



Dear Sir or Madame:

On behalf of the Association of Professional Chaplains, I invite you to join us as an exhibitor at our 2010 Annual Conference, April 10-14 at the Renaissance Schaumburg Hotel and Convention Center in Schaumburg, IL.

The Association of Professional Chaplains serves chaplains in diverse settings, including hospitals, long-term care, hospice, workplaces, corrections, police and fire, rehab, the military, mental health and other arenas. A national, not-for-profit professional association, APC's mission is to certify and serve our membership, and to promote professional chaplaincy. APC's members are involved in interfaith spiritual care of all persons, respecting their diverse cultures and beliefs.

As an APC conference exhibitor, you will have the opportunity to showcase your products and services to more than 800 spiritual care professionals. This year, APC is offering you even more benefits and options for exhibiting and advertising at our conference. I know you won't want to miss out.

Some of the reasons APC conferences have such a high attendance rate in the spiritual care field are the breadth and depth of our educational offerings, the networking opportunities and the chance to connect with the valuable resources, products and services offered by our exhibitors.

Now more than ever, with today's tight budgets, dollars are spent on the resources that provide the most value, the best quality and the highest level of service. Now more than ever, it's essential to make contact, establish new business and strengthen relationships with customers. The APC 2010 Annual Conference, themed "Professional Chaplaincy: Reaching New Heights" gives you the perfect opportunity to make that personal connection and demonstrate your products and resources that can help customers "reach new heights" in the chaplaincy profession.

**Conference Exhibits** – This year, we're offering Gold, Silver and Bronze level exhibitor packages for you to choose from. Enclosed are details on the benefits of each exhibitor package and an application for you to complete and return to me.

**Virtual Exhibit Hall** – Complete your exhibitor application and pay in full by October 31, 2009 to gain complimentary admission into the Virtual Exhibit Hall on the APC Web site. Your logo or photo (approximately 100 pixels wide), marketing message (75 words maximum) and link to your URL will be posted so conference goers can preview your company's products and services, and plan a visit with you on-site. After October 31, 2009, exhibitors may gain access to the Virtual Exhibit Hall for a fee of \$75.00.

**Exhibit Hall Attendance** – APC recognizes the importance of attendance in the Exhibit Hall. This year, APC will drive traffic to your exhibit by entering visitors into a drawing. The more booths they visit the more chances they will have to win. This will encourage record attendance in the Exhibit Hall.

**Advertising in 2010 Conference Program** – This year, you can reach all the attendees by advertising in the conference program. This program is given to every attendee at registration. Advertising information is enclosed with this letter.

I look forward to assisting you with your exhibitor/advertiser arrangements and seeing you at the 2010 APC Annual Conference.

Sincerely,

Donna M. Kraar CMP  
Conference and Meetings Coordinator

Association of Professional Chaplains • [www.professionalchaplains.org](http://www.professionalchaplains.org)

1701 E. Woodfield Road, Suite 400, Schaumburg, IL 60173 • P 847.240.1014 • F 847.240.1015 • E [info@professionalchaplains.org](mailto:info@professionalchaplains.org)

**EXHIBIT AND ADVERTISING OPPORTUNITIES**  
**2010 APC ANNUAL CONFERENCE • APRIL 10-13, 2010**  
**RENAISSANCE SCHAUMBURG HOTEL & CONVENTION CENTER, SCHAUMBURG IL**



**Gold Level Exhibitor \*\* \$450 Includes:**

- Early opening in the Exhibit Hall for the Welcome Reception on Saturday, April 10
- Acknowledged as Gold Level Exhibitor in promotional materials throughout conference
- Special signage on exhibit table to indicate Gold Level Exhibitor
- 50% discount on fee for flyer insertion in registration bag (exhibitor to provide copies of flyer)
- 25% discount on fee for advertisement in the conference program
- 50% discount on fee for insertion of marketing item/gift into registration bag (exhibitor to provide item)
- Discounted fee of \$50 each for additional exhibit table
- Exhibit from Saturday night through Tuesday

**Silver Level Exhibitor \*\* \$350 Includes:**

- Acknowledged as Silver Level Exhibitor in promotional materials throughout conference
- 25% discount on fee for flyer insertion in registration bag (exhibitor to provide copies of flyer)
- 10% discount on fee for advertisement in the conference program
- 25% discount on fee for insertion of marketing item/gift into registration bag (exhibitor to provide item)
- Discounted fee of \$75 each for additional exhibit table
- Exhibit from Sunday afternoon through Tuesday

**Bronze Level Exhibitor \$195 Opportunities:**

**Choice of Any or All of the Following @ \$195 each**

- Flyer insertion into registration (exhibitor to provide copies of flyer)
- Insertion of marketing item/gift into registration bag (exhibitor to provide item)
- 1/3 page advertisement in the conference program

**\*\*If exhibit registration is received by October 31, 2009, exhibitor will gain complimentary admission into the Virtual Exhibit Hall on the APC Web site. Exhibitor will be able to provide a logo or photo (approximately 100 pixels wide) with a small paragraph (75 words maximum) about the company and/or their products. After October 31, admission into the Virtual Exhibit Hall will be \$75.00. Exhibit payment deadline: Jan 30, 2010.**

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**Advertising in 2010 Conference Program**

		Space reservation deadline: January 1, 2010
		Ad materials & payment deadline: January 30, 2010
1/3 page advertisement	\$195	File format: Press-quality PDF preferred; EPS files also accepted. Save art at resolution of 300 dpi.
1/2 page advertisement	\$395	Color: black and white
Full-page advertisement	\$695	Contact: Donna Kraar, conference and meetings coordinator
<b>Premium Positions</b>		Association of Professional Chaplains
Back cover	\$795	Phone: 847.240.1014
Inside front cover	\$795	E-mail: donna@professionalchaplains.org
Center Spread	\$995	



# APPLICATION FOR EXHIBIT SPACE & ADVERTISING

Association of Professional Chaplains 2010 Annual Conference

www.professionalchaplains.org

April 10-14, 2010

APC is a 501(c)(3) organization. Your contribution is tax-deductible to the extent allowable by law.

