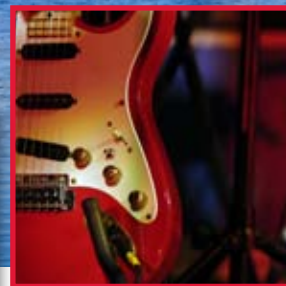
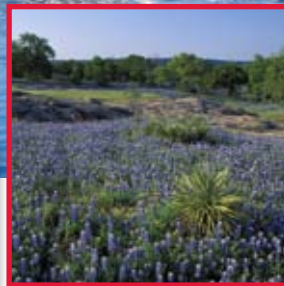


NAGAP 25TH ANNUAL CONFERENCE

Celebrating Silver & Preparing for Gold:

The Transition from Graduate Admissions to Graduate Enrollment Management



Exhibitor Prospectus



AS THE LEADER IN GRADUATE ENROLLMENT MANAGEMENT
1987 - 2012

April 25-28, 2012 ★ Hilton Austin ★ Austin, Texas

NAGAP 2012 Annual Conference

Celebrating Silver & Preparing for Gold:

The Transition from Graduate Admissions to Graduate Enrollment Management

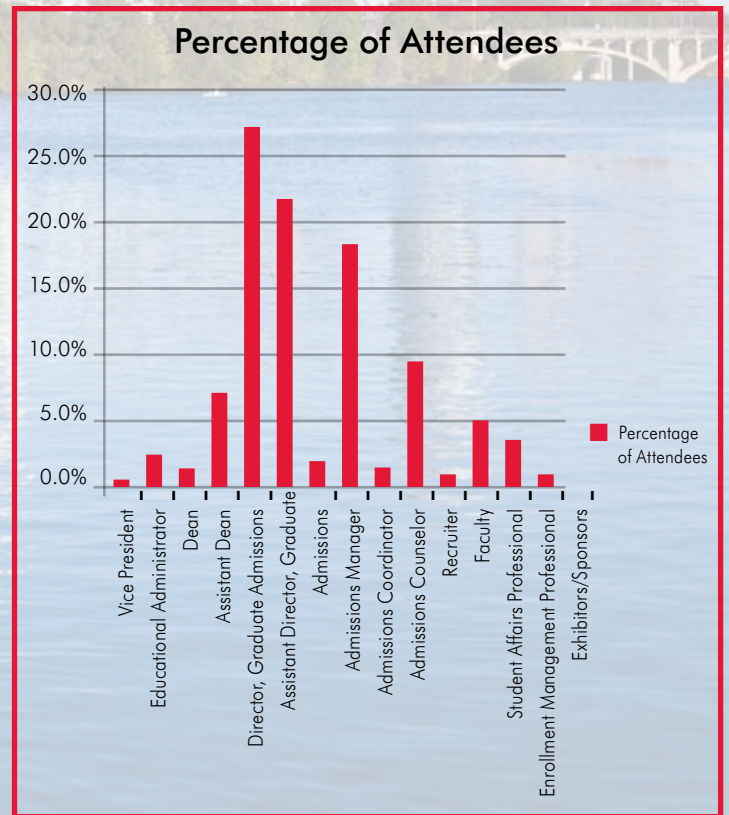
April 25-28, 2012

Hilton Austin ★ 500 East 4th St. ★ Austin, TX 78701

Reservations: 800/236-1592

Who will attend?

Graduate admissions professionals, educational administrators, faculty, student affairs professionals, enrollment management decision-makers and others interested in the pursuit of qualified graduate students. No other conference attracts as many graduate admissions professionals. The NAGAP 2012 Annual Conference is an excellent opportunity to promote your organization's products and services.



★ Bring more exposure to your product and company by ★
sponsoring a NAGAP item or event in Austin, Texas.

Marketing At-A-Glance

NAGAP offers a variety of cost-effective opportunities to increase your organization’s visibility and attendee awareness. NAGAP conference advertising, sponsorship, event marketing and exhibiting are some of the best-priced branding opportunities in the industry. Review the different levels of sponsorship and conference marketing options and select the mix that maximizes your exposure and effectively builds your brand. The NAGAP conference staff is eager to assist you in your selection as most opportunities are available on a first-come, first-served basis.

Sponsorship Levels

Conference sponsorship is the most effective way to show your potential and current customers that you support NAGAP! Many different levels of sponsorship with various levels of recognition are offered. All sponsors receive verbal acknowledgement at the conference as well as extensive recognition on the NAGAP website, event signage and printed materials. See pages 5-7 for more information.

Sponsorship Levels	Complementary Exhibit Booth	Additional Conference Registrations	Advertisement in the Conference Program Book	Registration Mailing List	Promotional Flyer/Insert in Tote Bags*
Platinum Level (\$20,000)	Preferred Booth	2	1 Full Page in Program; ¼ Page in Summer issue of <i>Perspectives</i>	Complimentary Pre- & Post-Registration Mailing List	Complimentary
Gold Level (\$15,000)	Booth	1	Full Page	Complimentary Pre-Registration Mailing List	Complimentary
Silver Level (\$10,000)	Booth		½ Page	Discounted price of \$100 for Pre-Registration Mailing List	Discounted price of \$1000
Bronze Level (\$8,000)	Booth		Discounted price of \$100 for ½ page		Discounted price of \$1000

*Promotional flyer/insert must be pre-approved by NAGAP.

