



We are in the planning stages for the 2005 Management Briefing Seminars at the Grand Traverse Resort & Spa, Traverse City, Michigan, August 1-5, 2005. The purpose of this letter is to acquaint you with our Exhibitor Program and Policies.

A combined exhibitor application form and contract to exhibit at this year's conference is attached. As the conference has grown, so have the number of requests to exhibit. Unfortunately, due to limited space, we are not able to provide exhibit space to all organizations who apply.

1. The exhibit booth space will be a maximum of ten feet wide and five feet deep. No part of any booth may encroach on the walkway or in the space of adjacent exhibitors.
2. Requests to exhibit will be reviewed by our planning committee based on many factors, including, but not limited to, the company's product/service value to the attendees, the organization's status the previous year, and industry trends. The committee will determine the final list.
3. Exhibitors must agree to exhibit for the entire week for a flat rate of \$8,000 in the Governor's Hall or \$7,000 in the Tower area. Please indicate your preference, if you have one, on the application form. The event registration desk, the Cyber Café, and the Media room will again be located in the Tower area for 2005.
4. **Note Change:** A maximum of two (2) people from each company, per day, will be permitted to register at the exhibit staff rate of **\$150.00 per day**. This registration includes admission to all sessions, conference materials, breakfast and lunch each day, all social hours, and the Thursday dinner. All other exhibit company staff must register at the regular conference rate.
5. Once selected to exhibit, upon receipt of your organization's signed agreement and payment of fees, the Center for Automotive Research will place your organization's logo or name on the Management Briefing Seminar's website, www.cargroup.org. Please e-mail a **high resolution** company logo to me at dschilz@cargroup.org as soon as you have received confirmation.
6. It is expected that at least one (and not more than two) registered exhibit staff people will be in attendance at each booth between the hours of 8:00 a.m. and 3:30 p.m. Monday-Thursday, and 8:00 a.m. through 1:00 p.m. on Friday. Booths may not be left unattended for extended periods of time during these hours.

If you are interested in exhibiting this year, please fill out, sign and return the application/exhibitor contract. An electronic copy is fine, provided we receive the hard copy with signature by April 15, 2005. We will notify those companies who have been selected to exhibit by **May 10, 2005**.

Thank you for your interest in exhibiting at the 2005 Management Briefing Seminars.

Sincerely,
Deborah J. Schilz
Manager, Executive Conferences