



A C C E

American Chamber of Commerce Executives

The Commerce of Chambers™

The American Chamber of Commerce Executives Convention Exhibition



Sponsor & Exhibitor Prospectus

ACCE Convention 2007
Sacramento, California
Sacramento Convention Center
August 1–4, 2007

ACCE Convention 2007

ACCE Convention 2007 will be the biggest chamber professionals' gathering in North America – and your best chance to show chamber executives how your business can help them lead their chambers and shape their communities – and our future.

More than 1,000 chamber CEOs, CFOs, and management staff will gather in Sacramento, California, at ACCE Convention 2007 this August to keep pace with the latest issues affecting businesses and their communities. Don't wait another year to present your company's products and services to these key decision makers.

Chris Mead, Vice President of Member Relations, is available to help you select the best opportunity to reach more than 1,300 chambers of commerce, representing more than 1.2 million businesses employing more than 70 million people. Reach him at (800) 394-2223 ext.3545 or cmead@acce.org if you have any questions about the sponsorship or exhibit packages mentioned.

You're in Good Company with ACCE

Who addresses and sponsors ACCE conventions? From world-renowned companies such as Microsoft, Bank of America, Wal-Mart, and Toyota, to top authors, national figures, and consultants, including John Zogby, Marcus Buckingham, Charlie Cook, and Debra Benton, you'll be in good company with ACCE.

And it's not just large companies that participate. Top small businesses such as Hight Performance Group, ChamberMaster, and The Telephone Doctor reap big rewards by partnering with ACCE. Charles Taylor at Recycle Rewards had this to say: "Thanks to our exposure at ACCE, we broke into nine states within a three-week period after the show."

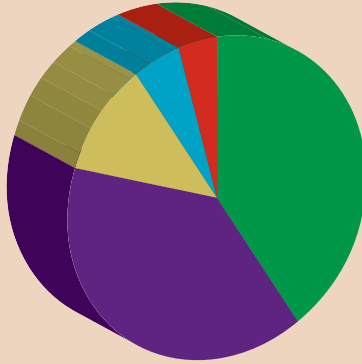


"With small businesses accounting for at least 90 percent of a chamber's membership, they (chambers) are a great resource to tap into. ACCE provides the access and tools needed to reach these chambers with their professional, well-organized and friendly staff."

Aaron Bernstein
Director, Strategic Alliances and Partnerships
U.S. Small Business Group
Microsoft

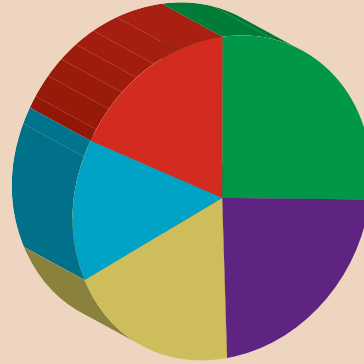
Attendee Profile

80 Percent of Attendees are Directors or Above



41%	Vice President / Director
39%	C-Level
11%	Manager
5%	Other
4%	Administrative

31 Percent of Attendees Serve Markets of More Than 500,000 People.



27%	Under 100,000
22%	100,000–200,000
19%	200,000–500,000
14%	500,000–1 million
17%	Over 1 million

Reach 1.2 Million Businesses

The American Chamber of Commerce Executives (ACCE) is the national professional association of choice for more than 1,300 chambers of commerce across the United States and Canada.

ACCE members are decision makers . . .

- Through ACCE, you can reach chambers representing more than 1.2 million businesses and 70 million employees.

ACCE members reach business leaders . . .

- Chamber executives influence business owners and leaders in their communities – from Fortune 50 companies to mom-and-pop retail shops.
- Chamber leaders are influential in introducing business services and products to their markets.
- Chambers need products and services they can offer their members.

“We confirmed what we had previously suspected . . . if you want to reach true executive-level decision makers at chambers, ACCE’s convention is the best way to do it.”

Steve Little
Steven S. Little, Inc.

