



Hope, Healing & Possibilities A Comprehensive Approach to Treatments

Autism Today is proud to produce yet another memorable and exciting event this Spring with “Hope, Healing and Possibilities” a biomedical event taking place in Edmonton, Alberta. Speakers, parents, professionals and research experts will gather from March 26th- 28th to push the envelope of discussion, education and collaboration. In an industry full of uncertainty, Autism Today represents one of the true mainstays in the field of Autism education. Founder and CEO Karen Simmons launched Autism Today in 1998 and cemented herself as one of the visionaries in the field by writing Amazon Best Seller “Autism 101 Manual”. **Ten years of growth and vision have given Autism Today a following of over 100,000 people on it’s mailing list** and deep reach into all those working together to improve education and awareness about Autism Spectrum Disorder.

New for 2010, Autism Today has completely redeveloped its exhibitor and sponsorship packages to ensure all partners receive never-before-seen exposure and value through their participation with Autism Today. Below you’ll find a detailed description of our introductory level exhibiting and sponsorship options. Please contact one of our sales team members to chat about our customized sponsorship options that have been designed towards major, year-round involvement with Autism Today and direct access to it’s 100,000 committed members.

Autism Today Biomedical Conference
MARCH 26-28, 2010

KEYNOTE HIGHLIGHTS



Dr. Shaw

Autism Today is pleased and excited to welcome one of the leading experts in the biomedical field – Great Plains Laboratory Director Dr. Shaw is a frequent speaker at major Autism events worldwide.

He is board certified in the fields of clinical chemistry and toxicology by the American Board of Clinical Chemistry. He has supervised large endocrinology, nutritional biochemistry, and toxicology and immunology departments at the CDC and Smith Kline Laboratories, and was a director at Children’s Mercy Hospital. Dr. Shaw is author of “Biological Treatments for Autism and PDD” and Autism Today is delighted to have him join us in Edmonton for the 2010 Biomedical Conference.

Top 5 Reasons You Can’t Miss This Opportunity:

- 1. Conference Size:** 450-500 Passionate parents, physicians, experts and practitioners will converge in Edmonton in Spring 2010.
- 2. Industry Expertise:** With Autism Today’s position as an opinion leader over the past 10 years you can be sure you’re backing an organization built on integrity and trust.
- 3. Growing Movement:** The reality of the growing Autism epidemic is finally hitting the mainstream consciousness with funding, attention and research growing rapidly, don’t get left behind by missing out on this key event!
- 4. Value:** A renewed focus is being placed on partner value for their investments and return will be tracked through detailed sponsorship summary reports for all major partners.
- 5. Year-Round Involvement:** Annual partnership packages guarantee exposure to over 100,000 active Autism Today members in addition to profile on Autism Today’s website that generates a staggering **2 million unique hits per year**. Custom, value-based proposals can be developed for your organization by our partnership team. Join us in pushing the envelope as an Official Partner of Autism Today!



PACKAGES AND BENEFITS

Bronze Package - \$895

Includes:

- Standard 8' x 10' Exhibitor Booth
 - One 8' skirted table
 - 2 Chairs
 - Complimentary lunch for Booth Staff
- Opportunity to donate door prizes and be recognized as a sponsor in front of the entire audience
- Name listed on website partner page
- Listing on Exhibitors page in conference delegate book and on event website
- Name listed on giant PowerPoint screens during major conference keynote speeches



Silver Level Sponsorship - \$2,500

Includes all of the benefits from the Bronze Package in addition to the following upgrades:

- **Major Event Hosting at the Conference** - This comprehensive package includes:
 - Rights to fully brand and host one of our keynote speeches. This has proven to increase attendee awareness ratings of your organization between 5 and 15 times higher than just having a booth.
 - Autism Today will visually brand the entire room with your brand on:
 - Podium signs
 - Table Cards at each table recognizing your organization as the event sponsor
 - Logo recognition and thanks on PowerPoint screens
 - Verbal recognition from the event MC
- 1 complimentary full conference registration (\$295 value)
- One Full-Page black and white advertisement in the program guide
- Logo listing on sponsor signage at the event
- Logo listing on large PowerPoint screens that will scroll throughout the entire two day event.

Year Round Partnership Packages

Please contact Sean Collins at 780-669-2778 ext. 205 or sean@autismtoday.com and he'd be happy to learn a little bit more about your organization and customize a partnership plan to bring you right into Autism Today as an Official Partner.

OOMPH! SPONSORSHIP AGENCY

OOMPH!

COMPLETE CONFERENCE MANAGEMENT

Autism Today has formed a strategic partnership with a rapidly expanding Western Canadian sponsorship agency, OOMPH! Events. OOMPH has been brought onto the Autism Today team to do just that, add a little OOMPH! OOMPH has a long history of working on high-impact sponsorship campaigns for a range of clients in various sectors such as health care, energy, project management and sports marketing with their work for IndyCar series team, FAZZT Race Team.

