

EXHIBITORS



Join us for the 25th Annual



The Mid-Atlantic Region's
Premier Conference and Expo for:

Architects

Engineers

Interior designers

Landscape architects

Planners

Nov. 7 – 9, 2012

Greater Richmond Convention Center

2012
1987

www.archex.net

*Architecture Exchange East is produced by the
Virginia Society AIA*

Reach Mid-Atlantic Architects at the 25th Annual Architecture Exchange East

ArchEx is conveniently located for exhibitors and attendees in downtown Richmond, Virginia. Architects from Virginia, North Carolina, Washington, D.C., Maryland, Pennsylvania, New York and West Virginia attend the annual convention and expo to learn about trends and new technologies in building products, to network, and to earn continuing education credits.

Each year, suppliers like you spend thousands of dollars to receive name recognition and to place product information in front of the right audience. **Let ArchEx bring that audience to you.** It's the most important industry event in the region and the 3rd largest show behind the National AIA and Build Boston shows.

Just some of the exhibit hall activities...

- Morning Break between seminars with coffee & pastries
- Lunch Served between the morning and afternoon seminars
- Architects earn AIA/CES learning units while doing product research in your booth
- CONNECTIONS Cocktail Party Thursday evening
- Mid-Atlantic Design Showcase
- Cash Prize giveaways, exhibitor door prizes, and more...
- Presentation Stage for Vendor product talks
- VSAIA/VCA Museum Shop Bookstore
- Guest Access - non-registered attendees can enter on Friday



What Our Exhibitors Are Saying...

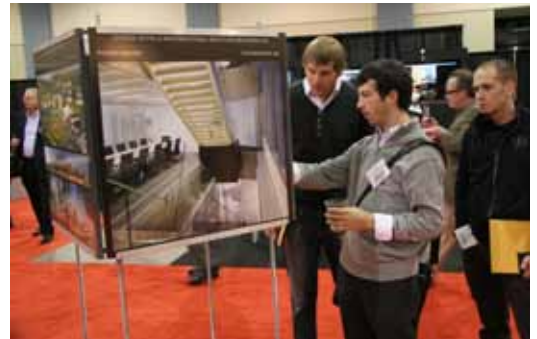
"This is a working show, the specifiers attend and are looking for new products."

"This show has been the best investment we have made year in and year out, and I can always point back to the show as the source of many valuable sales."

"ArchEx is at the top of my list as far as how a regional specification exhibition should be organized."

"It is the best run of all the many shows I attend throughout the country, including many national shows."

"ArchEx is just a solid presentation with a great venue and, what is particularly impressive is how well the show attendance matches up with the product specifiers I need to grow our business."



Presentation opportunities, highly-qualified attendance and networking opportunities bring back many convention exhibitors year after year

86% have been exhibitors for 2-10+ years

Booth Information

Space Reservations

Booths will be assigned according to the date of the contract and availability of unreserved space. Faxed contracts are permitted. Every effort will be made to assign an exhibitor to one of their preferred booth locations; however, we reserve the right to make the final space assignments. **To view the current booths availability, visit the show site www.archex.net**

Booths Include

- 8-foot tall, pipe and drape back wall, two 3-foot tall side drapes
- Booth ID sign
- Listing in the conference program
- Free access to the keynote address
- Free access to convention seminars (some exceptions)
- 3 booth registrations (includes lunch) for your booth personnel

Booth Rental Cost

- 10' x 10' Single Inside \$1,545
- 10' x 10' Single Corner..... \$1,620
- 10' x 20' Double Inside \$3,085
- 10' x 20' Corner&Inside ... \$3,170
- 10' x 20' Peninsula..... \$3,240
- 20' x 20' 4-booth Island ... \$6,485
- 10'x10' new exhibitor..... \$1,000

