



Ernest N. Morial Convention Center  
 New Orleans, Louisiana  
 September 29 – October 1, 2005



## EXHIBIT SPACE APPLICATION

Applications are reviewed continuously. AARP will acknowledge receipt of all applications. Exhibit booth space numbers will be mailed beginning March 1, 2005. *Please make a copy of the completed application for your records.*

### I. Exhibitor Contact Information

Please provide the information for the official contact person from your organization who will receive all correspondence for Life@50+. Please provide an active email address if you wish to receive valuable information and updates about Life@50+ | AARP's National Event & Expo.

\_\_\_\_\_  
 AUTHORIZED REPRESENTATIVE (FIRST NAME, MIDDLE INITIAL, LAST NAME) TITLE

\_\_\_\_\_  
 ORGANIZATION NAME EXHIBITING ORGANIZATION OR PRODUCT NAME (IF DIFFERENT)

\_\_\_\_\_  
 ADDRESS

\_\_\_\_\_  
 ADDRESS (BUILDING, SUITE, ROOM NUMBER)

\_\_\_\_\_  
 CITY, STATE, COUNTRY, ZIP CODE + 4

\_\_\_\_\_  
 TELEPHONE (AREA CODE, DIRECT LINE AND/OR EXTENSION) FAX

\_\_\_\_\_  
 EMAIL WEBSITE

- Check here if you have previously exhibited at Life@50+.
- Check here if your Program Guide information is the same as above.

### II. Program Guide and Promotional Information\*

The information below will be used in the Event Program Guide and other marketing initiatives. Please be specific with upper and lower case, punctuation and spacing.

\_\_\_\_\_  
 ORGANIZATION NAME

\_\_\_\_\_  
 ADDRESS

\_\_\_\_\_  
 ADDRESS

\_\_\_\_\_  
 CITY, STATE, COUNTRY, ZIP CODE + 4

\_\_\_\_\_  
 TELEPHONE WEBSITE

\*This information will be published and distributed to the public.

### III. Description of Products and Services

All applications must be accompanied by a complete description of product/service information and literature to be displayed or sold. Please provide the required information on a separate sheet. Applications will not be processed without this attachment.

#### IV. Booth Space Request

Please use the following 3-step process when requesting your booth:

1. Indicate the "Quarter" of your preference (e.g., Health & Fitness, Travel & Leisure, Technology, etc.)

- Art Quarter       Health and Fitness Quarter       Government, Financial and Nonprofit Quarter  
 Housing Quarter       Technology Quarter       Travel and Leisure Quarter  
 Other: Undesignated exhibit floor space is available for additional categories.

**Sponsors should contact ASI for Special Placement.**

2. Select and complete the form applicable to your business.

- Government/Nonprofit     Commercial (no direct sales allowed on exhibit floor)     Retail (sales allowed)

#### A. Government/Non-profit

Booth Type	Number of Booths	Cost Per Booth	Total Cost
In-Line		\$1,000	
Corner		\$1,050	
Island (4 booth min.)		\$1,200	
Subtotal ▶			
<input type="checkbox"/> Multiple Booths Discount: Requires 400 or more square feet of contiguous exhibit space. Subtract 5% from subtotal.		Less 5% discount ▶	
<b>TOTAL ▶</b>			<b>\$</b>

#### B. Commercial (no direct sales permitted on exhibit hall floor)

Booth Type	Number of Booths	Cost Per Booth	Total Cost
In-Line		\$1,900	
Corner		\$2,000	
Island (4 booth min.)		\$2,200	
Subtotal ▶			
<input type="checkbox"/> Multiple Booths Discount: Requires 400 or more square feet of contiguous exhibit space. Subtract 5% from subtotal.		Less 5% discount ▶	
<b>TOTAL ▶</b>			<b>\$</b>

#### C. Retail (sales permitted)

Booth Type	Number of Booths	Cost Per Booth	Total Cost
In-Line		\$2,000	
Corner		\$2,100	
Island (4 booth min.)		\$2,300	
Subtotal ▶			
<input type="checkbox"/> Multiple Booths Discount: Requires 400 or more square feet of contiguous exhibit space. Subtract 5% from subtotal.		Less 5% discount ▶	
<b>TOTAL ▶</b>			<b>\$</b>

3. Please indicate your booth number preference in the spaces below. Please refer to the Exhibit Hall Floor Plan on pages 13-14.

- First Preference      Booth Number(s) \_\_\_\_\_  
 Second Preference      Booth Number(s) \_\_\_\_\_  
 Third Preference      Booth Number(s) \_\_\_\_\_

## V. Exhibitor Notes

1. There are additional costs for carpet, which is a requirement for each booth.
2. Space Assignments are based on the following:
  - Amount of space required — square footage.
  - Level of participation Life@50+ and other AARP opportunities (e.g., sponsorships, event program, advertising, AARP Publications, etc.).
  - Prior participation in Life@50+.
  - Date application is received.
3. Exhibitors receive six event registrations (not including entertainment) for each 10' x 10' booth (100 square feet). Additional registrations may be purchased at the attendee member rate of \$15.00 per registration.
4. Exhibitors are held to the Terms and Conditions of this agreement and any exhibitor submitting an application agrees to be bound to all Term and Conditions. Details of the Life@50+ Terms and Conditions are outlined in the 2005 Prospectus.
5. Please make a copy of the completed application for your records.

## VI. Payment Terms

Do not send payment for booth space with this application. Upon review and acceptance of your application, AARP will send you an invoice. Full payment is due within 30 days of receipt of invoice and no later than 30 days prior to the event, whichever is earlier.

**Note:** Exhibitors not making full payments within 30 days may forfeit their reserved space.

## VII. Acceptance by Exhibitor

In submitting this application, the exhibitor's authorized representative:

1. Confirms he/she has received a copy of the Life@50+ Terms and Conditions, which are incorporated herein and are made a part hereof; and
2. That in the event this application is accepted by AARP, exhibitor accepts and agrees to abide by these Terms and Conditions including but not limited to all matters pertaining to liability and risk.

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AUTHORIZED SIGNATURE

DATE

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NAME AND TITLE (PLEASE PRINT)

TAX ID NUMBER (REQUIRED)

**Please sign and return this application to:**

AARP Services, Inc.  
Sponsorships and Exhibits  
601 E Street, NW  
Washington, DC 20004  
Phone: 202-434-2767; Fax: 202-434-7681  
Email: [exhibits@aarp.org](mailto:exhibits@aarp.org); Web: [www.aarp.org/events-exhibits](http://www.aarp.org/events-exhibits)

**Please do not write inside this box.**

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BOOTH(S) ASSIGNED

FEE

RECORD NUMBER

SOURCE CODE

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ACCEPTED BY AARP

DATE