Exhibit Opportunities

Exhibit Booth

\$1,250 – Booth

\$1,650 – Preferred Booth

Your exhibit booth fee includes two conference registrations and security during the hours the Exhibit Hall is **not** open. The exhibit space is an 10' x 10' area to display and/or demonstrate your company’s products and services. **Pipe and drape will be provided. All other items (e.g., table, chairs) should be ordered through Viper Tradeshows.** See page 7 for more information.

Additional Booth Representatives

\$350 each

Includes the Welcome Reception, continental breakfast in the Exhibit Hall each morning, lunch on Thursday and Friday, Thursday evening networking party and refreshment breaks in the Exhibit Hall. Please note that the Exhibit Hall will be closed for lunch.



Marketing At-A-Glance

Advertising Opportunities

Conference Program

The NAGAP Conference Program is distributed to all individuals registered for the conference (about 800 annually). It is not only an indispensable part of every attendee's on-site conference materials, but also a historical document that many attendees take home and refer to in the days, months, and years after the conference. The Conference Program includes meeting timetables, exhibitor descriptions and other essential information.

The Conference Program is 5½" x 8½" in size with a glossy cover and matte text pages. Cover ads are color and inside ads are black and white. Both should be provided in a press-quality PDF to info@nagap.org by **February 15, 2012**.

Conference Program Advertising and Prices

Back cover	\$600 (color ad)
Inside front cover	\$450 (color ad)
Inside back cover	\$450 (color ad)
Full page	\$350 (b/w ad)
½ page	\$250 (b/w ad)

Advertisement Sizes

Cover Ads – Full color and full bleed.
 5.5" w x 8.25" h with .125" bleed and no vital information on .625" of left side for inside front and back cover and .625" of right side of inside back cover to allow for spiral binding
 Full Page – 4.625" w x 7.875" h
 ½ Page – 4.625" w x 3.875" h OR 2.125" w x 7.875" h

Registration Mailing Lists

Registration lists will contain those attendees who have opted to accept marketing mailings from sponsors/exhibitors. Lists include attendee name, institution/organization, mailing address as well as e-mail. All lists are available for one-time use only and are sent electronically. By purchasing a mailing list you must adhere to NAGAP's Mailing List Policy. Click [here](#) to review that policy. Violations of the policy will be handled accordingly.

Pre-conference Registration Mailing List

One-time use electronic mailing list of pre-registered attendees . . \$300
 List will be e-mailed approximately April 11, 2012.

Post-conference Registration Mailing List

One-time use electronic mailing list of all registered attendees . . . \$300
 List will be e-mailed approximately May 11, 2012.

Vendor Presentation Guidelines

NAGAP offers opportunities for exhibitors and sponsors to conduct presentations for the explicit purpose of promoting your services and products. These "Vendor Presentations" are intended to supplement participation in the Exhibit Hall. A Vendor Presentation costs: \$3,000 for exhibitors and \$5,000 for non-exhibitors. Vendor Presentation proposals will be accepted during the month of October 2011. Click [here](#) for more details on the Vendor Presentations.

Important Dates

- February 15** **Deadline to Submit Conference Sponsor/Advertising Application**
- Deadline to Submit Exhibit Application and Payment**
- Deadline to Submit Company Logo for Conference Program/Website Advertising**
- Deadline to Submit 50-Word Description of Products and Services**
- Deadline to Submit Print or Press-Quality PDF Ad**
- March 1** **Deadline for Exhibit Cancellation**
- March 15** **Deadline to Submit Names of Booth Representatives**
- April 1** **Deadline to Make Hotel Reservations**



Conference Sponsorship Opportunities

Below is a detailed list of the sponsorship opportunities for the NAGAP 2012 Annual Conference. Sponsorships are accepted on a first-come, first-served basis and sponsorship of some events (1, 2, 3, 4, 10, 12 and 17) are partial sponsorships and will be noted as such in the publications. If you are interested in sponsoring the full event, please contact the NAGAP Executive Office at info@nagap.org to discuss options. We appreciate your continued support of the 2012 Annual Conference and NAGAP!

Previous conference sponsors included:

Platinum Sponsor

- Hobsons
- GradSchools.com

Gold Sponsor

- Educational Testing Service (ETS)

Silver Sponsors

- Peterson's Nelnet Co.
- Golden Key International Honour Society

Bronze Sponsors

- IELTS ■ NOVA Southeastern University
- Goldner Associates
- OnBase ■ PhDConnect

Platinum Level (\$20,000)

- One Preferred Exhibit Booth
- Two additional conference registrations
- Full-page ad in the conference program and a ¼ page ad in the Summer issue of *Perspectives*
- Complimentary pre- and post-registration mailing list (e-mailed approximately April 11)
- Promotional flyer/insert in tote bag (pre-approved by NAGAP)
- Verbal acknowledgement at the conference as well as extensive recognition on the NAGAP website, event signage and printed publications.