2012 Exhibit Hall Booth Map

For current booth availability, visit www.archex.net

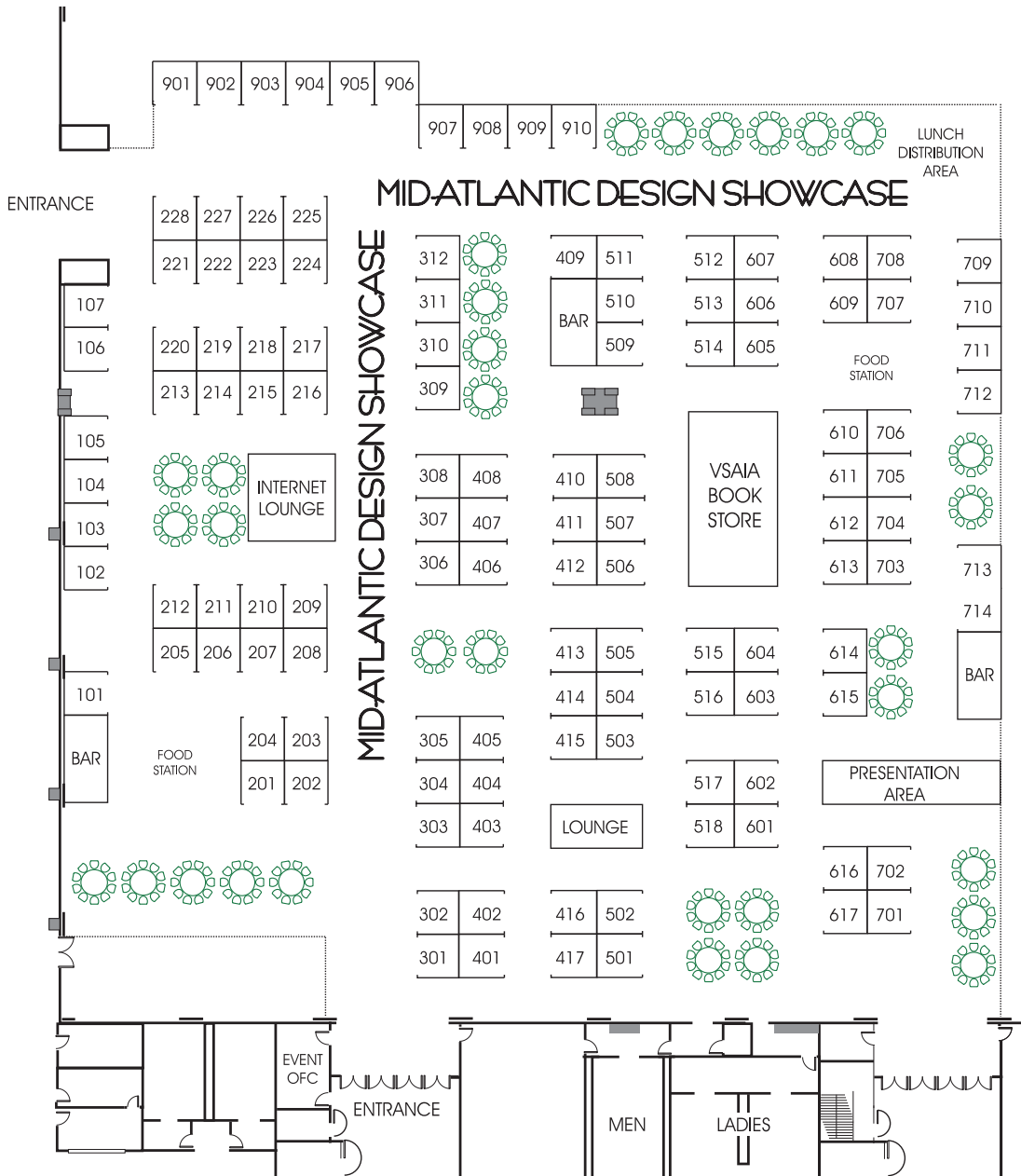


Exhibit Hall Schedule

Booth Set-Up

Wednesday, Nov. 7th
11:00 a.m. – 6 p.m.

Exhibit Hall Hours

Thursday, Nov. 8th
10:00 a.m. to 7:00 p.m.

Friday, Nov. 9th
10:00 a.m. – 2:00 p.m.

Booth Dismantle

Friday, Nov. 9th
2:00 – 5 p.m.
All booths must be off of the exhibit floor by 5 p.m.

all times are tentative and subject to change.

Exhibitor Information

Booth Payment

Contracts signed after January 31, 2012 will be due in 30 days or by October 31, 2012, whichever is sooner.

Booth cost includes

- 8-foot tall, pipe and drape back wall, two 3-foot tall side drapes
- Booth ID sign

The booth cost does not include, electricity, carpet, rental of furnishings, etc.

The exhibitor kit and web site will include the order forms for these services one to two months before the conference and expo.

Subletting of booth space, partially or in its entirety, is not permitted.

Booth Set-up

Booth set-up is on Wednesday, November 7th. Service vendors will be on-site THIS DAY ONLY to help you with carpet, furnishings, electric, etc. Exhibits must be completely installed and ready for viewing by the official opening of the show and remain open for viewing and staffed until the official close of the show. Exhibitors will only be allowed into the exhibit hall 1 hour prior to show open on Thursday and Friday.

