



Exhibitor/Vendor Information and Registration Form
November 3-5, 2011
San Antonio, Texas

We invite you to join us as an exhibiting vendor at the 2011 AORE conference! The collective membership of the AORE annually spends millions of dollars on outdoor gear and services. In addition, these outdoor recreation professionals and their front line staff directly influence industry consumers.

- A vendor membership gives you significant exposure, discounts, and benefits, including quarterly posting of an approved advertisement to the listserv, link from AORE's website to vendor site, an electronic copy of the AORE membership directory, discount on ads in the Association News, and additional benefits listed at aore.org.
- Current AORE Vendor Members are not required to exhibit onsite, to sponsor awards, scholarships or donate items to the student auction.
- You must be an AORE Vendor Member to sponsor an award, scholarship, or donate product.
- Exhibitors get direct marketing exposure and personal interaction with influential outdoor recreation and education professionals who manage university, college, community and military outdoor recreation program and rental centers in the United States, Canada, and overseas.

How You Can Get More Involved at the AORE Conference 2011

- Present an educational or hands on exhibitor presentation.
- Present a 60-90 minute education session (call for proposals available online soon).
- Sponsor an event, provide a scholarship, or donate product to the student auction.
- Post a job in our career center.

The Exhibitor Hall is located on the second floor of the Crowne Plaza Hotel in the 8000 sq ft Texas Ballrooms. The second floor is the hub of the conference with food service and socials in the Exhibitor Hall. Exhibitor space will include Wi-Fi internet access, 6' table, and 2 chairs. Power, audio visual, and shipping will be coordinated through conference services at an additional charge.

Standard Exhibitor Booth Includes

- One complimentary conference pass
- Exhibit booth location in the vendor hall [10 ft by 10 ft]
- Six foot table, table skirt, two chairs and wastebasket

Exhibitor Hall Schedule

- Wednesday, Nov 2: Exhibitor Setup 12:00 pm – 6:00 pm and evening Welcome Social
- Thursday, Nov 3: Exhibitor Hall open 7:00 am – 6:00 pm
- Friday, Nov 4: Exhibitor Hall open 7:00 am – 2:30 pm
- NEW OPPORTUNITY -Friday, Nov 4: Super Social – available for Preferred Booth Packages [pg 3]

Company Name _____

2011 Exhibitor Registration Form

Exhibitor Information

Company _____ Office phone _____
Contact Name _____ Title _____
Address _____
City, State, Zip _____
Cell _____ Fax _____ Email _____

AORE Annual Vendor Membership * please complete attached vendor membership form *

2011 Vendor Membership: \$450 this membership category is for not-for-profit, for profit, associations, or organizations that provide services or products. A complete list of membership benefits are listed at AORE.org.

- I will renew my membership [please see membership Application]
- I would like to purchase an AORE vendor membership [please see membership Application]

2011 Exhibitor Booth rates and deadlines [check one] – Booths DO NOT include Vendor Membership

- Early Registration by 6/1/2011 \$775 Late Registration after 8/1/2011 \$1050
- Regular Registration by 8/1/2011 \$945 Non AORE member booth rate \$1500

Representative attending [One included in booth rate]

Name _____ email _____

Cell Phone _____ Circle one: Regular meals or vegetarian

- Additional booth representatives may attend the conference for \$400 each.**

Name _____ email _____

Cell Phone _____ Circle one: Regular meals or vegetarian

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Name _____ email _____

Cell Phone _____ Circle one: Regular meals or vegetarian

Company Name _____

New for 2011! Preferred Exhibitor Booth Packages: Vendor feedback has helped us develop Exhibitor Booth Packages to better meet your needs. Choose from the following:

Level One: \$1750

- Two complimentary conference passes
- Electricity included for booth
- Company logo projected on exhibitor hall screen
- Company logo on conference website
- Company name, logo, and 50 word description in the conference program [subject to deadline]
- Attendee bag insert [subject to deadline]
- Quarter page black and white add in the conference program [subject to deadline]