Exclusive Underwriting Items/Events for Platinum Sponsors:

1. Wednesday Evening Welcome Reception Host – \$20,000
2. Thursday Evening Networking Party Host – \$20,000

Gold Level (\$15,000)

- One Exhibit Booth
- One additional conference registration
- Full-page ad in the conference program
- Complimentary pre-registration mailing list (e-mailed approximately April 11)
- Promotional flyer/insert in tote bag (pre-approved by NAGAP)
- Verbal acknowledgement at the conference as well as extensive recognition on the NAGAP website, event signage and printed publications.

Exclusive Underwriting Items/Events for Gold Sponsors:

3. Business Meeting/Awards Lunch Host – \$15,000
4. Networking Lunch Host – \$15,000
5. Keynote Speaker – \$15,000
6. Audio/Visual – \$15,000

Silver Level (\$10,000)

- One Exhibit Booth
- Half-page ad in the conference program
- Pre-registration mailing list at discounted price of \$100 (e-mailed approximately April 11)
- Promotional flyer/insert in tote bag at discounted price of \$1000 (pre-approved by NAGAP)
- Verbal acknowledgement at the conference as well as extensive recognition on the NAGAP website, event signage and printed publications.

Exclusive Underwriting Items/Events for Silver Sponsors:

7. Conference App – \$10,000
8. Photo Booth – \$10,000
9. Conference Tote Bags – \$10,000
10. Continental Breakfast (two available) – \$10,000
11. Hotel Keycards – \$10,000
12. Saturday Brunch Host – \$10,000
13. Twitter Board – \$10,000

Bronze Level (\$8,000)

- One Exhibit Booth
- Half-page ad in the conference program at discounted price of \$100
- Promotional flyer/insert in tote bag at discounted price of \$1000 (pre-approved by NAGAP)
- Verbal acknowledgement at the conference as well as extensive recognition on the NAGAP website, event signage and printed publications.

Exclusive Underwriting Items/Events for Bronze Sponsors:

14. Plenary Speakers (two available) – \$8,000
15. Meeting Signage – \$8,000. All meeting room signs will contain your logo and company name.
16. Namebadge Holder/Lanyard – \$8,000.
17. Refreshment Breaks (four available) – \$8,000
18. Cyber Café – \$8,000

Additional A la Carte Item

19. Commemorative Item – \$2,000

More descriptive details about each of the sponsorship opportunities are located on the next two pages.



Detailed List of Sponsorship Opportunities 6

Below is a detailed list of the opportunities available for conference sponsors to underwrite. Sponsorship of the following items/events only is granted to conference sponsors. Assignment priority is based on sponsorship level and the date requested. NAGAP will attempt to meet your first choice; however, we cannot guarantee it will be available. If you are interested in securing one of these items in addition to your conference sponsorship, please contact Dana VanMeerhaeghe at info@nagap.org or 913/895-4616.

Platinum Level (\$20,000)

1. Wednesday Night Welcome Reception Host* – \$20,000

As is tradition, the conference will launch with the Wednesday Night Welcome Reception. This year's reception will be especially exciting, as it starts the celebration of NAGAP's 25th Anniversary. This kick-off event provides attendees an invaluable opportunity to reconnect with old friends, make new introductions, and have engaging conversations all around within the setting of the Exhibit Hall! The event provides hors d'oeuvres, beverages and entertainment for NAGAP attendees and exhibitors while they mingle and view the latest innovations in the field.

2. Thursday Evening Networking Party Host* – \$20,000

When not sitting in sessions, NAGAP conference attendees like to have fun and no activity demonstrates this better than the Thursday Evening Networking Party! The sponsor of this year's party will certainly be remembered for bringing the music and good times of Austin right to the attendees. This year's event will be held at the Bob Bullock Texas State History Museum and will feature two complimentary beverages, hors d'oeuvres, live music/entertainment, and access to museum exhibits, including NAGAP's 25-year history exhibit.

Gold Level (\$15,000)

3. Business Meeting/Awards Lunch Host* – \$15,000

At the Business Meeting/Awards Lunch, attendees hear from NAGAP leaders regarding the state of the association and the ongoing activities of the Governing Board and various committees. Colleagues also have the opportunity to recognize and honor the achievements of some of NAGAP's outstanding members through the announcement of the 2012 award winners. The event provides lunch to attendees and includes the sponsor's logo in the PowerPoint presentation.

4. Networking Lunch Host* – \$15,000

Building on last year's success, NAGAP will again offer a lunch intended to facilitate connecting members with others in similar professional settings. The opportunity to network is consistently ranked among the top benefits of attending the Annual Conference, and this lunch is certain to attract maximum-capacity crowds seeking to mix and mingle with colleagues old and new to exchange conversation about issues and trends common to their roles and institutional settings. The sponsor of this event helps facilitate NAGAP's educational efforts by further enticing attendees with a lunch.

5. Keynote Speaker – \$15,000

Through the Annual Conference, NAGAP encourages professional excellence, facilitates networking among the membership, provides both practical and problem-solving sessions, and helps to define the future direction of graduate admissions and enrollment management. NAGAP's Conference and Education Committees seek leaders of the higher education community to serve in this role each year as a kick-off to the conference. NAGAP members, leaders in graduate enrollment management, greatly benefit from their expertise and perspective on the current and future state of higher education.

6. Audio/Visual – \$15,000

The audio/visual (A/V) capabilities for the conference consistently receive top marks from NAGAP presenters and attendees. The A/V sponsor makes sure that NAGAP is able to maintain the high standards to which the presenters and attendees have become accustomed. With its logo displayed on the screen in all concurrent session rooms immediately before and after each session, this sponsor will get widespread recognition for its support.

Silver Level (\$10,000)

7. Conference App – \$10,000

NAGAP has gone mobile! At last year's conference, attendees were given the opportunity to download a conference app to their smartphones. The app is free to attendees and includes the conference schedule, maps, exhibitors, Twitter feeds, and more. Well over half of NAGAP attendees downloaded the app last year and used it an average of six times a day. We anticipate even more activity this year! As the sponsor of the app, you will have a graphic banner at the bottom of the screen as well as your logo on all promotional materials and posters.

8. Photo Booth** – \$10,000

Help attendees commemorate NAGAP's 25th Anniversary in pictures! This sponsor would provide attendees access to a Photo Booth in the Exhibit Hall for the duration of the conference starting with the Welcome Reception. Attendees will flock to have their pictures taken to remember this event! This is a unique opportunity to reach out and attract attendees and leave them with a lasting impression. A picture paints a thousand words...

9. Conference Tote Bags – \$10,000

With so much material to carry around, the conference tote bag has become an essential apparel item for each of the 800 attendees. From the time they pick up their registration packets until they depart for the airport, attendees are rarely seen at the conference without their tote bags in tow, each emblazoned with both the sponsor's and NAGAP's logos. Your exposure as the sponsor continues long after the conference is over, as attendees continue to use their bags during recruitment travel to other universities as well as at their home institutions and other local establishments. (NAGAP produces the tote bag; sponsor logo needed.)

10. Continental Breakfast* (two available) – \$10,000 each

Attendees get energized for Thursday and Friday's sessions by starting the day off with a cup of coffee, protein, fruit, and breakfast breads, and informative chats with the exhibitors! This event went so well last year by drawing the attendees into the Exhibit Hall first thing in the morning, we're offering it again this year.

11. Hotel Keycards** – \$10,000

This sponsorship provides continual exposure to all attendees throughout the Annual Conference as the sponsor's logo and the conference logo are placed on two keys per guest room. (NAGAP produces the hotel keycards; sponsor logo needed.)

12. Saturday Brunch Host* – \$10,000

Attendees enjoy one last meal with fellow colleagues as NAGAP wraps up the Annual Conference. In addition to featuring a slide show recapping the events of the conference, attendees are drawn to the brunch to compete for the exciting door prizes. Attendees could win a free conference or PDI registration, a free hotel room at the 2013 Annual Conference host hotel or a free airline ticket (not to exceed \$500) to next year's conference. This event is well attended and usually features a closing speaker, who is another big draw.

13. Twitter Board – \$10,000

Tweet along with us! New last year, NAGAP had Twitter Boards stationed in the Exhibit Hall, at Registration and in the General Session room so attendees could follow live tweets from the conference. Attendees posted about exciting sessions or events, great quotes, tips and NAGAP trivia, which would pop up instantly on the screens at the conference! This sponsor has its logo prominently displayed on the Twitter Feed screen, and an additional screen in the Exhibit Hall will be located near its booth.

Bronze Level (\$8,000)

14. Plenary Speakers (two available) – \$8,000

NAGAP's Conference and Education Committees seek leaders of the higher education community to speak at plenary sessions on both Friday and Saturday morning. Through the Annual Conference, NAGAP encourages professional excellence, facilitates networking among the membership, provides both practical and problem-solving sessions, and helps to define the future direction of graduate admissions. The members, leaders in graduate enrollment management, greatly benefit from their expertise and perspective on the current and future state of undergraduate and graduate education.

15. Meeting Signage – \$8,000

Signage at the conference is key for making sure attendees get where they need to go. The meeting signage sponsor makes sure that we are able to maintain the high standards to which the attendees have become accustomed. With its logo displayed on the signs located outside all concurrent session rooms for the duration of the conference, this sponsor will get widespread recognition for its support.

16. Namebadge Holder/Lanyard – \$8,000

If you are looking for maximum exposure during the Annual Conference, these high-quality lanyards are a sure bet as every attendee will be wearing them with their name badge. The sponsor's logo will be on one side and NAGAP's logo on the other. (NAGAP produces the lanyards; sponsor logo needed.)

17. Refreshment Breaks* (four available) – \$8,000

Providing sustenance for attendees is an essential part of making sure they are able to stay alert and get the most out of this professional development opportunity. Sponsors can choose from four break times – two morning breaks and two afternoon breaks. The refreshment breaks, located in the Exhibit Hall, feature coffee, soda, snacks, etc. for attendees and are another dedicated time for them to chat with the exhibitors.

18. Cyber Café** – \$8,000

The Cyber Café is a favorite gathering spot at the conference, with a steady stream of attendees taking advantage of quick, easy access to the Internet. The Cyber Café will once again be located in a high-traffic area, near the registration desk and Exhibit Hall and will feature two cyber stations. The sponsor's logo will appear as the screen saver and background on each of the PCs in the Cyber Café.

