



52ND ANNUAL HECKERLING INSTITUTE ON ESTATE PLANNING™
ORLANDO WORLD CENTER MARRIOTT RESORT ♦ JANUARY 22-26, 2018

Sponsor/Exhibitor Name (exactly as it should appear on all Institute materials, including capitalization and punctuation) _____ Phone _____

Primary Contact _____ Email _____

Mailing Address _____ City _____ State _____ Zip Code _____

Become a Sponsor
 See 2018 Sponsor Opportunities chart for included amenities:

Diamond Sponsorship \$26,000

Platinum Sponsorship \$16,000

Gold Sponsorship \$11,000
 Add an additional booth to a Gold Sponsorship:

Additional Booth \$4,000

Silver Sponsorship \$6,000
 Add an optional booth to a Silver Sponsorship:

10' x 10' Exhibit Booth \$3,300

Additional Booth \$4,000

Mailing List
 The Mailing List Rental Use Agreement **must be completed and returned** to receive the mailing list.

Pre-Institute Mailing List Included \$0

Conference Guide Ad
 See 2018 Sponsor Opportunities Chart and Advertising Application for details.

Please reserve the ad space included with my Diamond, Platinum, or Gold Sponsorship \$0

Total \$ _____

Become an Exhibitor

10' x 10' Exhibit Booth \$3,300

Additional Booth \$4,000

Mailing List
 The Mailing List Rental Use Agreement **must be completed and returned** to receive the mailing list.

Pre-Institute Mailing List \$700

Conference Guide Ad
 Please see Advertising Agreement for details.

Full-Page B&W Ad \$1,700

Half-Page B&W Ad \$1,200

Total \$ _____

Sponsor/Exhibitor Extras

Additional Booth Representative(s) _____ @ \$150
 The exhibit booth fee includes exhibit hall admission for up to four (4) booth representatives. Each additional exhibit booth includes two (2) booth representatives. Booth representatives are not permitted to attend educational sessions. Please fill out and return the Exhibit Booth Representatives form.

Complimentary Institute Registration for a Designated Attendee
 Each exhibit booth includes one (1) complimentary Institute registration, sponsorships also include a complimentary registration(s). Please fill out and return the Designated Attendee Registration form by December 15, 2017.

A La Carte Sponsorship \$4,500

Sponsorships and exhibit hall space subject to availability

Advanced Payment Is Required

Credit Cards: To make a credit card payment, please go to the University of Miami secure payment website (a receipt will be emailed to you automatically) https://lawapps.law.miami.edu/heckerling_exhibitor/login.aspx

Checks: Please make checks payable to the **University of Miami School of Law** and mail payment and completed application to: Beth Lawhorn, Heckerling Institute, University of Miami School of Law, 1311 Miller Drive, F-201, Coral Gables, FL 33146.

This completed form MUST be returned to Beth Lawhorn at: blawhorn@law.miami.edu.

Policy Acknowledgement and Sponsor/Exhibitor Release – Signature is required

In consideration of receipt of the booth(s) and/or sponsorships assigned to the Sponsor/Exhibitor, Sponsor/Exhibitor agrees to the terms and conditions of the Sponsor & Exhibitor Regulations contained in this application, receipt of a copy of which is hereby acknowledged.

Signature _____ Print Name _____ Date _____

Completion of this form does not guarantee exhibit space. Booth space and location will be assigned based upon availability and in the sole discretion of the Institute. Confirmation will not be given without full payment. All requests for cancellation of booth space must be received in writing. Cancellations received by November 1, 2017 will be refunded, less 50% of the total booth space cost. **No refunds will be made after November 1, 2017.** The Institute does not guarantee or warrant individual exhibitor results.

All events held at the headquarters hotel during Institute week must be pre-approved by the Institute. To request function space, please complete and return the Function Space Request form. A \$250 Institute Function Fee to reserve space will be due upon function approval (fee waived for Diamond, Platinum, Gold and Silver Sponsors).

Administrative Use Only:	\$ _____	Confirm # _____	Check # _____	Received _____
	\$ _____	Confirm # _____	Check # _____	Received _____
	\$ _____	Confirm # _____	Check # _____	Received _____



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1. Booth Set-Up

The exhibit hall will be available for booth set-up between the hours of 12:00 p.m. and 8:00 p.m., Sunday, January 21, 2018. Crews will be available for assistance during this period only. **All exhibits must be set up by 8:00 p.m., Sunday, January 21st. After 8:00 p.m. any unattended booth with exhibit materials will be set up by the official service contractor and all applicable service charges will be applied to the exhibitor of record. The exhibit hall will open at 7:00 a.m. on Monday, January 22. Please note that the exhibit hall will be closed from 4:00 p.m. – 6:00 p.m. on Monday, January 22, to allow for set-up prior to the 6:00 p.m. Heckerling Welcome Reception.**

EXHIBIT HOURS:

Sunday, January 21

Set-up 12:00 p.m. to 8:00 p.m.

