



## THE DELAWARE ASSOCIATION OF REALTORS®

"Together We Succeed"

134 E. Water Street, Dover, DE 19901

(302) 734-4444 / (800) 305-4445 / (302) 734-1341 (fax)

[www.delawarerealtor.com](http://www.delawarerealtor.com)

### **MARK YOUR CALENDARS!!!**

Dear Vendor:

The Delaware Association of REALTORS® is pleased to announce that we have made major changes to our annual convention format, and we are expecting a huge turnout from our members. The convention is **FREE to all DAR members**, and it is now a one day format offering 3 sessions of continuing education. Neighboring state associations will also be invited. Our Annual Convention will be October 13, 2011 at Dover Downs Hotel & Casino in Dover, Delaware.

In addition to the format and pricing change, we are offering more opportunities for your company to get your name in front of over 3,000 Delaware Association of REALTORS® members. Most notably, we have also created an exhibition hall in which we will be providing a free lunch to the attendees and a sitting area. We are also offering continuing education class sponsorships so that your company may have 3-5 minute presentation and distribute marketing material. We are also creating a break out room sessions for long presentations throughout the day.

Information about all the exhibitor and sponsorship opportunities have been enclosed. If you plan on booking a hotel room, please follow the steps below for our special group rate:

- Go to the website: [www.doverdowns.com](http://www.doverdowns.com)
- Go to Book a Room at the top left
- Click on Group reservations
- Under attendee login enter: RAD
- This opens to the group and you should be able to book from there.

If you call in your reservation at 1-800-711-5882, the group code is GDAR11.

We look forward to having you join us for our 2011 REALTORS® Convention! If you have any questions, please feel free to contact Regina Lundeen at the DAR Office (800) 305-4445.

Sincerely,

*Bill Lucks*

Bill Lucks, President  
Delaware Association of REALTORS®

*Lynde Brogan*

Lynde Brogan, Chair, Convention Committee  
Delaware Association of REALTORS®

*"Serving Delaware Since 1950"*



REALTOR - A PROFESSIONAL IN REAL ESTATE WHO SUBSCRIBES TO A STRICT CODE OF ETHICS AS A MEMBER OF LOCAL AND STATE BOARDS AND THIS NATIONAL ASSOCIATION OF REALTORS®



