



April 22, 2009

Dear MUSEUM VENDOR and POTENTIAL SPONSOR:

I know that this year we face many dilemmas with the economic downturn, but we believe that continuing to offer the annual conference is FAM's mission and is a tremendous service to our members. We are making every effort to ensure good attendance to the conference and will hopefully be offering a reduced registration fee to conference attendees. Your support as a vendor is even more critical than in the past - we hope you will join us this year.

I hope that you will take advantage of an opportunity that comes only once a year: THE ANNUAL CONFERENCE AND EXPO OF THE FLORIDA ASSOCIATION OF MUSEUMS. If you have participated in the EXPO in the past, you have had the opportunity to meet some of your loyal customers, but if you have never joined us, you are in for a treat.

Florida has the third largest museum association in the United States with three hundred (plus) members attending the annual meeting. These members include executive directors, board members, curators, exhibit designers, facilities managers, gift shop managers, educators and volunteers. They represent museums of art, children's, history, science, zoos, botanical gardens, aquariums and specialty disciplines such as nautical museums, railroad museums, historic properties and State parks. All of them purchase products and services from all over the country, and with over twenty-eight million museum visitors in Florida each year, they make a major economic impact in their communities. That is why we are sending you this special invitation.

This year's EXPO will be held September 22-23, at The Ritz-Carlton Sarasota, 1111 Ritz-Carlton Drive, Sarasota, FL 34236. The EXPO will be located in the 8,100 square foot Plaza I and II of the Ritz-Carlton Ballroom. Exhibitor set-up will be Tuesday, September 22, from 12:00 noon to 4:00 pm and the opening Preview Reception will be 4:00 to 5:30 pm. The show will then open Wednesday morning with breakfast and close with a dessert reception at 2:00 pm. There are planned times for visiting the Expo with no other conflicts, plus all exhibitors will be invited to join the attendees for the Keynote Luncheon. Dessert will follow in the exhibit hall and then we will leave for an afternoon of sessions and the evening reception at the beautiful Ringling Museum Art (exhibitors are invited to the Ringling reception both to enjoy the museum and to network with conference attendees). Rooms have been blocked at The Ritz-Carlton Sarasota and the group rate is \$115 (plus taxes) + \$10 parking fee per day. Please call 800/241-3333 for reservations and mention FAM for this special rate. The deadline for this rate is August 21, 2009. The group rate is extended 3 days before and 3 days after the event.

Sponsorships are another very important facet of the annual conference and allow maximum visibility and exposure to the conference attendees. Any sponsorships received help generate additional revenue for future member services. Our goal is to have a tremendously successful conference and to improve membership benefits. Please see the reverse side of this letter for available sponsorships.

Exhibitors may place a business card size ad in the program at a cost of \$50. The program is given to each conference attendee. **(You do not have to exhibit to place an ad).** To place an ad in the annual conference program, please send camera ready art and a check made payable to Florida Association of Museums in the amount of \$50. (The fee may be added to your booth rental check.)

The registration form enclosed should answer any questions that you might have concerning the EXPO, but if you need to talk with someone, call me at (850) 222-6028. **DON'T WAIT TOO LONG TO SEND IN YOUR REGISTRATION. BOOTHS ARE ASSIGNED ON A FIRST-COME FIRST-SERVE BASIS AND WE ONLY HAVE 40 AVAILABLE.** We hope to see you at the FAM EXPO 2009!!

Malinda J. Horton
Executive Director

FAM EXPO 2009

September 22-23, 2009

The Ritz-Carlton Sarasota

----- Exhibit Space Contract -----

Exhibit Space Assigned @ \$350.00 / 8' x 10' booth postmarked through July 10, 2009, thereafter \$500.00. (FAM members \$25 discount)

of Space/s _____ Rental Price _____

Please charge my credit card (circle one) Amex Visa MC Amount \$ _____

CC# _____ Exp Date _____ Vcode# _____

CC billing address (if different than below) _____

Please sign below under Authorized Signature

A minimum (non-refundable) advance deposit of 50% of the total cost of exhibit space rental is required upon Exhibitor's return of this contract to FAM EXPO 2009. Please make checks payable to Florida Association of Museums Inc. Full balance is due by August 14, 2009. Contracts received after August 14, 2009, must be accompanied with full payment.

