



2012 ANNUAL HEARTBEAT CONFERENCE

Promotional Opportunities

March 26-29, 2012 | Los Angeles, California

About Heartbeat International

Heartbeat International is the first network of pro-life pregnancy centers founded in the United States and is the largest group of centers in the world. We are a nonprofit, interdenominational Christian association of faith-based pregnancy resource centers, medical clinics, maternity homes, and nonprofit adoption agencies endorsed by Christian leaders nationwide.

Heartbeat's Life-Saving Mission is to Reach and Rescue as many lives as possible, around the world, through an effective network of care centers that Renew their communities for LIFE.

Heartbeat's Life-Saving Vision is to help create a world where every new life is welcomed and children are nurtured within strong families, according to God's Plan, so that abortion is unthinkable.

Heartbeat Principles:

- Heartbeat affiliates propose and offer, through education and creative services, positive choices for the woman challenged by pregnancy.
- Heartbeat affiliates shall not discriminate in their services on the basis of race, creed, color, national origin, age, or marital status.
- Heartbeat affiliates' services are personal, confidential, and non-judgmental.
- Heartbeat affiliates shall not advise, provide, or refer for abortion or abortifacients.
- Heartbeat affiliates encourage chastity as a positive lifestyle choice.

Exhibit Purpose

The exhibit area allows Heartbeat Conference registrants the opportunity to network and learn about the latest products and services offered to pregnancy centers that will allow them to effectively run their centers and reach as many people in need as possible.

Marketing Benefits

Marketing at the Heartbeat International Annual Conference, allows you to:

- Introduce products to potential customers
- Renew relationships with current customers
- Launch new products
- Network with other organizations
- Attend workshops and keynote sessions
- Inclusion on our web listing for pro-life resources (except for products that compete directly with Heartbeat services or materials).

Conference Attendees

Heartbeat strengthens, starts, and supports more than 1,100 pregnancy centers in 48 countries to provide alternatives to abortion. Represented at the conference:

- Leaders
- Medical & Health Care Professionals
- Volunteers
- Board Members
- Pro-life community

EXHIBITING OPPORTUNITIES

Exhibit Fees

This year's Exhibit Hall is located on the same floor as all the Conference events – just between the workshops and the General Session! Plus, as always, complimentary coffee is available *only* in the Exhibit Hall, with the added bonus of afternoon snacks as well. Space is limited and Heartbeat reserves the right to allocate spaces at their discretion.

The Exhibit Fee Includes

- Approximately 8' x 10' professionally draped booth space
- One 6' covered and skirted table (check below if a table is *not* needed)
- Organization Identification as noted on your application
 - If a specific product name is preferred for identification, please include when completing your exhibitor form.
- Two chairs
- Trash Can
- Ability to attend workshops and keynote sessions
- Listing in program book and subsequent Heartbeat publication as well as website listing for resources (when possible).
- One (1) piece of literature included in Literature Packet received by each conference attendee.

Exhibit Cost

Early Bird – Applications and payments received by and on January 30, 2012

- \$395 non-profit per exhibit space \$495 for-profit per exhibit space
 \$345 per *additional* exhibit space

- Please indicate if table is *not* needed for exhibit space

Applications and payments received after January 30, 2012 but before and on February 13, 2012

- \$495 non-profit per exhibit space \$595 for-profit per exhibit space

Applications and payments received after February 13, 2012

- \$595 non-profit per exhibit space \$695 for-profit per exhibit space

Increase your exposure!

- \$245 Premium Location
These spaces are very limited and are located in the hallway of the conference.
- \$145 for an Upgraded Space
These spaces are the prime locations within the exhibit hall, including spaces in front of the doors, coffee, and end caps.

TOTAL EXHIBIT COST = _____

Exhibitor Meal Package

The Meal Package includes lunches Tuesday-Thursday and dinners Tuesday and Thursday.

Please mark total number of meal packages that will be needed:

_____ x \$199 for Total Meal Package

TOTAL MEAL COST = _____

MARKETING OPPORTUNITIES

Program Book Advertisement

Exhibitors

- \$200 for a full-page ad (7" x 9 1/4")
- \$150 for a half-page ad (7" x 4 1/4")
- \$100 for a quarter-page ad (3 1/2" x 4 1/4")

Non-Exhibitors

- \$300 for a full-page ad (7" x 9 1/4")
- \$225 for a half-page ad (7" x 4 1/4")
- \$150 for a quarter-page ad (3 1/2" x 4 1/4")

To be included in the Conference Program Book, **ads must be submitted by February 20, 2012.** Failure to submit ads by deadline may result in omission from the Conference Program book. Monies, minus a \$50 processing fee, will be returned.

