



2010 ANNUAL HEARTBEAT CONFERENCE *Promotional Opportunities*

Caribe Royale – Orlando, Florida
May 18-20, 2010

About Heartbeat International

Heartbeat International is the first network of pro-life pregnancy centers founded in the United States and is the largest group of centers in the world. We are a nonprofit, interdenominational Christian association of faith-based pregnancy resource centers, medical clinics, maternity homes, and nonprofit adoption agencies endorsed by Christian leaders nationwide.

Heartbeat's Life-Saving Mission is to Reach and Rescue as many lives as possible, around the world, through an effective network of care centers that Renew their communities for LIFE.

Heartbeat's Life-Saving Vision is to help create a world where every new life is welcomed and children are nurtured within strong families, according to God's Plan, so that abortion is unthinkable.

Heartbeat Principles:

- Heartbeat affiliates propose and offer, through education and creative services, positive choices for the woman challenged by pregnancy.
- Heartbeat affiliates shall not discriminate in their services on the basis of race, creed, color, national origin, age, or marital status.
- Heartbeat affiliates' services are personal, confidential, and non-judgmental.
- Heartbeat affiliates shall not advise, provide, or refer for abortion or abortifacients.
- Heartbeat affiliates encourage chastity as a positive lifestyle choice.

Exhibit Purpose

The exhibit area allows Heartbeat Conference registrants the opportunity to network and learn about the latest products and services offered to pregnancy centers that will allow them to effectively run their centers and reach as many people in need as possible.

Marketing Benefits

Marketing at the Heartbeat International Annual Conference, allows you to:

- Introduce products to potential customers
- Renew relationships with current customers
- Launch new products
- Network with other organizations
- Attend workshops and keynote sessions
- Inclusion on our web listing for pro-life resources (except for products that compete directly with Heartbeat services or materials).

Conference Attendees

Heartbeat strengthens, starts, and supports more than 1,100 pregnancy centers in 42 countries to provide alternatives to abortion. Represented at the conference:

- Leaders
- Medical & Health Care Professionals
- Volunteers
- Board Members
- Pro-life community

EXHIBITING OPPORTUNITIES

EXHIBIT FEES

The location of this year's Exhibit Space is in the heart of the conference. Surrounded by eight (8) workshop sessions, you are sure to receive a lot of face time with conference attendees. Plus, as always, coffee is available only in the Exhibit Hall.

Please check and indicate the number of additional spaces needed. Space is limited. Heartbeat reserves the right to allocate spaces at their discretion.

EXHIBIT FEE INCLUDES

- Approximately 8' x 10' professionally draped booth space
- One 6' covered and skirted table
(check below if a table is **not** needed)
- Organization Identification as noted on your application
 - If a specific product name is preferred for identification, please include when completing your exhibitor form.
- Two chairs
- Trash Can
- Ability to attend workshops and keynote sessions
- Listing in program book and subsequent Heartbeat publication as well as website listing for resources (when possible).
- Up to 3 pieces of Literature included in Literature Packet received by each conference attendee.

EXHIBIT COST

Early Bird – Applications and payments received by February 10, 2010

- | | |
|--|--|
| <input type="checkbox"/> \$345 <u>non-profit</u> per exhibit space | <input type="checkbox"/> \$445 <u>for-profit</u> per exhibit space |
| <input type="checkbox"/> \$295 per <i>additional</i> <u>non-profit</u> exhibit space | <input type="checkbox"/> \$395 per <i>additional</i> <u>for-profit</u> exhibit space |

Applications and payments received after February 10, 2010 but before February 24, 2010

- | | |
|--|--|
| <input type="checkbox"/> \$395 per <i>additional</i> <u>non-profit</u> exhibit space | <input type="checkbox"/> \$495 per <i>additional</i> <u>for-profit</u> exhibit space |
|--|--|

- \$195 Premium Location Guaranteed
(Premium locations include a limited number of spaces that include end-caps, main traffic flow and coffee break areas.)

- Please indicate if table is *not* needed for exhibit space

TOTAL EXHIBIT COST = _____

MEALS

The Meal Package includes lunches Tuesday-Thursday and dinners Tuesday and Thursday.

Please mark total number of meal packages that will be needed:

_____ x \$195 for Total Meal Package

TOTAL MEALS COST = _____

MARKETING OPPORTUNITIES

PROGRAM BOOK ADVERTISING

Exhibitors

- \$200 for a full-page ad (7" x 9 1/4")
- \$150 for a half-page ad (7" x 4 1/4")
- \$100 for a quarter-page ad (3 1/2" x 4 1/4")

Non-Exhibitors

- \$300 for a full-page ad (7" x 9 1/4")
- \$225 for a half-page ad (7" x 4 1/4")
- \$150 for a quarter-page ad (3 1/2" x 4 1/4")

Ad Artwork Requirements

NOTE: Heartbeat International cannot accept only hard-copies of ad artwork, even if it is considered camera-ready. Please include an electronic file of the artwork in either TIF, EPS or PDF format on disk or via email. Electronic copy should be a high resolution for print, at least 300 dpi. All ads are printed in grayscale. If you wish to e-mail your ad, you may send a PDF or compressed TIF or EPS file to ATrudden@HeartbeatInternational.org.

