

ARMA INTERNATIONAL



2012 CONFERENCE & EXPO



EXHIBITOR
PROSPECTUS



3,500 DECISION MAKERS

Join Us September 23-24, 2012

The ARMA International Annual Conference & Expo is the ultimate opportunity to get in front of records and information management decision makers, build your brand, and drive sales in 2012 and beyond. There's no other event like it.

Take advantage of the Annual Conference & Expo's powerful reputation to help your business

- **Reach** the largest range of records and information management professionals possible.
- **Introduce and advance** new products and services.
- **Access** industry leaders.
- **Gain exposure** to top decision makers in the government, public, and private sectors.

This is the premier event in the records and information management field, drawing more than 3,500 professionals from around the world. Attendees use the Annual Conference & Expo to find, compare, and evaluate products and services for their organizations.

The Annual Conference & Expo provides crucial face-time with the people who put your products and services to work. When you exhibit, you have the unique opportunity to influence the purchases organizations make. It's truly the place to network, connect, and succeed!

YOU NEED TO BE HERE!

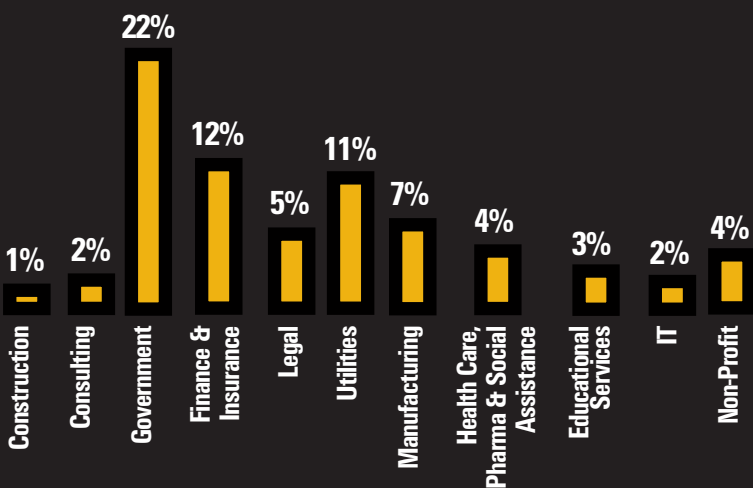
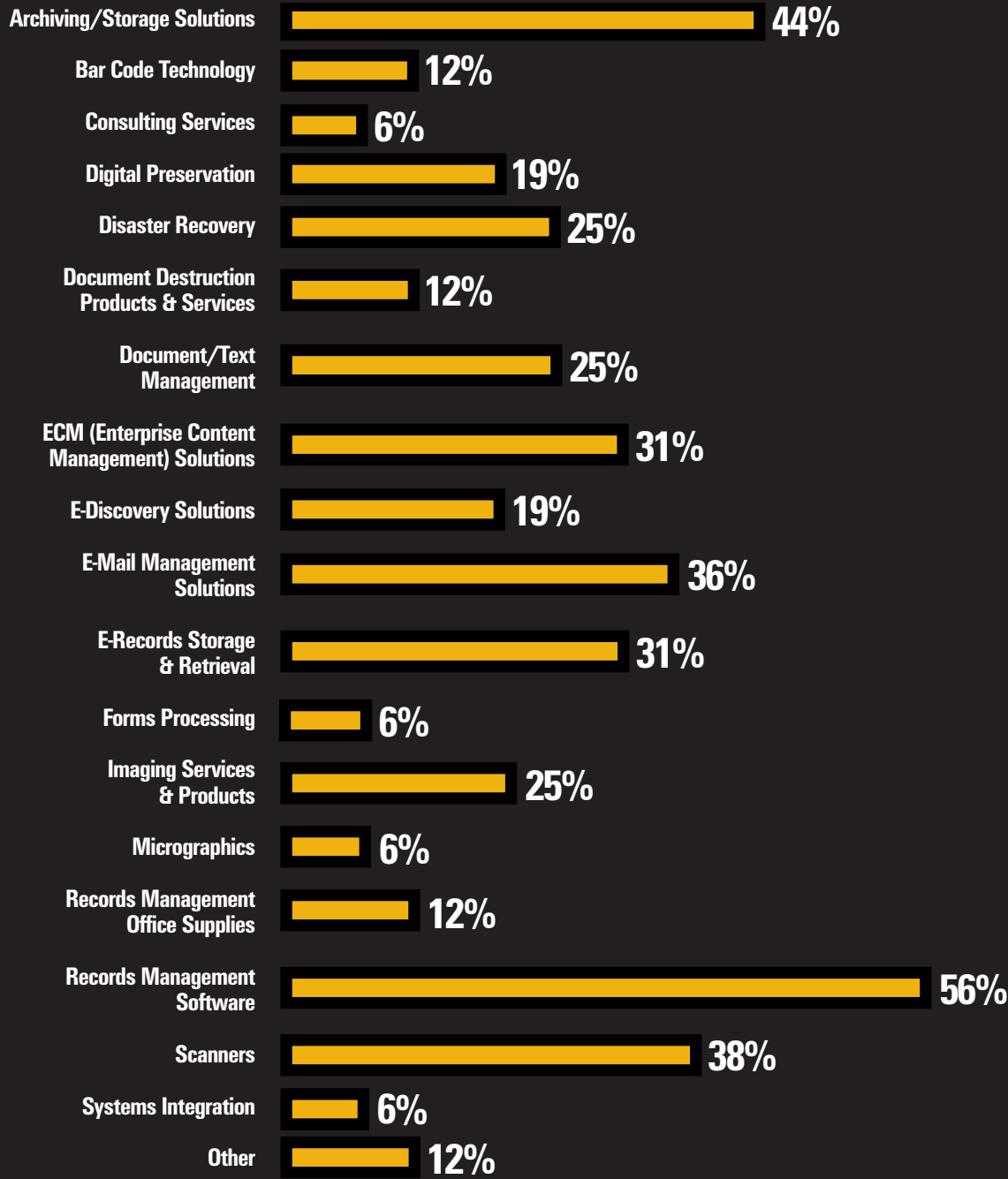
Exhibitor Advantages

The ARMA International Conference & Expo provides many opportunities for vendors to maximize their investment and connect with information management decision makers.

