

# The Evolution of WOMEN

## ... It's Not Your Mama's Feminism!

Conference & Exhibition • Saturday, June 3 – Sunday, June 4, 2006 • [Cobb Galleria Centre](#) • Atlanta, GA

FOR SPONSOR, EXHIBITOR AND EARLY RESERVATION INFORMATION, CONTACT  
[exhibits@advancementofwomen.org](mailto:exhibits@advancementofwomen.org)

### Facts about the “purse power” of women:

Women are the dominant spending force in almost every retail and business category and are the most affluent and influential consumers of today. Of all consumer purchases, women are responsible for 83%.

- **Homes:** Directly purchase or influence the purchase of 91% of all new homes
- **Home repair:** More than 55%
- **Retail:** Account for 88% of customers in the United States & Canada
- **Auto:** Make more than 50% of all auto purchases and influence 85%
- **Home furnishings:** 94%
- **Vacation choices:** 92%
- **Consumer electronics:** 51% (women are involved in 89% of all consumer electronic purchase decisions)
- **Home computers:** Account for 66%
- **Bank accounts:** Hold 89% of all accounts
- **Credit cards:** Carry 76 million credit cards, 8 million more than men (*Fast Company*, 2004)
- **Health care:** Make 80% of health care decisions and account for 67% of health care spending
- **Health:** Purchase 65% of herbal remedies, vitamins and minerals
- **Beauty and hygiene:** More than 90%
- **Clothes, accessories:** Wear more than 90% of items such as jewelry and perfume
- **Office supplies:** Purchase \$44.5 billion
- **Lawn mowers:** Purchase approximately 81% of riding lawn mowers

All facts noted above are from 2005 Wow! Quick Facts and the U.S. Census Bureau, 2004

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*Women driving change*



# Exhibitor/Sponsor Opportunities

## Diamond Sponsors

**\$100,000**

20' x 20' booth space  
 50 attendee tickets  
 Logo and sponsor credit on all signs, banners, advertisements and radio spots  
 Opportunity to place materials and branded premiums in the conference room  
 Includes all perks for Exhibitors, plus Diamond Sponsor perks

## Platinum Sponsors

**\$50,000**

20' x 20' booth space  
 40 attendee tickets  
 Logo on all signs, banners and advertisements  
 Includes all perks for Exhibitors, plus Platinum Sponsor perks

## Gold Sponsors

**\$25,000**

10' x 20' booth space  
 30 attendee tickets  
 Logo on all signs, banners and advertisements  
 Includes all perks for Exhibitors, plus Gold Sponsor perks

## Silver Sponsors

**\$10,000**

10' x 20' booth space  
 20 attendee tickets  
 Logo on all banners and screens in the main conference room  
 Includes all perks for Exhibitors, plus Silver Sponsor perks

## Bronze Sponsors

**\$5,000**

20' x 10' booth space  
 5 attendee tickets  
 Logo on all banners and screens in the main conference room  
 Includes all perks for Exhibitors, plus Bronze Sponsor perks

## Exhibitors

**\$25 p/sq. ft.**

10' x 10' (\$2,500)  
 2 attendee tickets  
 Includes pipe and drape  
 4 passes to staff booth

In-kind and print sponsorships available. Film and Fashion Xplosion Competition opportunities also available.  
 Contact [exhibits@advancementofwomen.org](mailto:exhibits@advancementofwomen.org) for more information.

# Exhibitor/Sponsor Registration Form

## Purchase Agreement for Exhibit Space

Fill out completely, sign all pages and return with full payment.

**EXHIBIT RENTAL RATE:** \$2,500 per 10'x 10' booth

We, the undersigned, do hereby make application for exhibit booth space and/or Sponsorship at the Society for the Advancement of Women 2006 Conference & Exhibition. We have read and agree to comply with all exhibit regulations. Yes, we would like to apply for the following level of participation:

- Diamond       Gold       Bronze  
 Platinum       Silver       Exhibitor

**(PLEASE TYPE OR PRINT CLEARLY)**

Payment Enclosed: \$ \_\_\_\_\_

Type of service/merchandise will be limited by category and sold on a "first come, first served" basis. *There is no vendor exclusivity.* Please check the item(s) your company plans to exhibit and describe below. Only those items *checked and described in detail* may be sold.