This instrument becomes a contract between the parties when the signature of both a representative of the FAM Expo 2009 and the exhibitor both appear on this document.

Company (name to be printed on signage): _____ Date: ___/___/___

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Telephone # _____ 800# _____ Fax# _____ Email _____

Authorized Signature: _____ Title _____

Name and Title of Staff Attending (for badges): _____

By signing this contract you have agreed to exhibit under the items and conditions printed on the reverse side of this document, as well as the show rules and regulations, amendments and other special provisions which may be issued either in the exhibitor kit or directly to the exhibitor. The person signing this document expressly represents and warrants to Florida Association of Museums Inc. that he/she is authorized by Exhibitor to bind it to the terms and conditions hereof. Exhibitor understands and agrees that except as provided in paragraph 10 of the Terms and Conditions on the reverse of this document, no portions of the exhibit fee is refundable and Exhibitor is liable for the total exhibit fee, subject only to the foregoing payment schedule. Exhibitor acknowledges the difficulty in establishing a precise value for service provided by FAM EXPO 2009 prior to the conclusion of the exhibition. Consequently, Exhibitor agrees that the provisions of this paragraph represent an agreed measure of compensation and are not to be deemed or construed as a forfeiture or penalty

PLEASE PROVIDE A 50 WORD OR LESS DESCRIPTION OF SERVICES/PRODUCTS FOR FAM PROGRAM.

FAM Use Only:
Total Amount Due \$ _____ Less Deposit \$ _____ Check # _____ Date Received _____
Balance Due \$ _____ Amount Paid \$ _____ Check # _____ Date Received _____