Ad Artwork Requirements

NOTE: Heartbeat International cannot accept hard-copies of ad artwork, even if it is considered camera-ready. Please include an electronic file of the artwork in either JPG, TIF, EPS or PDF format via email to Conference@HeartbeatInternational.org. Electronic copy should be a high resolution for print, at least 300 dpi. All ads are printed in grayscale.

New! Conference Drawing Sponsorship

Guarantee better traffic by participating in a conference drawing for a fun prize (such as an iPad) for conference attendees which will be announced at the Conference Banquet. We are limiting the number of participating exhibitors to ensure that attendees are not overwhelmed with having to visit all exhibits. We will strategically place the participating exhibitors throughout the Conference floor to encourage attendee interaction. (There will be a minimum of 12 exhibitors to participate, a maximum of 24.)

- \$100

Commercial Break Sponsorship

We will allot a two minute video segment for your organization at a General Session before all conference attendees. *Space is limited. Preference will be given to previous exhibitors and Worldwide Directory advertisers.*

- \$695 for Exhibitors
- \$845 for Non-Exhibitors

Literature for Conference Packets

Advertisers and exhibitors may submit up to three pieces of literature to include in the Literature Packet. Literature may include brochure, a handout, or a catalogue. Envelopes of literature cannot be accepted.

- \$0 (included in Exhibitor Package)
- \$100 for Non-Exhibitors
- \$50 (+1 piece included in Exhibitor Package)
- \$100 (+2 piece included in Exhibitor Package)

TOTAL MARKETING COST = _____

PLEASE READ THE FOLLOWING TERMS AND CONDITIONS, SIGN AND RETURN:

AUDIO/VISUAL, ELECTRICAL AND SHIPPING NEEDS:

Heartbeat International will be using a drayage company for all our Exhibiting needs. All fully paid exhibitors will receive a copy of the Exhibit Services Kit containing order forms and rates for all amenities and services. All orders placed through the kit are the sole responsibility of the exhibitor. Please be certain to read all materials contained within the Kit. Electric must be ordered through the hotel directly.

EXHIBITOR CHECK-IN: Exhibitors will be issued name badges, program books, and other registration materials at each respected exhibitor booth. **Food and beverage will be accessible only to exhibitors who have paid for conference meals.** (See *Exhibitor Form to purchase.*)

RECORDING RELEASE:

The Heartbeat Conference will be recorded. Your registration constitutes your organization's consent to such recording for the booth representatives and/or any guests.

CANCELLATION: If written notification of cancellation is received by February 20, 2012, all exhibitor monies, less a \$50 processing fee, will be refunded. No refunds will be given after midnight February 21, 2012. Ads may be withdrawn from the program book until February 20, 2012. Failure to submit ads by February 20, 2012 may result in omission from the program book. Monies, minus a \$50 processing fee will be returned.

USE OF SPACE: Exhibitor shall not assign, sublet, or share the space allotted without the knowledge and consent of Heartbeat International.

EXHIBIT SETUP AND TEARDOWN: The 2012 conference begins with registration at 8:00 a.m. on Tuesday, March 27 and runs through Thursday, March 29. Heartbeat International has contracted with the hotel to allow for exhibit set-up beginning at 12:00 p.m. on Monday, March 26. We request that you make every effort to have your exhibit set up by 8:00 a.m. on March 27, 2012; however, if you cannot come until later, you must make arrangements with Heartbeat International. The Exhibit room will close on Thursday, March 29, 2012 at 2:30.

Failure to occupy the exhibition space does not release exhibitor from the obligation to pay the full exhibitor fee. Please contact Andrea Trudden at 888-550-7577 if special arrangements for late arrival need to be made.

HEARTBEAT GUIDELINES: All exhibitors must abide by the Heartbeat Principles listed above. Heartbeat International reserves the right to accept or deny, at its sole discretion, exhibit space to organizations that it deems inconsistent with or contrary to Heartbeat's Principles.

HOTEL: Heartbeat International has contracted with the Marriott LAX for sleeping rooms to accommodate both registrants and exhibitors. The Heartbeat room rate starts at \$139/night plus tax for conference attendees who book their rooms before March 5, 2012. Please go to *HeartbeatServices.org* for more information.

SECURITY & LIABILITY: There is no special security for exhibition/conference areas other than the normal hotel security. The exhibitor assumes the 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 agents, servants and employees from any and all such losses, damages and claims.

Exhibitor assumes responsibility and agrees to indemnify and defend Heartbeat International and their respective employees and agents against any claims or expenses arising out of its use of the exhibition premises. The exhibitor understands that neither Heartbeat International nor the Hotel maintains insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance. The exhibitor understands that it also has the sole responsibility to pay any applicable taxes, including, but not limited to, sales tax, that may arise out of exhibitor's use of the exhibition premises.

I agree to the conditions set forth in this agreement.

Exhibitor Signature _____ **Date** _____

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