SERVICE HALLWAY

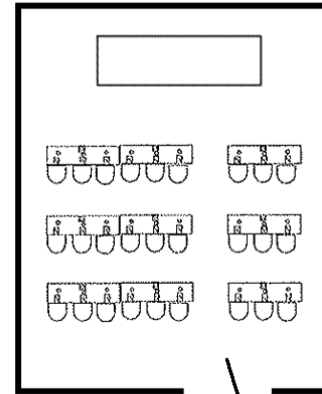
**BRA**  
**150PPL**  
**CLASSROOM**

Corner Premium Booth

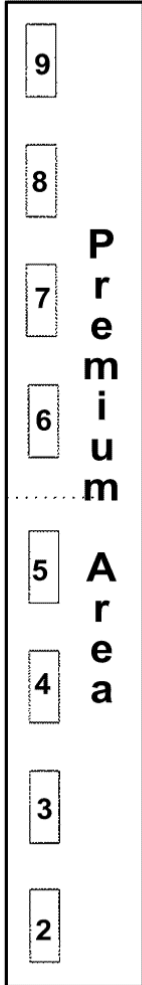


Lunch/Reception

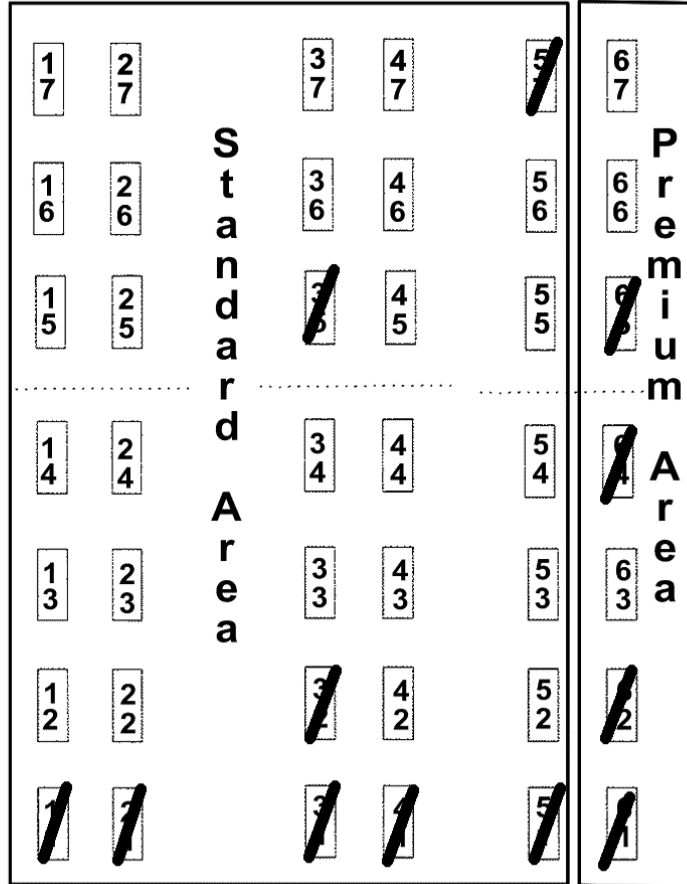
Lunch/Reception



**REALTOR® Theater**  
**for Vendor**  
**Presentations**



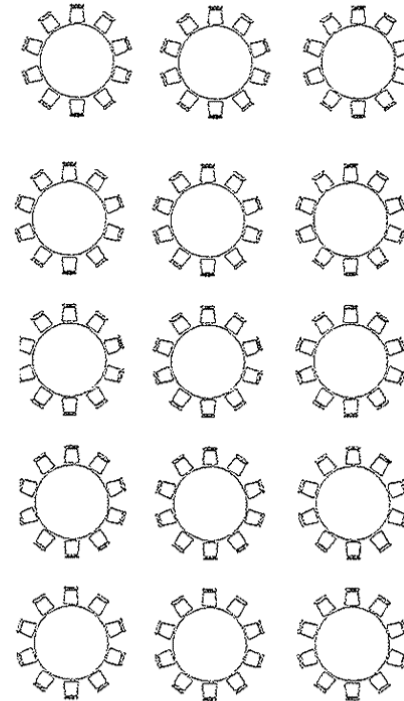
**Premium Area**



**Standard Area**



**Premium Area**



**Exhibition Area**

Corner Premium Booth



**A**

**B**

**C**

Entrance to Exhibition Area

**DELAWARE ASSOCIATION OF REALTORS®**  
**2011 Annual Conference & Tradeshow**  
**Vendor Application**  
(PLEASE PRINT)

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ Phone number: \_\_\_\_\_

\_\_\_\_\_ E-mail: \_\_\_\_\_

Describe services or products: \_\_\_\_\_

**EXHIBITOR BOOTH:** Please select booth type:

- ~~Corner Premium Booth~~ \$ 1,000.00 ~~Maximum of 2 booths~~ **SOLD OUT**
- Premium Area \$ 750.00 Maximum of 15 booths
- Standard Area \$ 600.00 Maximum of 35 booths

Discount for purchasing more than one booth - \$75.00  
2 full convention registrations: If known, print names

<b>Request for Electricity:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No
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Name: \_\_\_\_\_ Name: \_\_\_\_\_

*Extra registrants must fill out a registration form.*

**SPONSORSHIP OPPORTUNITIES:**

- |  |         |   |         |
|--|---------|---|---------|
| <input type="checkbox"/> Lunch Sponsor – 2 available     | \$1,500 | <input type="checkbox"/> Sign Sponsor – 1 available             | \$1,500 |
| <input type="checkbox"/> Bag Sponsor – 1 available       | \$1,500 | <input type="checkbox"/> Break out room sessions – 10 available | \$450   |
| <input type="checkbox"/> Badge Sponsor – 1 available     | \$1,500 | <input type="checkbox"/> Bag Insert – 10 available              | \$200   |
| <input type="checkbox"/> Reception Sponsor – 2 available | \$1,500 | <input type="checkbox"/> CE Class Sponsor – 10 available        | \$200   |
|  |         | <input type="checkbox"/> CE Class Sponsor – 2 available         | \$300   |

**PROGRAM ADS:**

- Back page \$500
- Full page \$300
- ½ page \$200
- Business Card \$75

Please submit ads in .pdf format prior to September 15, 2011.
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- Mailing List of Attendees - \$200.  
Available only to the exhibitors and sponsors – list of attendees who opt in.

