MANAGEMENT BRIEFING SEMINARS 40 YEARS

The Center for Automotive Research 2005

Exhibitor Application Form and Contract

August 1-5, 2005
Grand Traverse Resort and Spa
Traverse City, Michigan

Information

Contact Name: Title:

Company Name: Department:

Street Address: Suite:

City/State/Zip:

Phone: Fax: Cell/Mobile: Email:

Other Contacts (Onsite, Administrative-if different from above): Title:

Email: Phone: Cell:

What product or service do you plan to exhibit?

If your company exhibits, what do you see as the primary benefits to 2005 Management Briefing Seminars attendees?

Attach additional sheets if necessary

Additional considerations regarding your application to exhibit:

Attach additional sheets if necessary

Exhibit Fees

My organization agrees to exhibit for the week of August 1-5, 2005. I understand the booth fee is $8,000 in the Governors Hall or $7,000 in the Tower area, and $150/day per exhibit staff registration (with a maximum of two exhibit staff at this reduced rate).

Key Dates

April 15, 2005	Deadline for agreement form and application to be received by CAR.
May 10, 2005	Specific space assignments will be determined and organizations that have been selected will be notified of their booth assignments.
May 18, 2005	**All booth cancellations** must be received in writing by this date. For any cancellations received after **May 21, 2005, all outstanding balances become due and payable. No refunds will be made.**
June 1, 2005	If you are notified that you have been selected to exhibit, your **Exhibit Booth and Staff Registration Payment** must be received in our office by this date or your space will be forfeited to the next organization on the waiting list. Registration forms and payment for exhibit staff must also be received by this date.
July 15, 2005	After this date we cannot accept cancellation of exhibit staff registrations.

Exhibitor Rules

1. Please return this signed form by April 15, 2005 An electronic version is fine, provided it is followed by a hard copy (fax or mail). We will contact you by May 10, 2005 if you have been selected to exhibit.
2. Companies must exhibit for the full week of August 1-5, 2005.
3. The exhibit booth fee must be received in CAR's office by June 1, 2005.

4. Exhibit booths in the Governors Hall will have maximum width of 10' and depth of 5' and will not block access or visibility of meeting rooms or fire exits. Booth dimensions of exhibit space in the Tower area may be negotiable, dependent on the space requirements of conference set-up.
5. Exhibit space will be a standard size for everyone. No banners or extra materials may be displayed outside of your assigned area. Exhibitors must remain inside the parameter of their assigned space.
6. We will cover the cost for one skirted table for each booth, and one electrical outlet, **only if you request one**. All extra equipment such as telephone(s) and extra outlets will be billed to the exhibitor. NOTE: Exhibitors will be responsible for paying the Grand Traverse Resort and Spa directly for any additional booth costs.
7. Only professionally printed signs/banners will be allowed. Exhibitors must keep their area free of clutter (i.e., food and coats).
8. It is expected that at least one registered exhibit staff person will be in attendance at your booth between the hours of 8:00 a.m. and 3:30 p.m., Monday – Thursday, and 8:00 a.m. and 1:00 p.m. on Friday.
9. For everyone's safety and comfort, **no exhibits may be dismantled on Friday, August 5, 2005, until 1:00 p.m.** Set-up must be completed before 7:00 a.m. Monday, August 1, 2005, and preferably on Sunday, July 31, between the hours of 1:00-6:00 p.m. Booth teardown must not occur before the Friday sessions ends, approximately 1:00 p.m.
10. On-site loading and unloading of any and all exhibit materials must be made only through the rear (west-end, Governors pre-function area) entrance of the Resort. Delivery vehicles may not block Resort entrances or walkways.
11. Once unloaded, exhibitors with trucks, vans, and large vehicles must move them to a Resort parking lot. No vehicles may be left unattended in the loading area.
12. Arrangements for shipping materials from the Resort must be made with the Grand Traverse Resort and Spa's purchasing department prior to departure.
13. There are a maximum of two exhibit staff allowed per booth, per day, at the $150 per day exhibitor rate. The reduced rate covers materials, meals, social hours, and admittance to any of the conference sessions. Additional exhibit staff must register at the regular attendee rate(s).

Please insure that all organizational representatives on-site are informed of, and comply with, all of the Exhibitor Rules. Failure to comply with any of these rules could result in forfeiture of exhibit privileges at future Management Briefing Seminars.

IMPORTANT: For those organizations selected to exhibit, the organization name, one contact name and title, website, phone and email address will be printed in the Exhibitor Roster that is distributed to all attendees at the Management Briefing Seminars. If you would like that name to be anything other than the name listed on the CONTACT NAME line, above, please clearly print this information on the lines below. If you do not indicate otherwise, the data you provide us on the first two lines of this application will be used. Additionally, once payment is received for your booth space, we will put your organizations logo, including a link to your website, on the MBS website. Once you receive notification that you have been selected, please send, via email, a **high resolution** logo for this purpose, to Debbie Schilz at dschilz@cargroup.org.

NAME/TITLE (exactly as you wish it to appear):

ORGANIZATION NAME (exactly as you wish it to appear): WEBSITE:

PHONE/EMAIL ADDRESS (exactly as you wish it to appear):

This application is made in accordance with the conditions, rules and regulations included within this application form. I have read and understand the aforementioned rules and regulations and agree to comply with them.

Name: Date:

*Exhibitor Authorized Signature:

*Sign and Return. A countersigned copy will be returned to you. *Signatures of both parties constitute a contract.*

Mail To:
Center for Automotive Research
Attn: Deborah Schilz
1000 Victors Way Suite 200
Ann Arbor, MI 48108

If you have any questions, please contact:
Deborah Schilz
Manager, Executive Conferences
dschilz@cargoup.org (734) 929-0463

For CAR Use Only

Name: Date:

Signature: