

MAY 3, 2012

WASHINGTON, DC

asae's
springtime[™] expo '12

The premier meetings industry event

Exhibitor prospectus

Products. Services. Destinations.

Walter E. Washington Convention Center

 **asae**[®]
The Center for Association Leadership

asaecenter.org/SpringtimeExpo

What is the springtime expo?

Formerly known as Springtime in the Park®, Springtime was first held in 1976 with just 50 booths and 150 qualified buyers. Our 2011 show hosted more than 500 exhibiting companies and 1,800 qualified buyers.

Springtime is where meeting professionals discover new products, services, destinations, properties, special event venues and technologies. They strengthen their knowledge, network with peers, and connect with respected industry leaders! Veteran attendees know that the latest meeting solutions and venues will be showcased at Springtime.



Why Exhibit?

- Opportunity to meeting face-to-face with experienced decision-makers who buy and develop the meetings products and services you deliver.
- The Washington, DC and Virginia areas represent the first and third largest concentration of meeting professionals nationally.
- 3,700 people in the DC, Maryland, and Virginia areas are full-time meeting professionals, according to the U.S. Department of Labor.

*“Keep up the good work —
it’s a great show and
I enjoy doing it every year.”*

— Christine Melendes
PCMA

*If you are a supplier seeking to introduce your
meeting services, venues, products or technology,
Springtime is clearly a wise investment.*

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Learn what repeat exhibitors have known all along...
that a presence at Springtime can lead to an increase
in your organization's sales efforts!

Who's walking the trade show floor?

Consider the following overall demographics of Springtime attendees. **One look and you will be convinced that these are the clients you need to be in front of!**

Attendee Profile

Springtime brings together:

- Full- and part-time meeting professionals from association, corporate, and government sectors
- Third-party and independent professionals
- Association CEOs
- Association professionals involved in the planning of meetings and/or site selection

55%

of attendees are a meeting professional or CEO for an association

The Washington, DC metropolitan area is home to more associations than anywhere else in the country. The 2012 Springtime Expo is expected to host more than **1,800 qualified buyers** representing the association and meetings industries. With exceptional education and networking opportunities, exhibiting at the Springtime Expo is a smart business investment!

Still not convinced? See a sample of the **2011 attendee list**. Also, you can check out your competition in the **2011 exhibitor list**.

Additional Attendee Facts

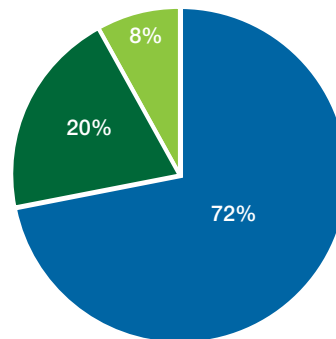
25% of attendees hold international meetings

22% of attendees were first-timers in 2011

15% of attendees represent corporations or third-party planning companies

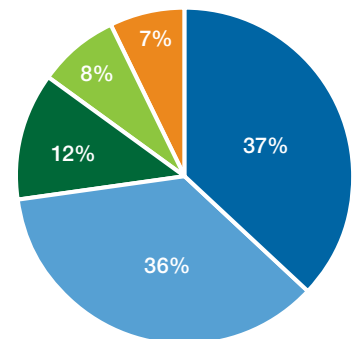
8% of attendees are independent planners or planners for government agencies

Role in Purchasing Products & Services



- Final decision maker or significant influence
- Recommend
- Research/specify

Meetings of all Sizes



- 1-1,000
- 1,001-5,000
- 5,001-10,000
- 10,001-20,000
- 20,001+

Become an exhibitor

Join us for the largest one-day, premier meetings industry event as an exhibitor and watch your association and nonprofit meeting professionals client list grow. This is a great opportunity to visit with current and existing customers, as well as create new relationships with prospects. We offer the best opportunities to maximize your booth investment on the expo hall floor and throughout Springtime!

General Exhibit Booth Rates:

Type of Space	Member Rate	Non-Member Rate
Shared In-line booth*	\$2,520	\$3,020
Shared Corner booth*	\$2,670	\$3,170
10x10 In-line booth	\$3,695	\$4,195
10x10 Corner booth	\$4,045	\$4,545
Plaza Area **	\$17,980	\$18,480
w/Turnkey Structure	\$20,980	\$21,480
Pavilion Area**	\$28,170	\$28,670
w/Turnkey Structure	\$31,170	\$32,670

* Cost per company

**2011 plaza and pavilion owners have first right of purchase for these spaces in 2012; spaces are limited. Any plaza or pavilions that become available will be assigned by lottery.

“Still the best show we attend.”

— Bob Bushman
Cincinnati CVB

Connect with the best in meeting and event planning at the Springtime Expo.

What Your Exhibit Booth Includes:

- 5.5 exclusive non-competing exhibit hours.
- 8' high draped back wall and 3' high draped side wall in linear booths.
- Three exhibit personnel per 10' x 10'; one exhibit personnel per company in a shared booth.
- The opportunity to purchase additional badges based on booth size, for only \$200 each!
- Standard 7' x 44" identification sign for linear booths.
- Company listing online.
- Company listing in onsite show program guide, if received by publication deadline.
- Visibility in conference mobile app.
- Admission to all non-ticketed Springtime activities taking place on May 3.
- Multiple opportunities to network with buyers on and off the trade show floor.
- Listing in April edition of industry publication *Associations Now* (if contract is received by February 2012 deadline).
- Attendee promotions in expo hall to increase traffic.
- Opportunity to purchase tickets for colleagues and clients for 4th Annual Springtime Unplugged event.
- Pre- and post-show mailing list.
- Visibility in meeting map distributed on-site.
- Participation in the largest one-day meetings industry and association trade show!