Level Two: (Limit 10) \$2250

- **Choice of booth location in exhibit area** [first come, first served]
- **Extended exposure: Booth will remain set up during the AORE premier event – Super Social**
- Two complimentary conference passes
- Electricity included for booth
- Company logo projected on exhibitor hall screen
- “Level two” Sponsor designation on conference outbound marketing material
- Quarter page black and white add in the conference program [subject to deadline]
- Company logo on conference sponsor page
- Company name, logo, and 75 word description in the conference program [subject to deadline]
- Attendee bag insert [subject to deadline]

Level Three Sponsor – (Limit 2) \$5,000

- **Choice of booth location in exhibit area** [first come, first served]
- **Extended exposure: Booth will remain set up during the AORE premier event – Super Social**
- Four complimentary conference passes
- Electricity included for booth
- Premier Booth – 10 ft by 20 ft
- Company logo projected on exhibitor hall screen
- “Level three” Sponsor designation on conference outbound marketing material
- Half page black and white add in the conference program [subject to deadline]
- Company logo on conference sponsor page
- Company name, logo, and 100 word description in the conference program [subject to deadline]
- Attendee bag insert [subject to deadline]

Level Four Sponsor – (limit 1) \$10,000

- **Choice of booth location in exhibit area** [first come, first served]
- **Extended exposure: Booth will remain set up during the AORE premier event – Super Social**
- Six complimentary conference passes
- Premier Booth [10 by 20]
- Electricity provided for booth
- Company logo projected on exhibitor hall screen
- Sponsor designations on conference outbound marketing material
- Full page black and white add in the conference program [subject to deadline]
- Company logo on conference sponsor page
- Company name, logo, and 200 word description in the conference program [subject to deadline]
- Attendee bag insert [subject to deadline]
- Introduction at opening by the Executive Director
- Sponsor designation in outbound marketing material
- Company name listed on all press release[s]

Company Name _____

Maximize your Conference Exposure: The following opportunities can be purchased to further expand your visibility at the AORE conference. It is not required to have an exhibitor booth to take advantage of these opportunities. You must, however, be a current AORE vendor member. Other opportunities are possible, please contact the National Office for more information. Subject to availability. Check all those you would like:

- Company logo on conference website [\$150]
- Company name, logo, and 50 word description in conference program [\$100]
- Additional Attendees [\$400] – please fill out information on proceeding page
- Catalogs/promo materials in attendee bags [\$325]
- Ads in the conference book – [\$250-600]
- Company logo projected on exhibitor hall screen [\$75]

Add On Subtotal _____

Donation Opportunities: Additional opportunities exist for your company's product placement and brand recognition of product and services. Please let us know if you'd consider this additional exposure, and a member of the AORE staff will follow up with you; please check box [es] where interested.

- Conference Attendee gifts: Product placement in the hands of 500 plus attendees.
- Conference Presenter gifts: Product placement in the hands of 100 plus presenters.
- Professional Development Auction Donation: Equipment placement
- Professional or Development Scholarships: Services and trainings advertising

Company Name _____

Payment Information

Vendor Membership [purchase or renew]	_____
Basic Exhibitor Booth	_____
Additional Representative[s]	_____
Add on's to Basic Booth	_____
Exhibitor Booth Package	_____
Total fees –	_____

Checks – please make payable to the Association of Outdoor Recreation and Education

Circle One: Visa Am Ex MasterCard Discover

Name on Credit Card _____

Billing address _____

CC number _____

Expiration Date _____ CVN code _____ Signature _____

- You will be issued an itemized receipt when processed for your records.
- A member of the National Office or the San Antonio team will contact you with more information.
- You will need to complete and submit and “Exhibitor Agreement Form” in order to participate in the Exhibitor Hall. A staff member will follow up with you regarding this document.

Email, fax or mail all completed forms to: AORE National Office. 1100 North Main, Suite 111, Ann Arbor, MI, 48104. Fax: 810-299-3436. Nationaloffice@aore.org

Please direct all questions to exhibitor coordinators Todd Grier [todd_grier@tamuc.edu] 903-468-3174 or David Chambers [dchamber@smu.edu] 214-768-4822

Company Name _____