Early Booth Dismantle

Tearing down early disrupts the consistency of the exhibit hall and detracts from neighboring booths. For this reason, NO ONE is allowed to tear down early. The exhibit hours are clearly stated in exhibitor information. Please make travel/staff plans accordingly.

Cancellations

In the event that an exhibitor cancels or withdraws from the show, all monies paid will be forfeited and the exhibitor agrees to be legally obligated to remit any unpaid balance for such assigned space. All booth payments are non-refundable and may not be credited to any other product or service offered by the Virginia Society AIA.

Booth Regulations

No portion of any exhibit may extend over the assigned space. You will be asked to alter your exhibit should you extend past the size requirements. The maximum height allowed is 8 feet. Side height limits are 3 feet high for the first 3 feet in from the aisle. Thereafter, an exhibit may go up to 8 feet high for the remaining 7 feet to the back wall (applies to in-line booths, not end-cap booths). End-cap booths: two adjacent booths at the end of a row. Eight foot maximum high allowable for 14 feet wide and 10 feet deep. The 3 foot height limit must be observed for the first 3 feet in from the aisle. Display materials exposing an unfinished surface to neighboring booths are strictly prohibited. Unusual signage/booth requests must be reviewed and approved by Virginia Society AIA show management.

Fire Regulations

Booth decorations and construction must conform to fire regulations of the City of Richmond and the Greater Richmond Convention Center (GRCC).

Food & Beverage

The GRCC is the exclusive provider of food & beverage services, including but not limited to catering, concessions and alcohol. No one other than the GRCC provider may provide these services without prior written approval from the GRCC. The GRCC may grant approval to distribute sample sizes -- 2 ounces for food and 4 ounces for non-alcoholic beverage products.

Booth Rentals and Shipments

Exhibits, Inc. is the official handler and service contractor for this show. There is no obligation to use them if you have your own personnel. Confirmed exhibitors will receive the service forms for rental of booth furnishings, carpet, shipping, etc. 1 to 2 months prior to the show. Completed forms must be returned to Exhibits, Inc. directly. Rental information concerning electricity, water, wireless communication, is available through the Greater Richmond Convention Center. For shipments arriving prior to the show set-up day, arrangements must be made with Exhibits, Inc. Booths left on the show floor after 5pm on Friday, November 9th will be shipped back to the exhibitor at the exhibitors expense.

Advertising Bonuses

Inform magazine

For each 10' x 10' booth space reserved and fully paid according to terms, the VSAIA will credit the exhibitor with \$200.00 to be used exclusively towards the insertion of display advertising in *Inform* magazine. Credit applies to a minimum insertion order of \$1620.00 gross ad value. All advertising must be scheduled to run during the next calendar year.

Conference Program

Reach the attendees at the show and long after they go home by placing your display advertising in the on-site conference program.

For these and other promotional opportunities, contact VSAIA Sales Department at 804-644-3041, ext. 300.



Sponsorship Information

Promote your company and products to the architect attendees at ArchEx 2012

Present a Seminar

Our most popular sponsorship. Present a 90-minute, AIA-Certified seminar. Only a few of the 60+ seminars presented over the 3-day conference are reserved for sponsors **\$2,500 without booth, \$2,000 with booth purchase.** These prices good through Feb 15, 2012.

Registration

Attendee Packet/Bag Insert

Include your product flyer/brochure in each attendee packet/bag **\$500.**

Lanyards

Attendee badges will be handed out with your lanyard at registration **\$950.**

Attendee Bag

Provide the attendees with a conference bag branded with your identity **\$1,250.**

Food & Beverage

Morning Break

Attendees enjoy coffee & pastries at a morning break in the Exhibit Hall **\$1,500.**

Lunch

Attendees eat lunch in the Exhibit Hall **\$2,000.**

Connections Cocktail Party

Sponsor one of the bar locations for the Thursday evening cocktail party in the Exhibit Hall **\$1,500.**

Exhibit Hall

Cash Prize Giveaway

Cash prizes are given out each day to attendees in the exhibit hall **\$500.**

Grand Prize Giveaway

Attendees can register in the Exhibit Hall to win a grand prize (iPAD2 at the 2011 show) **\$1,000.**

Bookstore

The bookstore is one of the most visited spots in the Exhibit Hall. Showcase your company in this popular location **\$2,000.**

Internet Lounge

The only Internet service in the the Exhibit Hall. A great hang-out to check your email, look-up information/websites **\$1,295.**

Attendee Lounge

Create a comfortable lounge area for the attendees with your own furnishings **\$900.**