Signature FAM _____

TERMS AND CONDITIONS

1. **DEFINITIONS:** A) FAM shall mean Florida Association of Museums, Inc., its officers, agents or employees. B) FAM EXPO 2009 means all events and activities conducted in September 2009, for Florida Association of Museums, Inc. Exposition, 2009. C) Center means The Ritz-Carlton Sarasota, Florida. D) "Exhibitor" means the company whose name appears on the contract for exhibit space. E) "Exhibit" means the exhibit booth stall or display used by exhibitor at the EXPO, all components, installations, and equipment and any part thereof that are located at the space assigned to the exhibitor by FAM. F) The terms "contract" and "agreement" are used herein interchangeably to mean binding contract.
2. **LIMITATIONS OF LIABILITY:** The Exhibitor hereby assumes the risk of all liability and hereby waives any claims for any loss, theft, damage to or destruction of any property of the Exhibitor, or the agents, invitees of the Exhibitor or members of the public or for any personal injury to any and all persons, including the Exhibitor or the agents or invitees of the exhibitor or the public in general. Exhibitor hereby agrees to indemnify, defend and hold FAM harmless from any and all claims by third parties against FAM arising from any loss, theft, damage to or destruction of property, personal injury or death caused by or resulting from the acts or omissions by the Exhibitor, or the agents or invitees of the Exhibitor in connection with FAM EXPO 2009. Exhibitor shall take all precautions necessary to prevent the occurrence of any loss, theft, damage destruction of property, death or personal injury to persons at FAM EXPO 2009 and in connection with Exhibitors' activities at FAM EXPO 2009.
3. **CONTRACT/AGREEMENT:** A contract will not be considered in force until accepted on behalf of FAM. Upon acceptance, the contract is binding and non-cancelable by either party except as specified herein. Once accepted, this contract is for FAM EXPO 2009 specified herein including the move-in and move-out periods and does not extend to the Exhibitor any rights of any kind with respect to any other shows. Booth numbers and allocations are selected on an arbitrary, first-come first-serve basis. FAM reserves the right to change booth numbers and/or locations if warranted.
4. **SERVICES PROVIDED:** Payment of booth fee entitles the Exhibitors to the following during the exposition: A) The booth space as stated above B) Two folding chairs C) One six foot draped table D) One booth identification sign with booth number and Exhibitor name.
5. **INSURANCE:** The Exhibitor, acknowledges that FAM and the Center do not maintain insurance coverage and do not accept responsibility for the Exhibitor's property. It is the sole responsibility of the Exhibitor if it so desires, to obtain business interruption, property damage and other appropriate insurance covering Exhibitor's property and liability.
6. **ADMISSIBLE EXHIBITS:** A) Only products and/or services relating to FAM EXPO 2009 are admissible. B) Assigned space is only for the display of the product line which FAM believes to be for the benefit of FAM EXPO 2009. Any substantial change in the type or character of Exhibitor's product line requires prior written approval of FAM. D) Exhibitor shall not display merchandise other than the Exhibitor's own product, or that product line for which Exhibitor is the representative. E) FAM reserves the right to disapprove the exhibit of any product or service which is not related to FAM EXPO 2009 or otherwise does not comply with these terms and conditions, or which is in violation of the rights of a third-party as determined by a court of competent jurisdiction. F) Only one company or organization may exhibit its products or services in a single space. G) The subletting of space is prohibited.
7. **DISPLAY REGULATIONS:** A) No exhibit may block or interfere with a neighboring exhibit. B) Linear display: Exhibit fixtures, components and identification signs will be permitted up to a maximum height of ten feet. Displays and display material may not extend out to the aisle. C) Island booth: Exhibit fixtures, components and identification signs will be permitted up to a maximum height of ten feet in the entire cubic content of the booth. D) Hanging signs: Signs suspended from the ceiling are prohibited. E) All designs for displays, except those involving the use of tables must be submitted to FAM for approval prior to use. F) Exhibitor will conduct all business within the assigned booth space(s). Solicitation of business in the aisles, lobbies or corridors of the Center is prohibited. G) Food and beverages consumed in Exhibitor's booth must be purchased by official on-site catering contractors, if any. H) The Exhibitor's booth will be provided with a sign denoting the booth number and company name. The booth sign must be visible in the booth at all times.
8. **PROHIBITED ACTIVITIES:** A) Exhibitor shall not hold any meetings or events which conflict with FAM EXPO 2009 dates and hours. B) Exhibitor shall not dispense any food or beverage items of any type or throw-away items without the prior written approval of FAM. C) No alcoholic beverages shall be served or consumed in Exhibitor's booth during FAM EXPO 2009 hours. D) Distribution of deceptive pricing material is prohibited. E) Florida law prohibits smoking in the Exhibit area.
9. **EXHIBITOR'S REPRESENTATIVE:** Exhibitor shall have a representative present at FAM EXPO 2009 throughout all exhibit times and during the installation and dismantle of the exhibit. Said representatives shall be authorized to act on Exhibitor's behalf on any subject related to FAM EXPO 2009.
10. **CANCELLATION:** If the Exhibitor desires to cancel this contract, Exhibitor may only do so by giving notice thereof in writing sent to FAM by certified mail, return receipt requested. In such event, Exhibitor shall continue to be liable for one hundred percent of the total exhibit fee unless the written notice of cancellation is received by FAM no later than August 1, 2009. In the event written notice of cancellation is received between May 1, 2009 and August 1, 2009 inclusive, Exhibitor shall be liable for 50% (fifty percent) of the total exhibit fee. Because these dates are related to FAM EXPO 2009 dates and not to the date of this agreement, these dates shall apply regardless of the date on which this agreement is executed. This amount is considered to be liquidated and agreed upon damages for the injuries FAM will suffer as a result of Exhibitor's cancellation. This provision for liquidated and agreed upon damages is a bona fide provision and not a penalty. The parties understand that the withdrawal of the space reserved