Additional A la Carte Item

19. Commemorative Item – \$2,000

After picking up their registration materials, first up on attendees' minds is to check out what goodies are in their tote bags! What better way to get your name out there than to provide something that everyone will be sure to use both at the conference and in the days after returning home. Commemorative items available for sponsorship include highlighters, promotional flyers, pens/pencils, post-it notes and notepads. (Sponsor provides the item and it must be pre-approved by NAGAP.)

* Please note: Sponsorship for events 1, 2, 3, 4, 10, 12 and 17 above includes cocktail napkins with sponsor's logo and sponsor's logo displayed prominently at event. Sponsorship of the above referenced events is a partial sponsorship and will be noted as such in publications. Please contact the Executive Office for details on a full sponsorship of the event.

** Please note that if this sponsorship is not sold we will not be able to offer it to NAGAP attendees.

Exhibitor Opportunities

BOOTH SIZE 10' × 10'

BOOTH FEE \$1,250

\$1,650 Preferred Booth

OFFICIAL SERVICE CONTRACTOR Viper Tradeshows 816/220-4774

BOOTH RESERVATION DUE DATE Wednesday, February 15, 2012

Each 10' × 10' booth includes pipe, drape and a one-line identification sign. All other materials including electricity, booth furnishings and freight handling must be ordered through Viper Tradeshows, the official decorating company for the conference. All locations will be carpeted. Exhibit booth pipe and drape will be Red and Silver.

Preferred Booth space is indicated on the Exhibit Floor Plan with the symbol (P). This symbol indicates booth space that is preferable because of its location. These locations are expected to have high exhibit traffic due to the placement of continental breakfast and refreshment breaks nearby. Please note that booth assignments will not be made until after the DUE DATE. **Booths will be assigned after March 1, 2012, with conference sponsors receiving first priority – then on a first-come, first-served basis.**

Exhibit Application Due Date

The due date to reserve exhibit booth space is February 15, 2012. After this date, exhibit applications will only be accepted if there is space availability.

Official Service Contractor

Viper Tradeshows is the official service contractor for the 2012 NAGAP Annual Conference. Once your booth number has been assigned, the information will be sent to Viper Tradeshows and an exhibitor packet will be sent to you. All shipments are to be sent through Viper Tradeshows. **ABSOLUTELY NO SHIPMENTS SHOULD BE SENT TO THE HOTEL. IF YOU SEND YOUR MATERIALS DIRECTLY TO THE HOTEL, THIS COST WILL BE ADDED TO YOUR BILLING BY VIPER TRADESHOWS.**

Please Note

Without exception, exhibitors may not dismantle their booths earlier than the close of the show. Exhibitors who make earlier flight plans must arrange for another party to dismantle their booth. There are **NO EXCEPTIONS** to this policy. Allow adequate time for dismantling and packing your booth when scheduling your airline reservations.

Exhibit Hours and Floor Plan

Wednesday, April 25, 2012

Exhibit Hall Move-In: 10:00 a.m. – 4:00 p.m.
 Welcome Reception* in Exhibit Hall 6:00 p.m. – 8:00 p.m.

Thursday, April 26, 2012

Exhibit Hall Hours: 7:30 a.m. – 4:00 p.m.
 Refreshment Breaks in Exhibit Hall: 10:00 a.m. – 10:30 a.m.
 3:30 p.m. – 4:00 p.m.