**PAYMENT:** To hold a booth in a certain area, a \$250 deposit is required. Booth assignments will be prioritized by full payment status and dates. Full payment is required by August 1, 2011.

**TOTAL DUE** \_\_\_\_\_

**LESS \$250.00 DEPOSIT DUE NOW** \_\_\_\_\_

**BALANCE DUE BY 8/1/2011** \_\_\_\_\_

**PAYMENT METHOD:**

- CHECK    VISA    MASTERCARD    DISCOVER

Credit Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV2# \_\_\_\_\_

Signature \_\_\_\_\_ Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

**Please make checks payable to:** *Delaware Association of REALTORS®*  
**Return all forms and payment to:** *Attn: Regina Lundeen, 134 E. Water Street, Dover, DE 19901*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Delaware Association of REALTORS®**  
**2011 Convention Terms & Conditions**

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1. **APPLICATION & ELIGIBILITY:** DAR will have the final authority to assign booths to exhibitors. Booths will be assigned on a first-come, first-served basis. The final determination will be made 2 weeks prior to convention. Check website for final schedule.
2. **Exhibit Hours:** Exhibit booths must be staffed during hall hours. **(Subject to change)**
  - a. **Set-up Time:** Thursday, Oct. 13<sup>th</sup> from 9:00 am – 10:30 pm
  - b. **Expo Hours:** Thursday, Oct. 13<sup>th</sup>, 11:00 am – 8:00 pm
  - c. **Dismantling of Exhibit:** Thursday, Oct. 13<sup>th</sup>, 8 pm or after Reception
3. **SCHEDULE CHANGES:** DAR further reserves the right to alter the time to agree with changes in schedules.
4. **BOOTH RULES:** DAR reserves the right to refuse any exhibit display not complying with rules.
  - a. All exhibit walls and decorations will be limited to 8 feet in height.
  - b. NO banners, arches or other overhead fixtures shall be permitted to cross aisles.
  - c. NO fences, trees/plants or coverings will be used that will obstruct another's exhibitor display. Exhibitors will stay within allotted space to them and NO exhibit will extend into the aisles of the hall.
  - d. No exhibitor shall use nails, tacks, staples, screws, bolts, glue, past, gummed tape or other fastening or anchoring devices of any kind. Or nature whatsoever, in or on the floors, walls, columns, doors, windows, ceiling or any other part of the exhibit hall.
  - e. All moving material must have rubber on wheels.
  - f. No propane or vehicles with metal wheels are permitted in the exhibit hall area.
5. **SUBLETTING BOOTH SPACE:** Exhibitor may not assign, sublet, or apportion all or any part of contracted booth space, nor may exhibitor permit the display, promotions, sales or marketing of non-exhibitor products or services.
6. **EXHIBITOR SOLICITATION:** No Exhibitor advertising, personal solicitation or material distribution will be permitted to extend beyond the booth space reserved. In addition only organizations renting booths may distribute literature. DAR reserves the right to move any other materials or person's within these limits.
7. **INSURANCE & LIABILITY:** Insurance & Liability insurance is at exhibitors own expense. The exhibitor by signing the application, agrees to assume all liability for and/to indemnify the DAR and exhibit hall from and against any and all claims, actions, damages, liability and expenses in connection with personal injury, and/or property damage arising from or out of the installation, set-up, operation, dismantling and/or removal of the exhibit, if caused in whole or in part by the act or omission of the exhibitor, its agents, contractors, or employees.
8. **CANCELLATION POLICY** – Cancellation of this contract **MUST** be in writing. For cancellation prior to August 1, 2011, a refund less \$50 will be granted and **NO REFUNDS** after this date. I agree to abide by the **TERM** and **CONDITIONS** along with the **LIABILITY RELEASE**.
9. **FAILURE TO OCCUPY:** If booth space is not occupied by exhibitor on contract, DAR will have the right to use such space as it sees fit to eliminate blank spaces in the show.
10. **Any exhibitor who will be playing music is responsible for licensing with ASCAP and BML.**
11. Any and all matters or questions not specifically covered by the preceding terms & conditions shall be subject solely to the decision of DAR staff.
12. **Miscellaneous: The serving of alcoholic beverages and/or food by exhibitors in any part of the show premises is not permitted unless permission is given by show management in advance. Please contact Dover Downs Hotel and Conference Center, 800-711-5882 or 302-857-2102, ask for Carole DiMeo.**
13. **RULE VIOLATORS:** All exhibitor applicants who sign the registration form bind themselves to the exhibitor terms and conditions. Violation of these rules will result in the immediate closure of the exhibit and future consideration for booth space.