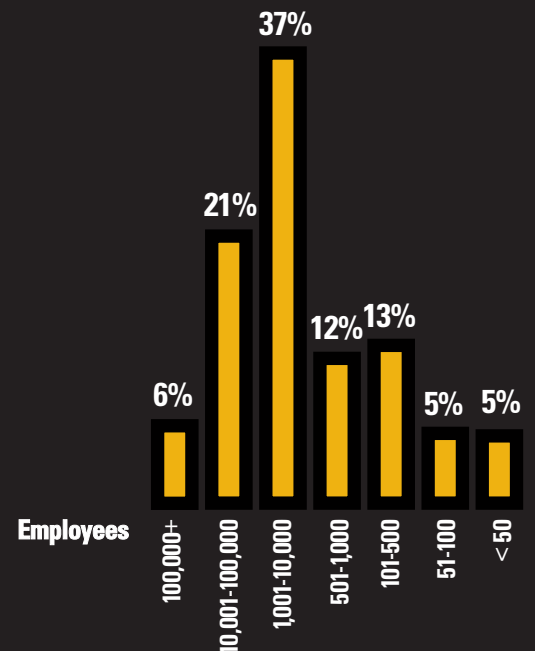
- **Extended exhibit hours encourage vendor interaction.** Attendees say they value their time on the Expo floor as a way to stay current on technology and demo new products.
- **Vendor education sessions.** Education sessions on the expo floor offer vendors the opportunity to showcase expertise and connect with attendees in a comfortable setting.
- **Showcase areas.** Specially designed showcase and pavilion areas bring industry-specific content to attendees and highlight vendor solutions in action.
- **Sponsorship opportunities.** Opportunities to connect with professionals are nearly limitless as a sponsor. See the enclosed sheet of current programs and select the one that ideally positions your organization.
- **Marketing support.** Maximize your exhibit time with support from ARMA International lists, collateral material, advertising, and sales counsel. The annual Conference & Expo is the biggest and most-publicized event on ARMA International's calendar.

KNOWING YOUR INFORMATION MANAGEMENT AUDIENCE

Services or Products Sought in the Expo Hall by 2010 ARMA International Conference Attendees



2010 Attendee Industry Concentrations



Organization Size of 2010 Attendees

97% of Conference & Expo attendees said they would attend again and would recommend the event to their peers.

The benefits of the conference are multifaceted. It is an excellent avenue to receive education, meet and discuss industry standards, guidelines, research, and next steps, networking, and the opportunity to meet with potential business partners (vendors) on viable RIM solutions.

Mercedes Ward, County Records Manager

I needed to gain a broad, fundamental understanding of records management due to my changing role at my special district. **ARMA International provided quick study courses as well as instant access to industry experts and other professionals.**

Nicole Genzale, Records Coordinator

I have attended several ARMA Conferences and have always found them to be very informative. I have always been able to bring ideas and information back with me. **I recommend this conference to anyone in the RIM and IT professions.**

Louise T. Maxfield

Industry Membership



Support the information management profession through Industry Membership. Learn more about the benefits of being an industry member at www.arma.org/join.

- Usage rights to the ARMA International industry member logo for your website
- ARMA-provided signage acknowledging membership inside your exposition booth at the ARMA International Expo

Go to www.arma.org/join and select "Industry membership" or call 888.279.7378



Pricing and Booth Information

All linear booths are 10' x 10' unless otherwise noted. All rates below include 10' x 10' booth, one standard booth sign, one education session pass per 10' x 10' booth, and a standard listing in the Conference Guide if contracted before publication date.

ARMA International does provide island booths sized 20' x 20' or larger. Pricing is based on the per-square-foot rate outlined below.

- **Early bird rate**
\$32/sq. ft. or \$3,200 per 10' x 10'
Hurry, this rate ends January 6, 2012.
If you are an Industry Member, this is your rate without expiration.
- **Previous exhibitor rate**
Discount rate of \$36/sq. ft. or \$3,600 per 10' x 10'
This rate is for organizations who have exhibited at least once in the past three years.
- **Regular rate**
\$38/sq. ft. or \$3,800 per 10' x 10'
For best space selections, book today!
- **Industry Member rate**
\$32/sq. ft. or \$3,200 per 10' x 10'

For complete booth details, see the rules and regulations on the back of the enclosed contract.

Who Attends

- Archivists
- Attorneys
- CIOs
- Consulting
- Contracting
- Education
- Energy
- Financial Services
- Government
- Health Care
- Industry Consultants
- In-House Counsel
- Insurance
- IT Managers
- IT Developers
- Legal
- Legal Assistants
- Manufacturing
- Records Analysts
- Records Managers
- Utilities



EXHIBITOR CONTACT:

Elizabeth Zlitni
Exposition Manager

Phone: 888.279.7378 or 913.217.6015

exposales@armaintl.org