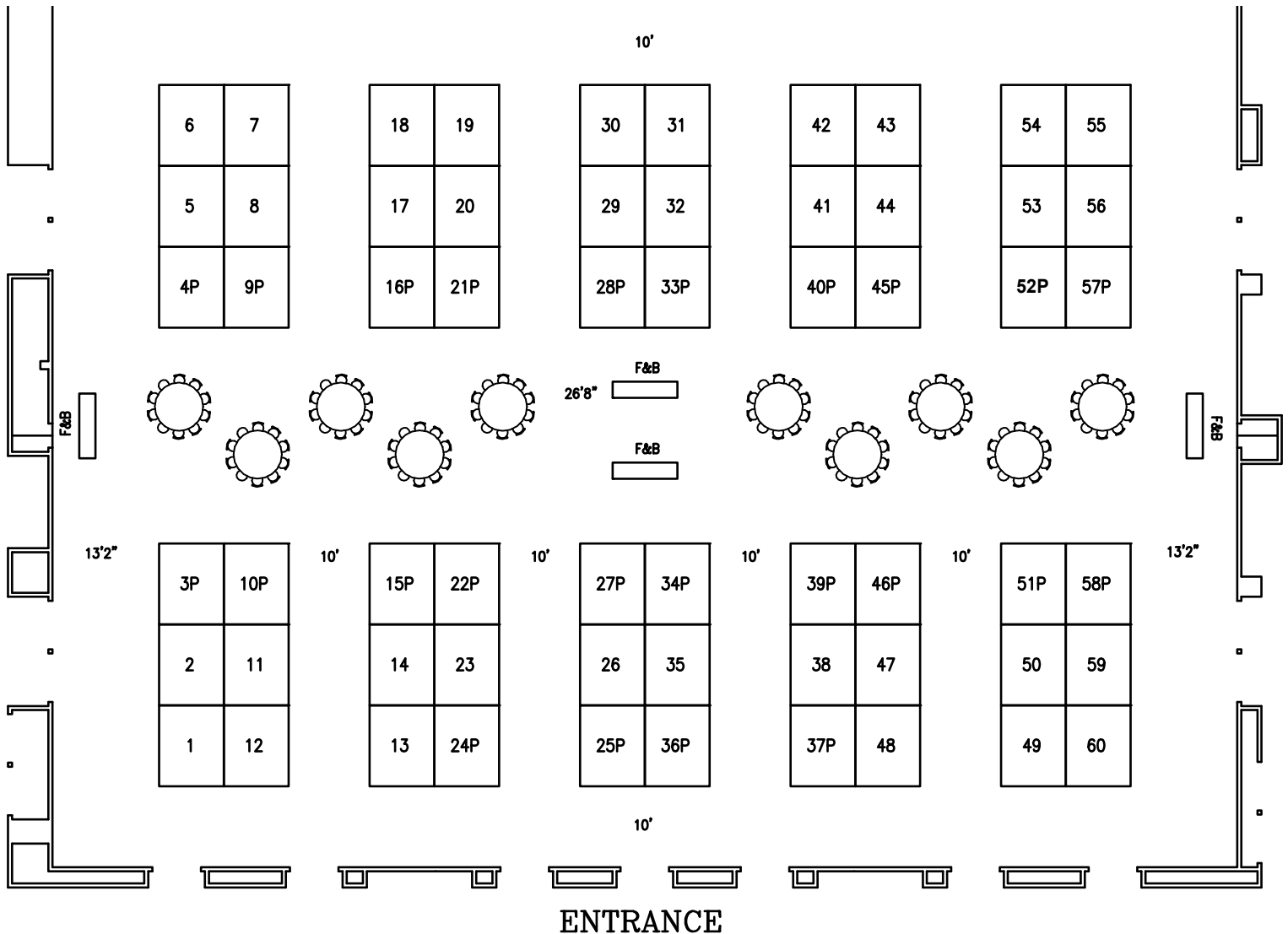
Friday, April 27, 2012

Exhibit Hall Hours: 7:30 a.m. – 3:30 p.m.
 Refreshment Breaks in Exhibit Hall: 10:00 a.m. – 10:30 a.m.
 3:30 p.m. – 4:00 p.m.
 Booth Dismantle: 4:15 p.m. – 6:00 p.m.

Above times are subject to change. (Continental breakfast and break times to be determined.) The Exhibit Hall will be closed during lunch.

P = Preferred Booth Space

*The Welcome Reception will be held in the Exhibit Hall. This will be an opportunity for food, fun and networking!



Recent Exhibitors from Past NAGAP Annual Conferences

AACRAO	IELTS International	QS
Access Group, Inc.	Institute of International Education	Royall & Company
ACREVS, Inc.	Intelliworks, Inc.	School Guide Publications
Action Without Borders/Idealist.org	Interfolio, Inc.	Scrip-Safe International
All Star Directories	International Education Consultants	Slice, Inc.
Alloy Education	International Education Research Foundation	SlideRoom.com
Bookwear	IRES	SpanTran Educational Services
Brainworks Design Group Inc.	Josef Silny and Associates, Inc.	Spectrum Creative Solutions
CAPPEX.com	Learn Hub	SR Media
College Bound Network	LF O'Connell	Stamats, Inc.
CollegeNet, Inc.	MYCOLLEGEi	Symplicity Corporation
Datamark	National Name Exchange	Talisma
Direct Development, Inc.	National Society of Collegiate Scholars	TargetX
Earthbound Media Group	OCS America Inc.	TOP Schools
Educational Credential Evaluators, Inc.	Oracle	Turnitin For Admissions
Educational Perspectives	Pearson	US Department of State EducationUSA
eLearners.com, website of Education Dynamics	Peterson's Interactive	Varsity Outreach
ELS Language Centers	Peterson's a Nelnet Company	World Education Services
EMAS Pro	PhD-Connect.com	ZAP Solutions
Embark Corporation	Plattform Advertising, Inc.	Zinch
ETS	publicidentity, Inc.	
Foundation for International Services		
FPP Edu-Media		
GeoTrio		
Golden Key International Honour Society		
Goldner Associates		
Grad Source, The Ei Group		
GradSchools.com		
Graduateguide.com		
Graduate School Guide		
Hobsons		
Hotcourses		
ICEF		
IDP Education		