# 2011 Delaware Association of REALTORS® Convention

**FREE TO ALL DAR MEMBERS**  
**HUGE Attendance Expected, Stellar Opportunities**

**Thursday, October 13, 2011 - Dover Downs**

## **Why come to this year's convention?**

This year is a New Beginning for the Delaware Association of REALTORS® convention, and we are proud to present a new, one-day format free to our members and we are expecting a sell out crowd!

## **The 2011 DAR Convention**

- One day format
- Extended time for additional evening classes
- New Exhibition Area adjacent to member lunch and reception area
- Staggered continuing education schedule to allow attendees time to visit with the exhibitors
- New sponsorship opportunities – including 5 minute vendor presentations before each education class!

**Contact Regina Lundeen at 800-305-4445  
or [regina@delawarerealtor.com](mailto:regina@delawarerealtor.com)**

Delaware Association of REALTORS®  
800-305-4445 • [www.delawarerealtor.com](http://www.delawarerealtor.com)  
134 E. Water Street • Dover, DE 19901



## Exhibitor Levels

All exhibitor booths include:

- 8' x 8' area
- 6 ft. table w/ cover & skirting & 2 chairs
- free parking
- lunch for two
- electric (if needed)
- internet connection
- two convention registrations (for each additional staff non-member there is a \$50 charge)
- inclusion in the exhibitor list in the program listing with link on the 2011 DAR convention section of the Delaware Association of REALTORS' website.

### Premium Corner Booth (\$1,000 – 2 available)

Location, location, location. There are only 2 positions available at this high profile level. This investment will make you stand out from the other exhibitors and give you a little more room. Premium Corner Booth purchasers also have first choice on all other Convention sponsorship opportunities.

### Premium Booth (\$750 – 15 available)

Still great locations, this level of opportunity is a great value! 15 positions available and on a first come basis you have the choice on all remaining convention sponsorship opportunities.

### Standard Booth (\$600 – 35 available)

Just 35 positions at this level are available. Be part of the only statewide real estate show and you can still take advantage of all remaining sponsorship opportunities that are available.

## Sponsorship Levels

### Lunch Sponsor (\$1,500 – 2 available)

Your company's name/logo will feature prominently at the display with a full page ad in the program.

### REALTOR Continuing Education Class Sponsor (\$200, 10 available)

Have the undivided attention of a CE class to introduce yourself and your services. We will provide each class attendee with your business card and distribute your marketing/promotional materials and have a listing in the program. Your company representative will have up to 5

minutes before class or after a break to speak to the class. (Ballroom A classes – potential 150 attendees - \$300, 2 classes available and Meeting Room classes – potential 50 attendees - \$200, 10 classes available)

### Bag Sponsor (\$1,500, 1 – available)

Have your logo featured on reusable tote bags given to every attendee and vendor of the convention. These bags will be reused over and over by the attendees. Great way to be highly visible during the convention and then seen over and over.

### Badge Sponsor (\$1,500, 1 – available)

Have your logo featured on the lanyard for each of the badge distributed to the attendees of the convention.

### Reception Sponsor (\$1,500 – 2 available)

Your company's name/logo will feature prominently at the reception with a full page ad in the program.

### Sign Sponsor – (\$1,500 – 1 available)

Your company name will appear at the lower right hand of each of the signs for the convention except for the lunch and reception sponsor signs. These signs are the welcome sign, classroom signs for the Sussex and Kent rooms, the Delaware, Silver Lake and Chesapeake rooms, and Ballroom A, the REALTOR® of the Year and Good Neighbor signs.

### Break out room (\$450 - 20 time slots)

This year the Delaware Association of REALTORS® is offering its vendors the opportunity to get face to face with our members in a relaxed setting. For 25 minutes, your company can provide information, promotional materials and Q and A to our members who would like to join you in one of two locations. While supplies last, you can choose between an area of the Exhibit Hall that will be curtained off for high visibility or the Lobby Bar located near the registration desk.

### Bag Insert (\$200 – 10 available)

Have your marketing material/promotional items placed in each bag given to each of the attendees of the convention. A guaranteed way of getting your information in the hands of each one of the attendees.