Monday, January 22

7:00 a.m. to 4:00 p.m.

Monday, January 22

6:00 p.m. to 8:00 p.m.*

Tuesday, January 23

8:00 a.m. to 5:30 p.m.

Wednesday, January 24

8:00 a.m. to 5:30 p.m.

Thursday, January 25

8:00 a.m. to 5:30 p.m.

Friday, January 26

8:00 a.m. to 12:00 p.m.

**The exhibit hall will be open during the reception for registrants. Exhibit booths must be attended by the Exhibitor's own personnel whenever the exhibit hall is open.*

2. Booth Dismantling

Exhibitors hereby agree that exhibits shall not be dismantled prior to 12:00 p.m., Friday, January 26, 2018. All exhibits must be removed from the exhibit area by 4:00 p.m.

3. Booth Equipment (Optional)

Each standard single 10' x 10' booth will contain the following equipment: flameproof drapes with 8' - high back wall and two 3' high sidewalls, and one 7" x 44" standard identification sign with the Exhibitor's name.

4. Additional Equipment and Services

Booth Furnishings (Optional):

Furniture, rugs, drapes, etc. may be obtained from our official service contractor, Vista South Convention Services, 6901 NW 26th Ave., Miami, FL, 33147 (Phone: 305-673-1123). **Vista South Convention Services will forward order forms for standard furnishings to each Exhibitor during the week of October 27, 2017. All additional furnishings ordered will be at the Exhibitor's expense.**

Labor:

Union display labor may be obtained (at the Exhibitor's expense) from Vista South Convention Services. Prevailing labor rates apply minimum time 1/2 hour. Vista South Convention Services offers straight time, overtime, and double time rates in South Florida. **Orders for labor must be placed prior to Friday, January 12, 2018.** Any non-official contractor providing labor or additional service to an exhibiting company on-site will be required to complete and comply with the insurance and other requirements contained in the Vista South Convention Services Kit. Non-official exhibit contract labor personnel must register with Vista South Convention Services upon arrival at hotel. Please contact Vista South directly for further details.

5. Shipping Instructions

All shipments must be **PREPAID** whether by air or motor freight. Shipments should be made in time to arrive before **Friday, January 19, 2018.** Please note that Vista South Convention Services will be closed Saturday, December 30 through Monday, January 1. All shipments must be consigned as follows:

Your Company Name and Booth Number

Vista South Convention Services
C/O JM Logistics, Inc.
3315 Maggie Blvd. Suite 300
Orlando, FL 32811
407-203-0822

Please note if you ship any exhibit materials directly to the Orlando World Center Marriott they may be refused prior to Saturday January 20, 2018 at 12:30 p.m. After that time, Vista will be on-site to store materials.

Shipments will be received and stored by Vista South Convention Services. Delivery of the shipment to the booth, removal of empty containers for storage, return of empty

containers at close of show, and delivery of out-bound shipments to the loading platform for pick-up by the Common Carrier will be provided by Vista South Convention Services at prevailing rates. Exhibitors will be forwarded shipping information and materials handling rates along with the order forms for booth furnishings. All forms regarding inbound shipments should be sent to Vista South Convention Services as soon as shipment is made. Exhibitors are urged to cooperate in this matter to ensure proper receipt and handling of their equipment.

6. Electrical and Telephone Services

Electrical and telephone service will be available at the Exhibitor's expense. **Vista South Convention Services will forward order forms to each Exhibitor in advance.** Electrical and telephone service orders must be placed before **Friday, December 22, 2017.**

7. Sponsor/Exhibitor Release

The Sponsor/Exhibitor (Exhibitor) assumes entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims. The Exhibitor further assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save the Heckerling Institute on Estate Planning, the University of Miami, and their employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's transportation, installation, removal, maintenance, occupancy, display or use of exhibits, or of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Heckerling Institute on Estate Planning or the University of Miami.