STEP SEVEN: Submitting your Registration

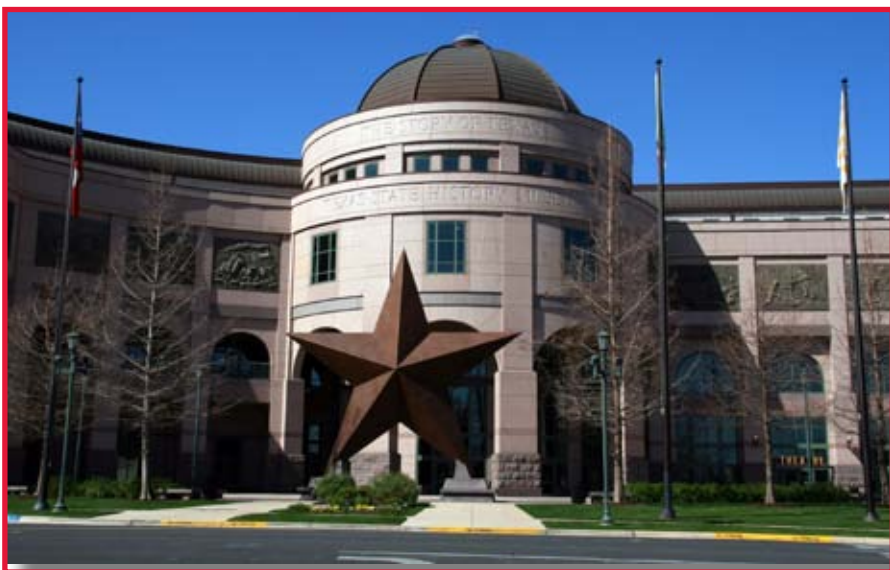
Fax: Fax completed form and credit card payment information to:
913/895-4652

Mail: Mail completed registration form and appropriate fees to:
NAGAP Executive Office Overnight:
P.O. Box 14605 18000 W. 105th Street
Lenexa, KS 66285-4605 Olathe, KS 66061

Questions: Contact Debbie Jennings at djennings@goAMP.com or
913/895-4719.

Description of Products and Services –

Due no later than February 15, 2012. A description of the products or services you will be exhibiting will be included in the NAGAP Program Book. E-mail your description (50 words or less) and your company logo to the NAGAP Executive Office at info@nagap.org. Please include your contact information (i.e., address; phone; e-mail; website), this will not count toward your 50-word limit. Please submit your company logo in a 300 dpi EPS, a JGP, or a TIF file.



Hotel and Transportation Information



Transportation

Austin-Bergstrom International Airport

Hotel direction: 7 miles

Bus service, fee: \$0.50 USD (one way)

Estimated taxi fare: \$25.00 USD (one way)

SuperShuttle: \$13.00 USD



Hilton Austin

500 East 4th St.
Austin, TX 78701
800/236-1592

Rate: \$209 (Internet access included in guest rooms and meeting space)

Online reservations: <http://tinyurl.com/NAGAP2012>

The Hilton Austin hotel is located in downtown Austin, Texas, and is the only hotel located adjacent to the Austin Convention Center. The Hilton Austin features The Tower Health Club & Spa, and is only one block from Austin's famous Sixth Street nightlife and a short stroll to the entertainment, shopping and dining in the Warehouse Entertainment District and 2nd Street District. The Austin hotel's downtown location is also convenient to many attractions, such as the Capitol Building, Bob Bullock Texas Historical Museum and the LBJ Presidential Library.



1. Exhibit Representatives

Each exhibitor will be entitled to two representatives per booth. These representatives will automatically be registered for the conference. See exhibit application for fees for additional representatives. NAGAP recommends two staff members due to long exhibit hours. Representatives who choose to attend education sessions should refrain from promoting their products/services. Sessions are for educational purposes only.

2. Assignment of Space

Booths will be assigned after the due date upon a first-paid, first-served basis and based on sponsorship levels.

Every effort will be made to respect the exhibitors' space choices whenever possible, but NAGAP (hereafter known as "exhibit management") decisions shall be final. Exhibit management reserves the right to transfer assignments when such action is deemed to be in the best interests of the total exhibit effort.

3. Payment

Full payment made payable to NAGAP is required with this contract. Mail to NAGAP, P.O. Box 14605, Lenexa, KS 66285, USA. Inquiries can be made via phone/fax: 913/895-4787, Fax 913/895-4652. International funds must be submitted in US equivalents and drawn on a US bank.

4. Eligible Exhibits

Exhibit management reserves the right to determine the eligibility of any company or product for inclusion in the exposition.

5. Refund for Cancellation

Should the exhibitor be unable to occupy and use the exhibit space contracted for, he or she shall promptly notify exhibit management. All sums paid by the exhibitor, less a service charge of 50 percent, will be refunded prior to March 1, 2012. No refund or cancellation will be made on or after March 1, 2012.

6. Booth Equipment and Services

Includes the following: an 10' x 10' deluxe booth consisting of polished aluminized telescopic frames with flameproof fabrics. Backdrops are 8' high. Side dividers are 3' high. A 7" x 44" ID sign, indicating booth number and company name will be provided for all exhibitors. Show colors are Red and Silver. The Exhibit Hall is carpeted.

7. Contractor Service Information

In the best interest of the exhibitors, exhibit management has selected certain firms to serve as official contractors to provide various services to the exhibitors. It is agreed that the exhibitor will abide by and comply with rules and regulations concerning local unions having agreement with the exposition facility or with authorized contractors employed by show management. Complete information, instructions and schedule of prices regarding drayage, labor for erecting and dismantling, electrical work, furniture, cleaning, etc. will be included in the Exhibitors' Service Manual, to be forwarded after exhibit booth space has been confirmed. An Exhibitors' Service Center will be maintained on the exhibit floor until the opening of the Exhibit Hall to facilitate service requests from exhibitors.