- Apparel (dresses, shoes, etc.): \_\_\_\_\_  
 Business accessories and/or equipment: \_\_\_\_\_  
 Franchising opportunities/business opportunities: \_\_\_\_\_  
 Fashion accessories (scarves, handbags, etc.): \_\_\_\_\_  
 Financial planning/investment information: \_\_\_\_\_  
 Health/beauty aids: \_\_\_\_\_  
 Jewelry: \_\_\_\_\_  
 Training/development (educational tapes/books): \_\_\_\_\_  
 Other Items: \_\_\_\_\_

**PLEASE NOTE:** *The Society for the Advancement of Women reserves the authority to approve all products/services sold/displayed by exhibitors. The Society for the Advancement of Women limits the number of same franchise types (e.g., Avon, Weekenders, Pampered Chef, etc.) in order to maximize each exhibitor's sales potential.*

Please complete, initial, date and return this page: Exhibitor \_\_\_\_\_ Society for the Advancement of Women \_\_\_\_\_

# Exhibitor/Sponsor Registration Form (continued)

COMPANY NAME

ADDRESS

CITY

STATE

ZIP

HOME PHONE

CELL PHONE

E-MAIL ADDRESS

EXHIBITOR AUTHORIZATION SIGNATURE

PRINT NAME

DATE

CONTRACT AUTHORIZATION SIGNATURE

PRINT NAME

DATE

SOCIETY FOR THE ADVANCEMENT OF WOMEN

**SELECT ONE:**

American Express     Visa     MasterCard     Discover

Credit Card Number:    ○○○○    ○○○○    ○○○○    ○○○○

Three-digit number as it appears on back of card:    ○○○

OR

Four-digit number as it appears on front of card:    ○○○○

Expiration Date:    ○○/○○

Billing ZIP code: \_\_\_\_\_

**SEND PAYMENT TO:**

Society for the Advancement of Women  
 Attn: Accounting  
 2451 Cumberland Parkway, Suite 3545  
 Atlanta, GA 30339  
 or fax to: 404-393-9705

Please complete, initial, date and return this page: Exhibitor \_\_\_\_\_ Society for the Advancement of Women \_\_\_\_\_

# Publicity Information

## Name Badges

\_\_\_\_\_ Number of name badges required. Name badges will be created on-site and you can pick them up at the Exhibitor Registration Table in front of Exhibit Hall A. A maximum of four badges may be requested for each 10' x 10' booth.

## Conference Souvenir Program

All exhibitors who have purchased a booth may receive a complimentary listing in the conference souvenir program. If you are interested in listing your company's name in the souvenir program, complete the following information and submit to [stephanie@advancementofwomen.org](mailto:stephanie@advancementofwomen.org) on or before **May 1, 2006**. Information received after this date will not be listed due to printing deadlines.

\_\_\_\_\_  
COMPANY NAME

\_\_\_\_\_  
CONTACT NAME

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY

\_\_\_\_\_  
STATE

\_\_\_\_\_  
ZIP

\_\_\_\_\_  
PHONE

\_\_\_\_\_  
E-MAIL ADDRESS

\_\_\_\_\_  
COMPANY WEB SITE ADDRESS

\_\_\_\_\_  
PRODUCT/SERVICE DESCRIPTION (15 WORDS)

## Conference and Exhibition Center

Beginning March 1, 2006 (and updated every two weeks), the Society's Web site, [www.advancementofwomen.org](http://www.advancementofwomen.org), will display the conference exhibitors who have confirmed booth space by that date. Exhibitors will be listed on the "Our Events" page until December 1, 2006.

Please complete, initial, date and return this page: Exhibitor \_\_\_\_\_ Society for the Advancement of Women \_\_\_\_\_

## Publicity Information (continued)

### Competition Prize Information

All exhibitors are welcome to donate cash and/or prizes to be awarded to the three 2006 Film Xplosion Competition winners and the two 2006 Fashion XPlosion Competition winners. Each prize donated by your company should be valued at a minimum of \$50. If you are interested in donating a prize(s) for the daily drawing, please provide a description of the item(s) in the section below.

#### I WISH TO DONATE:

1 prize

Description of prize: \_\_\_\_\_

2 prizes

Description of prize: \_\_\_\_\_

3 prizes

Description of prize: \_\_\_\_\_

4 prizes

Description of prize: \_\_\_\_\_

### Marketing and Advertising

For conference or sponsorships, Web site advertising, conference program advertising or print advertising with our *Atlanta Woman Magazine* full-page ads, contact [exhibits@advancementofwomen.org](mailto:exhibits@advancementofwomen.org) or call 404-396-3230.

Please complete, initial, date and return this page: Exhibitor \_\_\_\_\_ Society for the Advancement of Women \_\_\_\_\_

# Exhibition Agreement

Cobb Galleria Centre • Two Galleria Parkway • Atlanta, GA 30339 • 770-955-8000

## 2006 conference vendors and the Society for the Advancement of Women, Inc. (the Society) agree to the following:

- The Society is not responsible for exhibitor sales performance.
- The Society reserves the right to decline or prohibit any exhibit that, in its judgment, is inappropriate.
- The Society's name and logo are registered trademarks of the Society and cannot be affixed to or be part of any item.