In addition, Exhibitor acknowledges that the Heckerling Institute on Estate Planning, the University of Miami, and the Orlando World Center Marriott Resort does not maintain insurance covering Exhibitor's property and that it is the sole responsibility of each Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor. Exhibit hall security will be furnished, but the furnishing of such security shall not be deemed to increase the liability of the Heckerling Institute and the University of Miami and its employees and agents, nor to



Sponsor/Exhibitor Regulations (Continued)

modify in any way the assumption of the risk and release provided above. All property of the Exhibitor is understood to remain under its custody and control, in transit to, within, or from the confines of the hall, subject to the rules and regulations of the Exhibition. It is recommended that Exhibitors take precautionary measures of their own such as securing small or easily portable articles of value including: laptop computers, tablets, cell phones, etc.

8. Fire Regulations

In order to comply with local fire ordinances as well as National Board of Fire Underwriters Building Code, all decorative materials must be flame resistant in accordance with these standards. Materials that meet these requirements are available to Exhibitors from Vista South Convention Services.

9. Property Damage

Exhibitor is responsible for damage to property. No signs or other articles shall be posted, nailed, or otherwise attached to any of the pillars, walls, doors, floors, etc., in such a manner as to deface or destroy. Exhibitors who either demonstrate or dispense food or drink will be required to provide protective floor covering at their expense. In booths where this procedure is not followed, the protective floor covering will be provided by Vista South Convention Services and will be charged to the Exhibitor.

10. Selection of Sponsors and Exhibitors

The submission of the Sponsor & Exhibitor Application does not guarantee selection as an Exhibitor or Sponsor. All Applications are subject to approval, and must be accompanied by representative exhibit materials and information as to the nature of the applicant's business. The Heckerling Institute reserves the right to reject the Sponsor/Exhibitor Application of any firm or organization for any reason at any time.

11. Booth Assignments

Booths will be assigned on a space available basis at the discretion of the Institute. The Institute reserves the right to relocate the exhibit hall or any booth assignment at any time.

12. Display Limitations

Exhibitor displays, signs, materials and

activities **must be confined to the physical limits of the exhibit booth.** Signs above the booth may not extend more than two feet over the top of the booth and must be finished on all sides. **Any exceptions must be reviewed by the Institute prior to Friday, December 15, 2017.** No images may be projected onto the exhibit hall walls, ceiling, or other areas beyond the limits of the exhibit booth. Vendors may not share, assign, or sublet all or any portion of their exhibit booth, and may display only those goods or services offered in the regular course of their business. Microphone announcements are not permitted.

13. Programming

Sponsors and Exhibitors may not conduct promotional or educational programming including lectures, demonstrations or audiovisual presentations during Institute programming hours. Programming and presentations scheduled at any other time during Institute week should only relate to the vendor's products or services and must be pre-approved by the Institute.

14. Distribution of Materials

Exhibitors may only distribute promotional materials at their assigned exhibit booths. **Materials promoting educational programming may not be displayed or distributed at the Institute.** Sponsors will be acknowledged on appropriate signage provided by the Institute and may not distribute materials in any part of the exhibit hall. Materials may not be distributed in any other part of the hotel, including meeting rooms and guest rooms.

15. Functions

All functions held on-site at the Orlando World Center Marriott by Sponsors and Exhibitors, including but not limited to receptions, luncheons, dinners, promotional programming and hospitality suites, **must be pre-approved by the Institute.** Any entertainment or events planned in an exhibit booth must also be pre-approved by the Institute.

16. Cancellations

All requests for cancellation of booth space must be received in writing. Cancellations received by **Wednesday, November 1, 2017** will be refunded, less 50% of the total booth cost. **No refunds will be made after November 1, 2017.**

17. Acts of God

In the case of cancellation of the Institute, or unavailability of the exhibit hall, due to Acts of God, war, threats or acts of terrorism, governmental authority, fire, strike, labor disputes, or any other cause beyond the control of the Heckerling Institute, this agreement shall terminate, and the Institute shall not be responsible for any damages or expenses incurred by the Exhibitor in connection therewith.

18. Compliance

Failure to comply with all regulations may result in the removal of an exhibit, refusal of access to the exhibit hall, or cancellation of a sponsorship or exhibitor registration. The Institute also reserves the right to restrict or prohibit all or any portion of any exhibit which the Institute, in its sole discretion, determines to be objectionable or not in keeping with the character and tone of the exhibit hall. In the event of such a restriction or prohibition, the Institute will not be liable for reimbursement of any expenses incurred by the Exhibitor and will not refund any portion of the exhibit fees.