from availability at a time when other parties would be interested in applying for it will cause FAM to sustain damages. In this situation, FAM's damages will be substantial, but they will not be capable of determination with mathematical precision. Therefore, the provisions for liquidated and agreed upon damages have been incorporated into this contract as a valid pre-estimate of these damages. The date of the cancellation shall be the date FAM receives the notice sent by the Exhibitor by certified mail, return receipt requested. FAM shall be entitled to close an exhibit at any time for failure by any exhibitor or his assignee to perform, meet or observe any term or condition set forth herein, and such Exhibitor shall not be entitled to any refund or any part of any fee. In the event that the Exhibitor decides to cancel this agreement, according to the terms and conditions contained herein, and should the cancellation be received by FAM thirty days or less prior to the commencement of FAM EXPO 2009 set-up, the Exhibitor agrees to pay to FAM any additional decorating expenses FAM may incur in decorating the exhibit space which the Exhibitor canceled.
11. **USE OF CENTER:** In consideration of full and timely payment of all sums due as set forth in the contract, Exhibitor is hereby granted exclusive use of the exhibit space described on the exhibit space contract during the course of FAM EXPO 2009 for the purpose of an exhibit as outlined herein.
12. **INSTALLATION AND DISMANTLING:** A) all charges for labor or rental of equipment from the official contractor(s) if any, the Center or any other party will be billed directly to the Exhibitor, and under no circumstances shall these charges be assumed by FAM. B) All exhibit displays must be completely installed no later than 4:00 PM the day of FAM EXPO 2009 opening. C) All display merchandise must be set and personnel must be thoroughly ready 30 minutes previous to the opening of FAM EXPO 2009. D) Exhibitor agrees not to dismantle or to start to load merchandise or displays before the closing FAM EXPO 2009.
13. **ACTS OF GOD, FIRES, STRIKES, SITE UNAVAILABILITY, ETC:** In the event the Center or any part of the exhibit area thereof is unavailable whether for the entire FAM EXPO 2009, or a portion of FAM EXPO 2009, as a result of fire, flood, pest, acts of God, or any other cause, or, as a result of governmental intervention, malicious damage, acts of war, strike, lock out, labor dispute, riot or any other cause or agency over which FAM has no control, or should FAM decide that because of any such cause it is necessary to cancel, postpone, or relocate FAM EXPO 2009, or decrease installation time, FAM EXPO 2009 time, or removal time, FAM shall not be liable to indemnify or reimburse Exhibitor with respect to any damage or loss direct or indirect, arising as a consequence thereof. In the event the location for FAM EXPO 2009 changed, FAM shall provide Exhibitor with such space at the new location as regarded appropriate and the Exhibitor agrees to use such space pursuant to the terms hereof. In the event that FAM cancels FAM EXPO 2009 for reasons other than outlined above, FAM agrees to return to the Exhibitor all monies paid directly to FAM for the Exhibit rental less the 50% non-refundable deposit.
14. **ASSIGNMENT:** The Exhibitor shall not assign this contract or sublet its Exhibit, nor any part thereof, except upon prior written permission of FAM.
15. **COMPLIANCE WITH RULES AND AMENDMENT:** Exhibitor shall be bound by and comply with all terms and conditions set forth herein and any amendments thereof or additional rules or regulations which may be established by FAM for proper conduct of FAM EXPO 2009. In the event Exhibitor violates any provision of this agreement, FAM shall have the right to cancel this agreement or to prohibit, close, correct, remove or eliminate any Exhibit or part of exhibit, conduct or action. Questions regarding interpretation, compliance or enforcement of rules or this agreement shall be decided by FAM and the Exhibitor agrees to be bound thereby.
16. **ATTENDANCE:** FAM makes no representations or warranties regarding the number of persons who will attend FAM EXPO 2009, such number being impossible to predict accurately at this time. FAM reserves the right to change the name of FAM EXPO 2009, the venue of FAM EXPO 2009 and official FAM EXPO 2009 suppliers.
17. **SALES:** If sales are conducted during the FAM EXPO 2009, the Exhibitor, at its own expense, shall obtain all permits and approvals required and pay all sales tax for which it becomes liable as a result of such sales.
18. **PROHIBITED MATERIALS:** The Exhibitor shall not bring or permit in the Center any explosives, gasoline, kerosene, acetylene, propane or other fuels or combustibles.
19. **SOUND:** Exhibitors shall not use music from any source which requires permission from the copyright owner unless they have, in advance, obtained a license to perform such music, paid any fees required and provided FAM with a copy of the fully-executed license agreement. Exhibitor agrees to indemnify FAM for all claims resulting from failure to comply with these requirements. The use of sound systems is permissible provided that they are not audible more than three feet into the aisle or into neighboring exhibit spaces and that the sound is directed into the Exhibitors space or vertically. FAM shall have absolute control over the implementation of this regulation, the intent of which is that sound systems shall not be audibly objectionable to neighboring exhibitors.
20. **COLLECTION:** Exhibitor agrees to pay interest at the rate of 1.5% per month (18% per annum) on all past due fees. Exhibitor also agrees to pay all collection costs of FAM, including reasonable attorney's fees together with costs incurred by FAM in enforcing its rights hereunder.
21. **JURISDICTION:** This agreement is deemed to be entered into in the State of Florida and governed by the laws of the State of Florida. The Exhibitor consents to the jurisdiction of the courts of the State of Florida for the resolution of any and all disputes and claims arising out of and/or relating to this agreement. However, nothing herein shall obligate FAM to enforce its rights in said State if jurisdiction is proper elsewhere. The Exhibitor waives any claims it may assert as to lack of personal or subject matter jurisdiction, and agrees that such jurisdiction exists in Florida.
22. **ENTIRE AGREEMENT:** This writing contains the entire agreement between the parties and may not be changed orally, but only by an agreement in writing signed by a duly authorized representative of the party against whom enforcement of any waiver, change, modification or discharge is sought.



