



Exhibitor Contract

La Leche League International is pleased that you plan to exhibit at our 50th Anniversary Conference in Chicago IL on July 20-23, 2007. The following information explains the guidelines that pertain to you as an exhibitor.

EXHIBIT REGISTRATION

Please complete the enclosed application and return it to the address shown below before May 20, 2007. LLLI must receive the names of the personnel who will staff your exhibit. An official identification badge will be required for all who enter the Exhibit Hall and who wish to be in the Conference Areas of the hotel. We ask that you limit the number of Exhibit personnel to three persons per individual booth.

To reserve Exhibit space, submit a down payment of half the total fee for the space you will need. The balance is due by May 20, 2007. Make all checks payable to "LLLI Conference Fund." Once you have submitted your application and payment, you will receive a Service Manual from GES Exhibition Services along with a Conference Registration Booklet, Exhibitor Registration Form, and Hotel Reservation Form.

EXHIBIT HOURS

Friday, July 20 1:00 PM--6:30 PM
Saturday, July 21 11:30 AM--12:30 PM; 2:00 PM--7:00 PM
Sunday, July 22 9:15 AM--12:30 PM; 2:00 PM--4:00 PM
Monday, July 23 9:15 AM--12:30 PM

EXHIBIT HALL GRAND OPENING RECEPTION

An Opening Reception will be held in the Exhibit Hall on Saturday, July 20 from 4:30 PM to 6:30 PM.

INSTALLATION AND DISMANTLING

Installation of exhibits will be allowed between 1:00 PM and 7:00 PM on Friday, July 19. Additional time for installation of exhibits will be from 8:00 AM to 11:30 AM on Saturday, July 20. Exhibit installation must be completed by 11:30 AM on Saturday, July 20. Displays may NOT be dismantled prior to the official closing at 12:30 PM, Tuesday, July 23. It is the duty and responsibility of each exhibitor to have his/her own exhibit installed prior to the opening of the exhibition and dismantled immediately after its close. Exhibitor assumes all costs and expenses incurred for installation and dismantling. All labor required for the installation and dismantling of exhibits must be union labor. No babies or children allowed on the exhibit floor during installation and dismantling.

BOOTH FURNISHINGS

Booths will be piped and draped in blue and gold. Exhibit hall is carpeted. The Commercial Exhibit Booth rental fee includes draping of the 10' x 10'

exhibit space and an identification sign of 40 letters and spaces. The Small Business/Cottage Industry and Educational/Not-for-Profit Category booth rental includes draping of a 10' x 10' booth, one draped six-foot long table, and one chair. Others are piped and draped empty booths. If your booth requires additional furnishings (e.g., chairs or shelving), equipment (e.g., video, audio, telephone), and/or services (e.g., electrical connections, special wiring, setup, dismantling), these may be ordered directly through GES Exhibition Services. LLLI will assume no responsibility for these costs.

Information and order forms from GES are included in the Exhibitor's Service Manual, which will be sent to you upon our receipt of your application and fee. Please read the information carefully and place your order for such services early for discounted prices.

EXHIBIT CONTENT

The exhibitor agrees not to assign, sublet, or apportion any part of the exhibit space assigned, inside or outside of the Exhibit Hall. Undignified methods of attracting attention including, but not limited to, loudspeakers or flashing lights are prohibited. The exhibitor agrees to exhibit only those items or services normally supplied or manufactured by said exhibitor in the normal course of business and agrees to comply with the conditions and policies set forth in the Guidelines for Exhibitors in the Exhibit Prospectus. La Leche League International reserves the right to make any changes it deems necessary and retains the right to control, remove, prohibit, and/or refuse any exhibit material(s) and/or item(s) which it considers inappropriate or unacceptable.

CONTRACTED SERVICES

The exhibitor agrees to accept the terms and conditions contained in the agreements between the Hilton Chicago and GES and LLLI on matters and questions not covered in this letter and/or in the Exhibit Prospectus.