## Installation and Removal Schedule

### Installation

Friday, June 2, 2006 Noon - 4:00 p.m.

### Removal

Sunday, June 4, 2006 2:30 p.m. - 6:30 p.m.

### Conference Exhibitor Dates and Hours

Saturday, June 3, 2006 8:00 a.m. - 7:15 p.m.

Sunday, June 4, 2006 9:00 a.m. - 2:30 p.m.

### Booth Equipment

- Booth Size: 10' x 10'
- 8' backdrop and 3' side partitions. Draping colors will be teal and white.
- One 44" w. x 7" h. one-line company identification sign.
- Exhibit hall aisles will be carpeted.

Other equipment, including booth carpeting, may be rented at an additional cost from Shepard Exposition Services.

Exhibitors will receive decorator packet forms to order extra equipment by approximately April 1, 2006.

## Size Restrictions

The front 5' of the side rails to the aisles are restricted to displays of 4' in height; display fixtures of more than 4' high must be located behind this 5' sightline. Vertical supports for the front corners of canopies must not exceed 3' so that they do not create an excessive obstruction for adjacent booths. Hanging racks, table decorations, etc. are acceptable displays provided that all items remain inside the booth area and comply with the above restrictions.

## Sales Activity Regulations and Restrictions

All sales activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet or share space without the consent of conference officials. Any applicable licenses, as well as state or local taxes, incurred as a result of sales, are the responsibility of the exhibitor.

Exhibitors are to refrain from using sound effects of any kind without securing written permission from neighboring exhibitors and the Society conference officials.

## Sales Tax

The sales tax rate for Cobb County, Georgia, is 6%. Vendors who do not have a current Georgia sales tax number must complete and submit a sales tax form to the state of Georgia.

## Advertising and Marketing

A comprehensive marketing plan is important to maximize your presence with our members. Those who are most successful diversify their advertising. If you are interested in advertising sponsorship opportunities, contact [exhibits@advancementofwomen.org](mailto:exhibits@advancementofwomen.org).

## Food and Beverages

Vendors can sell non-perishable food items, such as nuts, candies and soup mixes, and can give away samples. There are no additional fees associated with selling these types of products.

Cooking demonstrations, including sautéing of food (not frying) can take place. "Day Tanks" of bottled gas may be used in conjunction with an approved cooking demonstration. You may not store gas tanks in the building, and you must have a fire extinguisher. Please notify the Society at [exhibits@advancementofwomen.org](mailto:exhibits@advancementofwomen.org) if you plan to perform these types of services. Upon receipt, the Society will send you additional forms to be completed. It is necessary to fill out each form completely and return the form(s) to the correct area of the Cobb Galleria Centre.

Please initial, date and return this page: Exhibitor \_\_\_\_\_ Society for the Advancement of Women \_\_\_\_\_

## Exhibition Agreement (continued)

### Electric Hook-ups, Labor & Plumbing

Electricity, telephone, network, Internet or wireless hook-ups must be ordered through the Cobb Galleria Centre, NOT Shepard Exposition Services. It is necessary to fill out each form completely and send the form(s) to the correct area. The contact information and fax numbers are listed at the top of each page. These forms will be in the Exhibitor Services Manual that Shepard Exposition Services will send to exhibitors on or about April 1, 2006.

### Exhibit Installation & Dismantling

Exhibitors may unload their own vehicles at no additional charge, provided they do not use any motorized flatbeds or dollies.

The person in charge of your exhibit should carefully inspect and sign all work order forms. If there are questions about any bills, bring the bill to the appropriate Service Desk and discuss it with the person in charge.

Rates for material handling services for installation and dismantling booths will be enclosed in the Exhibitor Service Manual sent by Shepard Exposition Services on or about April 1, 2006.

### Tipping

Please do not tip any employee. Any attempt by an employee to solicit a gratuity for any service should be reported immediately to Shepard Exposition Services.

### Safety

Please assist in our efforts to provide a safe working environment. Standing on chairs, tables or other rental furniture is prohibited. The furniture is not engineered to support your standing weight. Neither the Society nor Shepard Exposition Services is responsible for injuries or falls caused by the improper use of rental furniture.

### Housing

The Society for the Advancement of Women Conference & Exhibition is located at the Cobb Galleria Centre, which is adjacent to the Renaissance Waverly Hotel.

For a complete list of area hotels, please visit:  
<http://www.cobb Galleria.com/accommodations.html>.

### Security

The exhibit hall is secured before, during and after exhibit hours by a security guard; however, it is recommended that small, portable articles or items of value be safeguarded at all times and removed when booths are closed. The exhibition room will be locked during all unscheduled hours.

Security guards are not authorized to open the doors before or after exhibition hours.