FAM 2009: Weathering the Storm, Together
Florida Association of Museums
SPONSORSHIP OPPORTUNITIES
Annual Conference and Exposition
September 22-25, 2009
Sarasota, Florida

Reach over 300 museum professionals by sponsoring one of the special events planned for this year's Florida Association of Museums Annual Conference. Key decision makers, curators, design and exhibition specialists, fund raisers, educators, shop managers and many more will be present to view what the museum industry has to offer. Make sure your space station gets recognition by signing up as a sponsor. All sponsors will receive listing in annual meeting program, recognition announcement at sponsored event, signage at the sponsored event and acknowledgment in the October FAM News. For sponsorships of \$1000 or more, complimentary Booth at Expo (8'x10").

General Events

Exhibit Hall Opening Reception
Exclusive Sponsor \$1,000
Co-Sponsor \$500

Breaks

Exclusive Sponsor of both \$700
Exclusive Sponsor of one \$350
Co-Sponsor of one \$175

Continental Breakfasts

Exclusive Sponsor for both \$1,000
Exclusive Sponsor of one \$500
Co-sponsor for one \$250

Conference Tote Bags

Exclusive Sponsor \$1,000
Co-Sponsor \$500
(Includes your logo on bag)

Transportation for Evening Events

Exclusive Sponsor \$2000
Co-Sponsor \$1000

Program Printing

Exclusive Sponsor \$1000
Co-Sponsor \$500
(Includes back cover ad)

General Sessions

Keynote Speech/Luncheon
Luncheon Exclusive

Sponsor \$2000

Luncheon Co-Sponsor \$1000

Keynote Exclusive Sponsor \$1000

Keynote Co-Sponsor \$500

Annual Business

Meeting & Awards Luncheon
Luncheon Exclusive

Sponsor \$2000

Luncheon Co-Sponsor \$1000

If you have sponsorship ideas or suggestions give us a call at 850/222-6028

FAM SPONSORSHIP FORM

Name: _____

Title: _____

Organization: _____

Address: _____

Telephone: _____

Fax: _____

Sponsorship Item: _____

Amount Enclosed: _____ or cc charge

CC# _____

exp date _____ Vcode _____ (4 digits)

Signature _____

CC billing address (if not same as above) _____

Please mail to:

Florida Association of Museums Foundation
P.O. Box 10951 Tallahassee, FL 32302