CANCELLATION

Written cancellation requests must be received by LLLI before May 15, 2007. LLLI will refund 75% of total contract amount. No refunds will be made for requests received after May 15. Please complete the application and send with payment to: Exhibits Manager, LLLI, P.O. Box 4079, Schaumburg IL 60168.4079 USA. Fax: 847.519.0035.

QUESTIONS?

Phone ReNata Bauder at 847-519-7730 ext 254 or email RBauder@llli.org

OPTION PACKAGES *

<u>Commercial</u>	<u>Educational/Not for Profit \$650</u>	<u>Small/Home Business \$750</u>
<p>Booth only \$1,400 Piped and draped 10 foot x 10 foot booth.</p> <p>Package 1 \$1,750 One booth, piped and draped, full page ad in Conference program book</p> <p>Package 2 \$1,950 One booth, piped and draped, full page ad in Conference program book, one complimentary registration badge for entire Conference (excludes meals)</p> <p>Package 3 \$2,750 Two booths, piped and draped, full page ad in Conference program book— (Additional booth \$800)</p> <p>Package 4 \$2,850 Two booths, piped and draped, full page ad in program book, one complimentary registration badge for the entire Conference (excludes meals) Additional booth—\$800.</p>	<p>Booth with one draped table and one chair. Must have not-for-profit identification number.</p> <p><u>Unstaffed Space \$400</u></p> <p>Half of an Exhibit booth and half of a six-foot-long draped table. You send your brochures or free samples and our Exhibit Floor Manager will replenish your table twice daily with your supplies.</p> <p><u>Premiums</u></p> <p>Corner booth/end of aisle \$150</p> <p>Entrance Prime \$175</p>	<p>(under \$40,000 gross per year)</p> <p>One 10 foot by 10 foot booth with one draped table and chair. (Note: if you qualify for the small/home business category and are interested in sharing a booth with one other small business, you may contact our Exhibit Manager for a potential booth sharer. A shared booth containing two draped tables may be purchased at a fee of \$450 for each business sharing the booth.)</p>
* Exhibitors may request up to two Option Packages.		

ADDITIONAL MARKETING OPTIONS

Program Book Advertising

A full-page ad is 7 1/2" wide and 9 1/2" high. Please submit laser proof of ad along with print ready PDF; you may enclose it with this form. Space will be reserved in the order in which applications (accompanied by payment) are received. Deadline for receipt of ad is May 25, 2007. (An additional charge will be made if production costs are incurred; you will be billed for this service.)

Advertising Fees:

(A) Inside Back Cover—7 1/2" x 9 1/2"	\$ 750
(A) Facing Inside Back Cover—7 1/2" x 9 1/2"	\$ 600
(A) Full Page Ad—7 1/2" x 9 1/2"	\$ 500
(B) Half Page Ad (Horizontal)—7 1/2" x 4 3/4"	\$ 300
(C) Quarter Page Ad (Vertical)—3 3/4" x 4 3/4"	\$ 150
(D) Quarter Page Ad (Horizontal)—7 1/2" x 2 3/8"	\$ 150
(E) 50 th Anniversary Listing	\$ 50

Additional Charge for Clip-Out Coupon with any size advertisement \$50

(A) 7 1/2" x 9 1/2"	(B) 7 1/2" x 4 3/4"
(C) 3 3/4" x 4 3/4"	(D) 7 1/2" x 2 3/8"

Silent Auction

Exhibitors may participate in the silent auction by donating products. Details will be mailed with your confirmation letter.

Sponsorship

Strengthen your visibility by becoming a sponsor. See the Exhibit Prospectus or contact the Exhibit Manager for more details. Shared sponsorship of some events is possible.

Event Sponsorship Options:

Banquet	\$ 5,000	World Faire	\$ 3,000
Exhibit Hall Grand Opening Reception	\$ 4,000	Rock and Rest Area	\$ 2,500
Official Conference Tote Bags	\$ 4,000	Teen Lounge	\$ 2,000
Children's Playroom	\$ 3,000		