**APPLICATION & PAYMENT DEADLINE:  
POSTMARKED NO LATER THAN JANUARY 30, 2010**

## Contact Information:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ On-Site Contact Name \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Exhibit Information Approximate Attendance: 750

Products / Services to be Exhibited: \_\_\_\_\_

Require audiovisual equipment for exhibit table. Check this box if you will need audiovisual for your exhibit table, such as electrical outlet, CD player, etc. You will be given audiovisual contact information and an order form with your exhibitor confirmation.

Will you be bringing a tabletop display? Yes \_\_\_\_\_ No \_\_\_\_\_ Approximate height of display (In feet) \_\_\_\_\_

## Exhibitor Options

- |  |   |
|--|---|
| <input type="checkbox"/> Gold Level Exhibitor \$450                              | <input type="checkbox"/> Gold Level Additional Table \$50                                 |
| <input type="checkbox"/> Silver Level Exhibitor \$350                            | <input type="checkbox"/> Silver Level Additional Table \$75                               |
| <input type="checkbox"/> Bronze Level- Flyer Insertion in Registration Bag \$195 | <input type="checkbox"/> Bronze Level- Marketing Item Insertion in Registration Bag \$195 |

### The Following Statement MUST be initialed for the Exhibitor Application to be Accepted

I have reviewed and understand the Terms and Conditions on the reverse side of this application, regarding exhibiting at the APC Annual Conference.

## Advertising Fees

- |  |  |
|--|--|
| <input type="checkbox"/> 1/3 Page Advertisement \$195  | <input type="checkbox"/> Premium Position – Back Cover \$795         |
| <input type="checkbox"/> 1/2 Page Advertisement \$395  | <input type="checkbox"/> Premium Position – Inside Front Cover \$795 |
| <input type="checkbox"/> Full Page Advertisement \$695 | <input type="checkbox"/> Premium Position – Center Spread \$995      |

## PAYMENT INFORMATION

Pay by Company Check       Pay by Credit Card       VISA       MC       Discover       AmEx

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Billing Zipcode \_\_\_\_\_

*Payment must be received by October 31, 2009 for complimentary access to Virtual Exhibit Hall  
Payment must be received by January 30, 2010 to exhibit at the conference*

Please mail or fax to Association of Professional Chaplains  
1701 E. Woodfield Rd. Ste. 400, Schaumburg, IL 60173 • Phone: 847.240.1014, Fax: 847.240.1015

## Association of Professional Chaplains Exhibitor Terms and Conditions

1. **Applications** – Exhibitor applications will be reviewed and assigned a table(s) on a first-come, first- served basis. Once the application has been received, the exhibitor will receive a confirmation letter and further information on exhibiting including shipping, audio visual needs, schedule as well as general conference information.
2. **Virtual Exhibit Hall Admission** – Exhibitors who complete the exhibitor application and pay in full by **October 31, 2009** are eligible for complimentary admission into the Virtual Exhibit Hall on the APC Web Site. Exhibitor will be able to provide a logo or photo (approximately 100 pixels wide) with a small paragraph (75 words maximum) about the company and/or their products. APC conference attendees will be able to access the Virtual Exhibit Hall starting November 15, 2009. After October 31, 2009, exhibitors may gain admission to the Virtual Exhibit Hall for a fee of \$75.
3. **Exhibit Payment** –No tables will be guaranteed until APC receives full payment of the exhibit fee along with a completed application. The exhibitor expressly understands that all space must be paid for in full on or before **January 30, 2010**. If assigned space is not paid for in full by the specified date, it will be reassigned to another exhibitor at the discretion of APC.
4. **Exhibit Cancellation Policy** - Cancellations made in writing before **January 30, 2010** will receive a 50% refund. No refunds will be issued for cancellations received after that date.
5. **Hold Harmless Clause** - The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the hotel, and shall indemnify and hold harmless the association, hotel, agents, servants and employees from any and all such losses, damages and claims. In addition, the exhibitor acknowledges that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.
6. **Audiovisual Needs** - Please indicate if you require audiovisual equipment for your table. Upon confirmation, you will receive audiovisual contact information and an order form for your convenience. Exhibitors are responsible for payment for audiovisual equipment ordered.
7. **Exhibitor Tables** - Exhibitor tables will be set up prior to arrival based on how many tables were requested and paid for. Due to limited space, exhibitors will only be able to use those tables provided by the hotel. Any additional personal tables brought by exhibitors will not be allowed.
8. **Hotel Property** - In respect to the hotel and its property, exhibitor information, displays, products or any other exhibitor material may not be hung, taped, nailed, stapled or in any other way posted onto the hotel walls or pillars.
9. **Security**: Security will be provided at all times exhibit area is closed. Exhibitors are responsible for covering and securing their tables each day.
10. **Setup and Breakdown**: Setup for Gold Level Exhibitors interested in exhibiting during the Welcome Reception must be completed by Saturday, April 10<sup>th</sup> at 7pm; all exhibitors should be set up for the official start of the exhibit hours on Sunday, April 11<sup>th</sup> at 1pm. On Monday & Tuesday (April 12<sup>th</sup> & 13<sup>th</sup>) the exhibit hall will open at 9am and close at 5pm. Breakdown must be completed by 9pm on Tuesday, April 13, 2010.
11. **Signage**: Table identification and display signs are the responsibility of the individual exhibitor.