Marketing dollars are coming under increasing scrutiny to provide immediate return and OOMPH takes pride in providing high-impact, exciting sponsorship opportunities for its partners. Moving forward, Autism Today will take a renewed focus on building quality, long-term partnerships with key corporations and stakeholders. Signing an agreement to sponsor an Autism Today event or become an annual sponsor is merely the first step in a long process of involving your organization actively in the daily workings of Autism Today.

Some highlights of the new sponsorship program include:

1. Annual reports on sponsorship impact and effectiveness for all major sponsors completed every 12 months.
2. Year-Round sponsorship packages have been newly designed to provide constant interaction for Autism Today sponsors with their 60,000 active members.
3. The creation of the Autism Today Advisory Board which will be made up of key industry stakeholders and annual partners. The advisory board will work towards building Autism Today's capacity to continue in its mandate of autism education. As Autism Today grows, so does our partners ability to promote themselves within the industry.

A brief list of sponsors of previous OOMPH! Events:

Agrium	EllisDon	Norquest College
ATB Financial	Enbridge	Safe Software
AIM Capital	Ernst & Young	Suncor
Autodesk	Golder Associates	TELUS
Autodraft	Government of Canada	TransAmerica Group
Avison Young	IBM	University of Alberta
Bow Valley College	Intergraph	University of Calgary
CA Canada	Interthink Consulting	University of Lethbridge
Canaccord Capital	Grant MacEwan	
Calgary Health Region	Maclab Enterprises	
CGI	Microsoft	
City of Calgary	EDS	
City of Edmonton	Nexen Energy	
CP Rail	Nexient Learning	

AUTISM TODAY SPONSOR REGISTRATION

Hope, Healing & Possibilities A Comprehensive Approach to Treatments

NAME: _____

TITLE: _____

COMPANY NAME: _____

COMPANY ADDRESS: _____

PHONE: (____) _____ FAX: (____) _____

EMAIL: _____

CHOOSE YOUR PACKAGE:

BRONZE SPONSOR - \$895

SILVER SPONSORSHIP - \$2500

Letter of Agreement

Andrea Zurawicz
Sponsorship Fulfillment Manager
AUTISM TODAY CONFERENCE
Autism Today
1.866.671.2778 ext.209
Fax: 780.669.7662 | andrea@oomphevents.com

c/o Oomph! Events Inc.
2nd Floor
10316 - 111 Street
Edmonton, AB T5K 1L2

Dear Andrea:

We have reviewed the attached agreement for partnership with Autism Today. Please consider this letter as our authority to proceed with the partnership as outlined in the agreement.

Signature

Company

Title

Date

Please sign above and return the entire agreement to Andrea Zurawicz. (fax to 780-669-7662 or scan & email agreement to andrea@oomphevents.com)

PAYMENT AND FULFILLMENT

- No partner benefits can be fulfilled until the LOA at the end of this agreement is signed.
- An invoice will be sent upon completion of this agreement. Full payment will be due within 30 days of invoice date.
- If payment is not received within 30 days of the invoice date, Autism Today reserves the right to place a hold on further fulfillment of the partner's benefits.

GENERAL TERMS AND CONDITIONS

THE GENERAL GUIDELINES LISTED BELOW MAY NOT ADDRESS EACH AND EVERY EXHIBITOR SITUATION. EACH MUST BE JUDGED ON A CASE-BY-CASE BASIS, ON ITS OWN MERITS.

By reserving and paying for your booth, you agree to observe the general terms and conditions and exhibitor rules and regulations in the pages below as well as any rules governing this conference, which are hereby acknowledged to be part of this contract.

1. **Conformity of Government Laws and Regulations:** All participants at Autism Today must conform to governmental laws and regulations and to the standards and policies of Autism Today.
2. **The Autism Today Logo and Use of Its Name:** The Autism Today name or logo may not be used in any advertisement, promotion material, or follow-up mailings without the permission of Autism Today.
3. **Autism Today Endorsements of Product & Services:** Sponsoring or exhibiting at Autism Today does not constitute an endorsement of any product or service.
4. **Trademarks:** Autism Today will be held harmless for any trademark, trade name, copyright, or patent infringement on any printed materials belonging to or distributed by any sponsor or exhibitor.
5. **Hospitality Events:** Exhibitors and sponsors are prohibited from entertaining clients during the conference, events, or during exhibit hours.
6. **Autism Today Reserves The Right To Reject Any Request:** Autism Today reserves the right to decline or reject any request for a sponsorship or exhibit, for any reason, at any time, without liability, even if previously acknowledged or accepted.
7. **Autism Today Protects The Personal Privacy of its Members:** Autism Today is committed to offering members a choice about how personal information is used.
8. **Prizes, giveaways, delegate kit inserts, food, or any other material donated or brought on site by sponsors/exhibitors is subject to approval by Autism Today.**
9. **Content Rights:** Autism Today shall retain all rights, title and interest in & to all of the content and materials (including intellectual property such as copyrights, trademarks, service marks, and trade names) used and/or developed in relation to or in connection with Autism Today, including but not limited to all materials produced pursuant to this Agreement.
10. **License to use sponsor's identity marks:** The sponsor or exhibitor grants to Autism Today a limited, non exclusive license to use its name, trademarks and logo in connection with the performance of its duties under this Agreement. The positioning and usage of sponsor's name, trademarks, and logo within Autism Today materials shall be made at the sole discretion of Autism Today.
11. **Cancellation/Refunds:** If cancellation is received on or before March 1st, 2010, 50% of the exhibitor space fee will be refunded. No monies will be refunded if cancellation is received after March 1st, 2010. Cancellations must be received in writing (email or regular mail).
12. **Arrangement of Exhibits:** An exhibiting company may purchase a maximum of two 8' x 10' booth spaces (20' x 8'). All multiple booth spaces purchased by one company must be adjacent to one another to form a single exhibit.

