including the conference dinner on May 6 at 7:00 p.m. Requests to host social events must be approved by ICI in advance (this includes events held at the Marriott Wardman Park Hotel, as well as any event held at an off-site venue). The standard Affiliate fee is waived for all exhibiting and sponsoring companies.

Do you plan to host an Affiliate Function this year? Yes [  ] No [  ]

## EXHIBITOR SERVICE KIT

In order to reduce our paper consumption, the exhibitor service kit will ONLY be provided via an electronic link sent to the listed booth contact.

## PAYMENT INFORMATION

There is a maximum of four booths per company.

Number of booths (\$5,500 per booth): \_\_\_\_\_

Total enclosed: \$ \_\_\_\_\_

[  ] Check/money order (Make checks payable to "Investment Company Institute.")

## REMITTANCE INSTRUCTIONS

Registrations must be received by **March 18, 2011**. All booth reservations are subject to space availability. Exhibit Hall space is available on a first-come, first-served basis. **The Exhibit Hall is expected to sell out prior to the deadline on March 18, 2011.** Cancellations of booth reservations received in writing by **March 18, 2011**, will incur a \$1,500 administrative fee. **There will be no booth refunds after March 18, 2011.**

If you are registering by mail, please return this completed form with check to:

Investment Company Institute  
Dept. 3077  
Washington, DC 20061-3077

If you are mailing via an **express carrier** that does not deliver to PO boxes, please mail completed form with check to:

Investment Company Institute  
Attn: Accounting Department  
1401 H Street, NW, Suite 1200  
Washington, DC 20005

ICI will send a confirmation to indicate that your booth space reservation form, payment, Contract to Exhibit, and logo have been received. Please note that a booth will not be assigned to your company until all proceeding materials have been submitted.

## QUESTIONS

Please contact Shani Armon at 202/326-5966 or [sarmon@ici.org](mailto:sarmon@ici.org) if you have any questions.