8. Security

Guard service will be provided by exhibit management during the hours the show is closed. However, each exhibitor should make provisions to safeguard his or her goods from the time they are placed in the booth until the time they are removed. NAGAP will not be responsible for loss or damage due to any cause. Do not leave laptop computers or other valuable equipment in Exhibit Hall unattended; exhibit management will not be responsible for loss or damage.

9. Booth Construction and Arrangement

Exhibits shall be arranged so as not to obstruct the general view nor hide the exhibits of others. Plans for specially built displays not in accordance with regulations are to be submitted to exhibit management before construction is ordered.

Regular and specially built back walls, including signs, may not exceed an overall height of 8'. The maximum booth height of 8' may extend out half the depth of the booth from the back wall. Height limitation of the display in the balance of the area is 3', except for product and equipment on display which in itself exceeds this height.

10. No Dismantling will be Permitted Before Closing Time

It is expressly agreed by the exhibitor that in the event he or she fails to install his or her products in his or her exhibit space, or fails to pay the space rental at the time specified, exhibit management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper.

No exhibitor shall have the right prior to closing of exposition to pack or remove articles in exhibit. There are NO exceptions to this policy. Allow adequate time for dismantling and packing your booth when scheduling your departure.

11. Use of Exhibit Space

Exhibitors agree not to assign or sublet any space allotted to them without written consent of exhibit management, nor to display or advertise goods other than those manufactured or carried by them in the regular course of business.

No persons, firm or organization not having contracted with exhibit management for the occupancy of space in the exhibit will be permitted to display or demonstrate its products, processes or services, distribute advertising materials in the halls or corridors, or in any other way occupy or use the facilities for purposes inconsistent with these regulations.

12. Exhibitor Installation Representative

Each exhibitor must name at least one person to be his or her representative in connection with the installation, operation and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the exhibitor shall be responsible. Names for representatives must be submitted by March 15, 2012.

13. Restrictions

Exhibit management reserves the right to restrict exhibits which are objectionable because of noise, glaring or flashing lights, method of operation or any other reason, and also to prohibit or evict any exhibit which, in the opinion of exhibit management, may detract from the general character of the exhibition. This reservation includes persons, things, conduct, printed matter or anything exhibit management judges to be objectionable. In the event of such restriction or eviction, exhibit management is not liable for any refund of any amount paid hereunder. No display material exposing an unfinished surface to neighboring booths will be permitted. Demonstrations must be so located that crowds collected will be within the exhibitor's space, and not blocking aisle or neighboring exhibits. Contests of any kind must first be approved in writing by exhibit management.

14. Exhibitor Activities

Company/Exhibitor agrees not to schedule or conduct any outside activity including, but not limited to, receptions, seminars, symposiums and hospitality suites that are in conflict with the official program of the National Association of Graduate Admissions Professionals whether such activities are held at or away from the hotel, except with written approval of exhibit management.

Company/Exhibitor will submit to exhibit management 60 days prior to the exhibit date any program exhibitor intends to hold at or in conjunction with its exhibit for written approval as to time and place.

15. Responsibility

If the exhibitor fails to comply in any respect with the terms of this agreement, exhibit management shall have the right, without notice to the exhibitor, to offer said space to another exhibitor, or to use said space in any other manner. This shall not be construed as affecting the responsibility of the exhibitor to pay the full amount specified by the contract.

16. Compliance

The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety, health, together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. Cloth decorations must be flameproof. Wiring must comply with fire department and underwriters' rules.

17. Liability

The National Association of Graduate Admissions Professionals, Hilton Austin Hotel, Applied Measurement Professionals, Inc., its agents or employees shall not be responsible for any loss, theft or damage to the property of the exhibitor, his or her employees, or representatives. Further, exhibit management will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor or his assigns, and the exhibitor shall indemnify and hold harmless exhibit management from all liability, which might ensue from any cause whatsoever; if the exhibitor's material fails to arrive, the exhibitor is nevertheless responsible for all amounts due hereunder. 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 Hilton Austin Hotel and shall indemnify and hold harmless the hotel agents, servants and employees from any and all such losses, damages and claims.

Exhibitors are advised to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person or property of others.

18. Cancellation or Termination of Exposition

In the event that the premises where the exposition is to be held shall, in the sole determination of exhibit management, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, terrorism, act of God, fire or state of emergency declared by any government agency or by reason of any municipal, state or federal law or regulation or by reason of any other occurrence beyond the control of exhibit management, exhibit management may cancel or terminate the exposition. In the event of such cancellation or termination, the exhibitor waives any and all claims the exhibitor might have against exhibit management for damages or expenses and agrees to accept in complete settlement and discharge of all claims against exhibit management the exhibitor's prorated share of the total amount paid by all exhibitors less all costs and expenses incurred by exhibit management in connection with the exposition including a reserve for future claims and expenses in connection therewith.

19. Management

Exhibit management reserves the right to interpret, amend and enforce these regulations as it deems proper to assure the success of the exposition.