Keynote Address

Held on the opening day of the show, the keynote brings together all of the attendees who will see your company identity and support **\$2,000.**

Educational Tracks

The extensive educational offerings at ArchEx are categorized into different tracks. Sponsor one of these tracks and receive 3 days of recognition **\$7,500.**

Title Sponsor

The title sponsor is an exclusive, overall sponsor of the annual ArchEx conference **\$15,000.**

To view all available sponsorships and benefits, visit www.archex.net

or contact:
Judy Cheadle,
Director of Sales,
(804) 644-3041, ext. 300
jcheadle@aiava.org





November 7–9, 2012
Greater Richmond Convention Center

Virginia Society AIA
2501 Monument Avenue
Richmond, VA 23220
Tel: 804-644-3041
Fax: 804-644-6714

Contract between the Virginia Society of the American Institute of Architects and:

Company: _____

Contact: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: _____

Web site: _____

Billing Contact (if different): _____

Billing Company: _____

Billing Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____

Fax: _____

Make checks payable to Virginia Society AIA. Mail to address above.

2012 Booth Location Preferences 1. _____ 2. _____ 3. _____

The above company, the "Exhibitor", agrees to rent space(s) designated as Booth Number(s) _____ from the Virginia Society of the American Institute of Architects "VSAIA", for ArchEx 2012 for the total amount of \$ _____.

(Price is calculated using the 2012 base rate of \$15.45 per square foot, + 5% for corner, peninsula, or island booths). **Your nonrefundable payment is due within 30 days of booth signing, or by October 31, 2012, whichever comes first.** A 1.5% service charge per month will be added to any payment outstanding 30 days past the due date. This contract is deemed to have been entered into in Richmond, Virginia and governed by the laws of Virginia.

For each 10-foot x10-foot booth space reserved and fully paid according to terms, the VSAIA will credit the Exhibitor with \$200.00 to be used exclusively towards the insertion of display advertising in *Inform* magazine. Credit applies towards a minimum insertion order of \$1620.00 gross ad value. All advertising must be scheduled to run during calendar year 2012.

Exhibits must be completely installed and ready for viewing by the official opening of the show and remain open for viewing and staffed until the official close of the show. Standard booths are 10-foot x 10-foot and multiples thereof. The VSAIA will provide an 8-foot tall, pipe-and-drape back wall and 2, 3-foot, pipe-and-drape side rails per standard booth space. All booth furniture, carpeting, telecommunications, electrical needs, etc. are the sole responsibility of the exhibitor. Subletting of booth space, partially or in its entirety, is not permitted.

The VSAIA reserves the right to add, delete or change the contracted space booth space(s) to facilitate crowd control, to comply with safety regulations, or for other reasons at the discretion of the VSAIA. The VSAIA shall not be liable for refunds or any other liabilities for the failure to fulfill this contract due to any of the following: (a) by reasons of the building or grounds in which the show is to be produced, being, before of during the show, destroyed or damaged by fire or any other calamity; (b) by an act of God, public enemy, strikes, ordinances or any other legal authority, or (c) by any other cause beyond the control of the VSAIA.

Exhibitors agree to make no claims whatsoever against the VSAIA, Architecture Exchange East or its employees or representatives for the loss, theft, damage, or destruction done to exhibits, exhibitors or their employees, nor for any injury to themselves or employees or guests while at the show. Exhibitors must also assume responsibility for any accident, injury, or property damage to any person viewing their exhibit where such an accident, injury, or property damage is caused by the negligence of the Exhibitor, its agents, or employees.

This rental contract constitutes the entire contract between the parties and no waivers, modifications, or amendments shall be valid unless submitted in writing and agreed to by the VSAIA.

In the event that an Exhibitor cancels or withdraws from the show, all moneys paid will be forfeited and the Exhibitor agrees to be legally obligated to remit any unpaid balance for such assigned space. Interest will begin to accrue from the day the debt becomes past due at 18% per annum. Exhibitor will pay all legal fees and collection costs.

All Booth Payments are Non-Refundable and may not be credited to any other product or service offered by the VSAIA.

The VSAIA reserves the rights to limit the type, brand, or model of units or products to be displayed and to restrict or limit the type of materials, brochures, or information displayed and/or distributed as part of Architecture Exchange East. A signed facsimile of this contract will serve as the legal agreement.

By signing this contract, Exhibitor Contact acknowledges and confirms that they have the authority to enter into this contract on behalf of their employer/exhibiting company.

Exhibitor Representative (Signature)

(print name)

Date

Virginia Society AIA (Signature)

(print name)

Date