EXHIBITOR RULES & REGULATIONS

Exhibits shall not obstruct the view of other exhibitors. Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space, or for any reason becomes objectionable must be immediately modified or removed by exhibitor. Show management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking tape will be placed to cover unsightly wires, unfinished back walls, etc., at the exhibitor's expense. The booth area is carpeted. Exhibitors shall not lay carpet in their booth. Autism Today reserves the right to modify booth assignments or floor configurations at any time. Standard Booths Standard booths may not exceed 14' in height. Any display fixtures or walls over 4' tall, must be at least 5' in from the aisle line. No banners – suspended from the ceiling or otherwise more than 14' in height – are allowed. Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of the exhibit. Therefore, Autism Today has developed the above mentioned regulations for all exhibitors to follow.

13. Subleasing of Space: Booth space may not be subleased.
14. Booth Setup & Occupancy: Booths may be setup during the published set-up times only. All displays are to be completely installed and ready for inspection by show management prior to the start of the show. A representative of the exhibiting company must be on hand during the inspection period. If booths are not fully set up and ready for inspection, show management reserves the right to take appropriate action. In no case will the lack of preparation on the part of an exhibitor be allowed to impede the timely opening of the exhibition.
15. Fire, Safety and Health: The exhibitor assumes all responsibility for compliance with local, city, and provincial ordinances and regulations covering fire, safety, and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays, and all necessary fire precautions must be taken by the exhibitor. Autism Today does not allow the display or distribution of balloons of any type.
16. Labor: Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations.
17. Sound Devices and Lighting: Public address, sound-producing, or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting device or presentation must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. Autism Today reserves the right to restrict the use of glaring or objectionable lighting effects, or public address, sound-producing, or other amplification devices that project sound. Music, whether vocal or instrumental, is subject to approval by show management.
18. Delivery and Removal During Show: Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All booths must remain intact until the close of the show. Early dismantle and/or removal of an exhibit may result in the loss of exhibit privileges for future shows.
19. Exhibitor's Personnel and Others: All exhibitor personnel MUST wear a Autism Today name tag at all times during the conference. There is no limit to the number of individuals that the exhibitor may have in their booth. However, exhibitors must limit the number of personnel in their booth when crowds obstruct aisles or infringe upon another exhibitor's display. Distribution of advertising material and souvenirs must be confined to the exhibitor's booth. Selling, soliciting, and canvassing in the exhibit hall are strictly prohibited. All booths must be manned by the exhibiting company's personnel who are qualified to discuss details of their company's products or services. User clients may be allowed in the exhibiting company's booth for the purpose of selling the exhibiting

EXHIBITOR RULES & REGULATIONS

company's products or services. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Selling of merchandise on the exhibit floor is subject to provincial law.

20. **Food and Beverages:** No exhibitors or groups will be allowed to sell, give away, or distribute any food or beverage item without verbal permission from Autism Today's show management. Upon agreement of all parties, a booth food permit may be issued. Exhibitor distribution of food and beverages for consumption in the building shall be at the exhibitor's risk and expense, and shall comply with all applicable federal, provincial, and local health and safety laws and regulations.
21. **Security:** Autism Today provides general hall security. Autism Today makes no warranty, express or implied, that the services it furnishes will avert or prevent occurrences that may result in loss or damage.
22. **Liability:** Autism Today will employ reputable and competent supervisors and will take every precaution to safeguard the exhibitor's property. However, Autism Today will not be liable for loss or damage to the property of the exhibitor or his/her representatives or employees from theft, fire, accident, or other causes. Autism Today will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from or be in any way connected with their use or occupation of display space; and the exhibitor shall indemnify and hold Autism Today harmless against such claims. The exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc., as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations, and ordinances of any governmental authority and of the contracted facility.
23. **Private Demonstrations:** Private demonstrations are meant to educate one client (individual or small group) about specific proprietary products and services. Exhibitors may offer private demonstrations within the confines of their booth in the exhibit hall during exhibit hours only. Exhibiting companies may conduct private demonstrations off-site at other locations only after conference hours and not during any conference events. Non-exhibitors may not provide demonstrations. Private demo guests must stay within the confines of the exhibitor's booth.
24. **Show Management:** The exhibition is organized and managed by Autism Today. Any matters not covered in these Rules and Regulations are subject to the interpretation of the show manager and the Autism Today Conference Committee, and all exhibitors must abide by their decisions. Exhibitors must comply with the convention center's policies and procedures.