NEW! COFFEE AND COMMERCIAL BREAK SPONSORSHIP

- \$650 (available to current exhibitors ONLY)

New this year, by sponsoring a coffee break, we will allot a two minute segment for your organization to present a commercial, either live or by video, at a General Session before all conference attendees. *Space is limited.* Preference will be given to previous exhibitors. Also, a promotional sign spotlighting your organization will be placed at the coffee stations that break to promote your organization. Worldwide Directory advertisers will receive preference for this limited offer.



LITERATURE FOR CONFERENCE PACKETS

Advertisers and exhibitors may submit up to three pieces of literature to include in the Literature Packet. Literature may include brochure, a handout, or a catalogue. Envelopes of literature cannot be accepted.

- \$0 (included in Exhibitor Package)
- \$150 for Non-Exhibitors

WORLDWIDE DIRECTORY DESK REFERENCE

An advertisers "yellow page" section specifically for pro-life, pregnancy center resource providers* is being added to this widely-used Desk Reference. Provided to all Heartbeat affiliate organizations in North America, hundreds of additional copies are commonly purchased by affiliates and non-affiliates alike for their offices.

Advertising space is limited in the Worldwide Directory and Heartbeat International shall exercise its discretion in determining what advertisements to accept. Heartbeat International reserves the right of final approval for all advertising in the Worldwide Directory.

Ad Size (Check your selection)

Exclusive Offers

- \$1,350 - Full Color Back WWD Cover
- \$950 - Full Color Inside WWD Front Cover
- \$500 for a full-page ad (7" x 9 1/4")
- \$350 for a half-page ad (7" x 4 1/4")
- \$225 for a quarter-page ad (3 1/2" x 4 1/4")

TOTAL ADVERTISING COST = _____

PLEASE READ THE FOLLOWING TERMS AND CONDITIONS, SIGN AND RETURN:

AUDIO/VISUAL, ELECTRICAL AND SHIPPING NEEDS:

Heartbeat International will be using a drayage company for all our Exhibiting needs. All fully paid exhibitors will receive a copy of the Exhibit Services Kit containing order forms and rates for all amenities and services. All orders placed through the kit are the sole responsibility of the exhibitor. Please be certain to read all materials contained within the Kit. Electric must be ordered through the hotel directly.

EXHIBITOR CHECK-IN: Exhibitors will be issued name badges, program books, and other registration materials at each respected exhibitor booth. Food and beverage will be accessible only to exhibitors who have paid for conference meals. (See *Exhibitor Form*.)

CANCELLATION: If written notification of cancellation is received by April 28, 2010, all exhibitor monies, less a \$50 processing fee, will be refunded. No refunds will be given after April 28, 2010. Ads may be withdrawn from the program book until April 7, 2009.

USE OF SPACE: Exhibitor shall not assign, sublet, or share the space allotted without the knowledge and consent of Heartbeat International.

EXHIBIT SETUP AND TEARDOWN: The 2010 conference begins with registration at 2:00 p.m. on Tuesday, May 18 and runs through Thursday, May 20. Heartbeat International has contracted with the hotel to allow for exhibit set-up beginning at 8:00 a.m. on Tuesday, May 18. We request that you make every effort to have your exhibit set up by 2:00 p.m. that day; however, if you cannot come until later, you must make arrangements with Heartbeat International. The Exhibit room will close on Thursday, May 20 at 2:30 p.m.

Failure to occupy the exhibition space does not release exhibitor from the obligation to pay the full exhibitor fee. Please contact Andrea Trudden, Event Coordinator, at 888-550-7577 if special arrangements for late arrival need to be made.

HEARTBEAT GUIDELINES: All exhibitors must abide by the Heartbeat Principles listed above. Heartbeat International reserves the right to accept or deny, at its sole discretion, exhibit space to organizations that it deems inconsistent with or contrary to Heartbeat's Principles.

HOTEL: Heartbeat International has contracted with the Caribe Royale for sleeping rooms to accommodate both registrants and exhibitors. The Heartbeat room rate starts at \$145/night plus tax for conference attendees who book their rooms before April 6, 2010 at the Caribe Royale, 8101 World Center Drive, Orlando, Fl 32821. Call 407-238-8000 or go to HeartbeatInternational.org for more information.

SECURITY & LIABILITY: There is no special security for exhibition/conference areas other than the normal hotel security. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its agents, servants and employees from any and all such losses, damages and claims.

Exhibitor assumes responsibility and agrees to indemnify and defend Heartbeat International and their respective employees and agents against any claims or expenses arising out of its use of the exhibition premises. The exhibitor understands that neither Heartbeat International nor the Hotel maintains insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance. The exhibitor understands that it also has the sole responsibility to pay any applicable taxes, including, but not limited to, sales tax, that may arise out of exhibitor's use of the exhibition premises.

I agree to the conditions set forth in this agreement.

Exhibitor Signature _____ **Date** _____

Heartbeat International, 665 E. Dublin-Granville Road, Ste. 440, Columbus, OH 43229