

AARP[®]
PRESENTS
Orlando@50+

Exhibit Space Application

September 30th - October 2, 2010

Orange County Convention Center | 9860 Universal Boulevard | Orlando, FL 32819

<p>REMEMBER to make a copy of your completed application.</p> <p>Please FAX your completed application to: 202-434-7681</p>	<p>OR mail your completed application to: AARP Sponsorships & Exhibits 601 E Street, NW Washington, DC 20004</p>	<p>For additional information and updates: Visit: www.aarp.org/events Email: exhibits@aarp.org Phone: 202-434-2767</p>
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I. Exhibitor Contact Information

Please provide the information for the official contact person from your organization who will receive all correspondence for AARP Presents Orlando@50. Please provide an active email address if you wish to receive valuable information and updates about AARP Presents Orlando@50+.

Please Print

AUTHORIZED REPRESENTATIVE - EXHIBITOR NAME (If different than Exhibitor Name)

BILLING ORGANIZATION NAME

ADDRESS

ADDRESS (BUILDING, SUITE, ROOM NUMBER)

CITY, STATE, COUNTRY, ZIP CODE + 4

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

EMAIL WEBSITE

Type of Industry: Financial Health & Fitness Housing Technology Travel Other:
Please List _____ Check here if you have previously exhibited at AARP's National Event & Expo

II. 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. You may be required to provide background information and will need to substantiate claims for products and services.

III. Event Program Book and Promotional Information*

The information below will be used in the Event Program Book and other marketing initiatives.

Please be specific with upper and lowercase, punctuation, and spacing.

EXHIBITOR NAME (If different than Exhibitor Name)

ORGANIZATION NAME

ADDRESS

ADDRESS (BUILDING, SUITE, ROOM NUMBER)

CITY, STATE, COUNTRY, ZIP CODE + 4

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

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

Companies submitting applications will automatically receive AARP's monthly Sponsorships and Exhibits email newsletter. If you do not wish to receive updates and information, please check this box.

AARP works with certain third-party companies that must contact sponsors and exhibitors directly (e.g., a show decorating company, registration and housing company). Check here if you would not like to receive information from other third-party companies offering special services, opportunities or discounts exclusively for sponsors and exhibitors at the event.

IV. Sponsorship/Marketing Opportunities

If you are interested in participating in any of the following sponsorship or marketing opportunities, please check the appropriate box for more information.

- | | |
|--|--|
| <input type="checkbox"/> Platinum Event Sponsor \$300,000 | <input type="checkbox"/> Gold Event Sponsor \$150,000 |
| <input type="checkbox"/> Silver Event Sponsor \$75,000 | <input type="checkbox"/> Event Program Book \$3,500-\$9,000 |
| <input type="checkbox"/> Event Pocket Guide \$2,900 | <input type="checkbox"/> Technology Learning Lab and Theatre \$50,000 |
| <input type="checkbox"/> Event Newspaper \$1,400-\$12,000 | <input type="checkbox"/> Board Reception \$50,000 |
| <input type="checkbox"/> Shuttle Bus Wraps & Video \$1,000-\$20,000 | <input type="checkbox"/> Lifestyle Sessions \$25,000 |
| <input type="checkbox"/> Member-to-Member Lounge \$25,000 | <input type="checkbox"/> CNN on the Floor \$1,000-\$10,000 |
| <input type="checkbox"/> Presentation Stage \$750-\$2,500 | <input type="checkbox"/> Relaxation Station \$20,000 |
| <input type="checkbox"/> Enhanced Online Exhibitor Listing \$500 | <input type="checkbox"/> Interactive Exhibit Floor \$20,000 |
| <input type="checkbox"/> Exhibit Hall Trolley Stops \$12,500 | |
| <input type="checkbox"/> Print Advertising in an AARP publication Call: 646.521.2500 | |
| <input type="checkbox"/> Event Bag Insert \$10,000 | |
| <input type="checkbox"/> Advertising on AARP website, AARP.org 202.434.3660 or email: onlinesales@aarp.org . | |

To find out about additional opportunities, please call 202.434.2767 or email us at exhibits@aarp.org.

V. Booth Space Request

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

1. Indicate your preferred pavilion category:

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

If other, please list category: _____

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.

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

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

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(A) Government & Nonprofit:

Booth Type (100 square feet)	No. of Booths	Cost per Booth	Total Cost
In-Line		x \$1,050	=
Corner		x \$1,100	=
Island (4 booth min.)		x \$1,250	=
		Subtotal =	

(B) Commercial

Booth Type (100 square feet)	No. of Booths	Cost per Booth	Total Cost
In-Line		x \$2,000	=
Corner		x \$2,100	=
Island (4 booth min.)		x \$2,300	=
		Subtotal =	

(C) RETAIL (sales allowed)

Booth Type (100 square feet)	No. of Booths	Cost per Booth	Total Cost
In-Line		x \$2,100	=
Corner		x \$2,200	=
Island (4 booth min.)		x \$2,400	=
		Subtotal =	

3. Please indicate your booth number preference in the spaces below.

Please refer to the Exhibit Hall Floor Plan:

First Preference Booth Number(s) _____

Second Preference Booth Number(s) _____

Third Preference Booth Number(s) _____

VI. Acceptance by Exhibitor

Exhibitors are held to the Terms and Conditions of this agreement and any exhibitor submitting an application agrees to be bound to all Terms and Conditions. The Terms and Conditions for participation in Orlando@50+ are outlined in the back of this Sponsor and Exhibitor Prospectus. Exhibitors not making full payments within 30 days may forfeit their reserved space. Applications are reviewed continuously. AARP will acknowledge receipt of all applications. Exhibit booth space numbers will be available beginning Monday, April 9, 2010. Please be sure to read the rules, regulations and contact information.

SIGNATURE OF AUTHORIZED EXHIBITOR REPRESENTATIVE DATE _____

Name and Title (PLEASE PRINT) _____

TAX ID NUMBER (REQUIRED) _____