Become an exhibitor

Two Easy Ways to Apply at asaecenter.org/ExhibitAtSpringtime

PAY BY CREDIT CARD

Click on “Purchase Booth,” and follow the instructions. During the online application submission process, you view the floor plan and select your booth space right then and there.

PAY BY CHECK

Download the application and contract for exhibit space. View the online floor plan for booth availability. Then, fax or email a copy of the application to show management. When the check payment is available, it may be mailed in with the original contract.

Download the full list of **Exhibiting Rules & Regulations** to review the detailed items included with your booth.

“A lot of quality leads...”

— Marcus Oxyer
Madison Avenue

Traffic-Generating Features

We have a variety of features to increase traffic flow on the expo floor such as:

- Exhibit Hall Lunch: Attendees will be joining exhibitors for lunch and refreshments in the exhibit hall.
- Concentrated exhibit-only hours with no overlapping or competing sessions.
- Announcements of Grand Prize winners selected by exhibitors at the end of the show.
- Reception in the exhibit hall, Thursday, May 3, 4:30 – 5:30 p.m. featuring the Rocks Bar!
- Attendees can “stroll” down the 40-ft wide center aisle and take a break in one of the furnished Lounges branded by exhibitors. (Limited lounges are available for purchase.)
- Who knows? Maybe you will see yourself landing that next great lead right on our huge 80-foot Jumbo-Tron, which sits right in the middle of the center aisle!
- Springtime Unplugged has moved to Thursday, May 3 after the Expo Hall closes. This change ensures attendees will be on the show floor up until 5:30 p.m.



Optimize your exhibit experience

Make Your Listing Pop!

Make your listing in the exhibitor directory stand out with the addition of your logo or a logo plus 50-word company description. The reader's eye will naturally focus on YOU!

- Logo (Onsite Program + Website + Mobile App): \$200
- Logo with 50-word Description (Onsite Program + Website + Mobile App): \$450

Promote Your Participation

The key to success at any trade show is pre-promoting your company's participation. How else will your clients and prospects know where to find your booth? Pre-promoting is easy because we provide the pre- and post-show mailing list free of charge—available to contracted Springtime exhibitors only.

Purchase a lounge right in the center aisle

Increase your marketplace visibility! The benefit of these Springtime lounges is the additional visibility opportunity for you to showcase your organization's brand, gain visibility, and help drive traffic to your booth. Take attendees to your destination without them having to even leave the show floor! Take a moment to view the lounges; a live map of the tradeshow floor and lounge locations can be viewed at www.springtimeexpo.com/expo_hall.cfm

The lounges are shown down the center of the floor plan in blue.

Submit a Booth Prize

Inform show management about the product/service that you will be raffling and we'll list your company name, booth number, and prize info on our website for free! Grand Prizes (\$5,000+) will also be listed in the official onsite program guide, if received by publication deadline.

Reserve and use the eShow Sales Lead Retrieval System

Quickly and efficiently capture qualified leads through eShow's Lead Retrieval System. All leads are emailed directly to you within three days of the Springtime Expo closing and include attendee demographic information and phone numbers. For additional information, please contact leads@goeshow.com or call 847.620.4200.

Advertise and Sponsor

Official On-site Program and Exhibitors Guide

Space Deadline: February 3, 2012

Associations Now Magazine

Space Deadline: February 15, 2012

Springtime JumboTron

Space Deadline: April 6, 2012

Contact: IndustryPartnerRelations@asaecenter.org or call 202.626.2889 for additional details.

Schedule of events

Take a moment to peruse the 2012 Springtime Expo Schedule of Events below. You will find that our schedule maximizes everyone's networking opportunities and gives our buyers more time to shop on the trade show floor.

Wednesday, May 2, 2012

8:00 a.m. – 5:00 p.m.
Exhibitor registration and set-up

8:30 a.m. – 5:00 p.m.
IAEE CEM learning programs

Thursday, May 3, 2012

7:30 a.m. – 6:30 p.m.
Registration

8:00 – 9:15 a.m.
Concurrent education sessions


9:30 – 10:45 a.m.
Concurrent education sessions

10:00 a.m. – 12:00 p.m.
Exhibitor finishing touches

11:00 a.m.– 12:00 p.m.
General Session

12:00 – 5:30 p.m.
Exhibit hall open with lunch

4:30 – 5:30 p.m.
Networking reception in the Exhibit Hall

5:30 – 7:30 p.m.
Springtime Unplugged 

5:31 p.m.
Exhibitor move-out

Friday, May 4, 2012

Springtime Golf & Tennis Invitational
Lansdowne Resort
Leesburg, VA 

 ticketed event

Here are some sample charges of commonly ordered booth furnishings (based on 2011 rates):

- 10' x 10' carpet: \$186 (includes pre-show vacuuming)
- 6' draped table: \$116
- Side chair: \$62
- Wastebasket: \$20

Please note: all booths must be carpeted and carpet is NOT included with booth fees.

Thank you to our Alliance Partners for their support of the Springtime Expo.

Strategic Partners



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