### Liability

It is understood that neither the Cobb Galleria Centre, nor its employees or its representatives; Shepard Exposition Services, nor its employees or its representatives; the 2006 Conference & Exhibition member committee; nor any member or representative of the Society for the Advancement of Women will be responsible for injury, loss or damage that may occur to an exhibitor or to an exhibitor's property or representatives from any cause whatsoever, prior to, during or subsequent to the period covered by the exhibit contract. This includes the period of storage prior to and following the conference. The exhibitor, on signing this contract, releases the Cobb Galleria Centre, its employees, its representatives, Shepard Exposition Services, its employees, its representatives, the 2006 Conference & Exhibition member committee, and all members or representatives of the Society for the Advancement of Women from any and all claims for such loss, damage or injuries.

### Smoking

The Cobb Galleria Centre is a non-smoking facility.

### Cancellation Policy

- Request for cancellation of space must be made in writing and either mailed or faxed to the Society for the Advancement of Women, Attn: Conference Expo Center Coordinator. Requests may be faxed to: 404-393-9705.
- Exhibitors canceling their booth registration on or before Friday, January 19, 2006, will be assessed a fee of \$175 per exhibit booth reserved.
- Exhibitors canceling their booth registration after Friday, January 19, 2006, will be assessed a fee of \$500 per exhibit booth reserved, up to a maximum of \$1,500.
- No refunds will be given after Friday, February 10, 2006.
- In the event that the Society for the Advancement of Women 2006 Conference & Exhibition is cancelled due to strike, fire, government regulations, acts of God, acts of war or civil strife, or other causes beyond the control of the Society, the Society shall not be held liable for failure to hold the conference and exhibition as scheduled.

### Code of Conduct

Exhibitors are expected to conduct themselves professionally at all times during exhibition hours or risk forfeiting their payment and their booth space for the remainder of the conference.

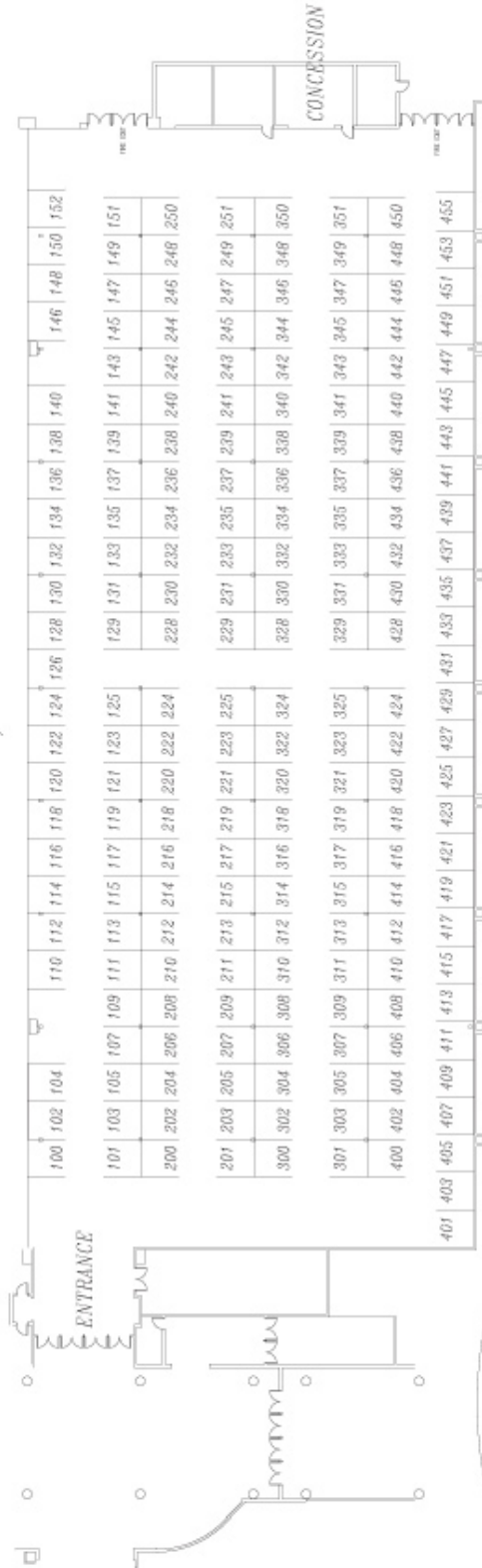
Please initial, date and return this page: Exhibitor \_\_\_\_\_ Society for the Advancement of Women \_\_\_\_\_



# Exhibition Map

SOCIETY FOR THE ADVANCEMENT OF WOMEN & CONFERENCE EXPO

JUNE 3-4, 2006



301-10x10  
1/16" = 1'-0"



HALL A

COBB GALLERIA CENTRE