Sponsorship Levels

Titanium – \$50,000 [Limited to one organization]

Benefits include but are not necessarily limited to:

- Recognition as the lead sponsor. Exposure includes ACCE's convention website; convention brochure; convention notebook; GOBO lighting in convention facility; announcement during general session; signs at convention
- Opportunity to speak for up to five minutes to the full general session audience
- Option to provide company promotional item to all attendees
- Company name and logo on convention bag or portfolio for all attendees
- Two 8 x 10 prime exhibit booth spaces with table and chairs
- Sponsorship of one major event at the convention
- Admission to the Chairman's Reception
- One full-page color ad in the convention notebook in a prominent position
- Four complimentary convention registrations
- Attendee registration list with addresses and phone numbers
- Titanium sponsor ribbons for all staff attending the event.

Platinum – \$25,000

Benefits include:

- Recognition as a platinum sponsor. Exposure includes ACCE's convention website; convention brochure; convention notebook; GOBO lighting in convention facility; announcement during general session; signs at convention
- Opportunity to speak for up to three minutes to the full general session audience
- Option to provide company promotional item to all attendees in convention tote bag
- Two 8 x 10 prime exhibit booth spaces with table and chairs
- Sponsorship of one major event at the convention
- Admission to the Chairman's Reception
- One full-page color ad in the convention notebook in a prominent position
- Four complimentary convention registrations
- Attendee registration list with addresses and phone numbers
- Platinum sponsor ribbons for all staff attending the event.

Gold – \$15,000

Benefits include:

- Recognition as a gold sponsor. Exposure includes ACCE's convention website; convention brochure; convention notebook; announcement during general session; signs at convention
- Opportunity to speak for up to two minutes to the full general session audience
- Option to provide company promotional item to all attendees in convention tote bag
- Admission to the Chairman's Reception
- One 8 x 10 prime exhibit booth space with table and chairs
- One full-page color ad in the convention notebook
- Three complimentary convention registrations
- Attendee registration list with addresses and phone numbers
- Gold sponsor ribbons for all staff attending the event.

Silver – \$10,000

Benefits include:

- Recognition as a silver sponsor. Exposure includes ACCE's convention website; convention brochure; convention notebook; announcement during general session; signs at convention
- Option to provide company promotional item to all attendees in convention tote bag
- One 8 x 10 prime exhibit booth space with table and chairs
- One full-page color ad in the convention notebook
- Sponsorship of one coffee break
- Admission to the Chairman's Reception
- Three complimentary convention registrations
- Attendee registration list with addresses and phone numbers
- Silver sponsor ribbons for all staff attending the event.



Sponsorship Levels (cont.)

Bronze – \$5,000

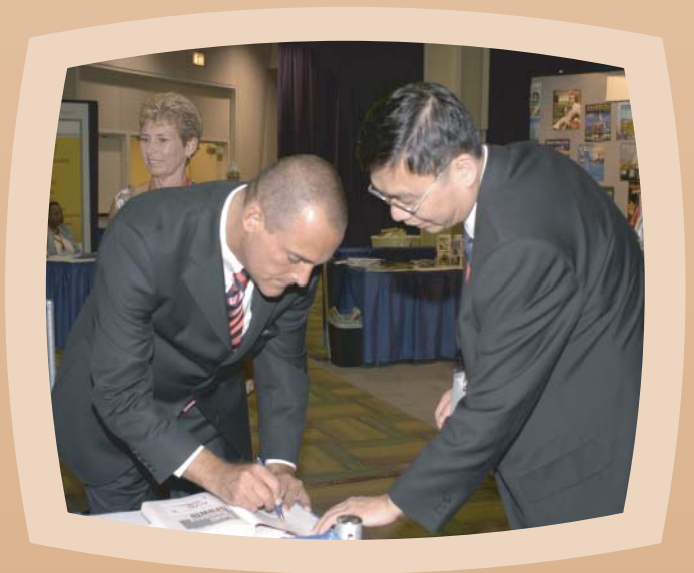
Benefits include:

- Recognition as a bronze sponsor. Exposure includes ACCE's convention website; convention brochure; convention notebook; announcement during general session; signs at convention
- Option to provide company promotional item to all attendees in convention tote bag
- One 8 x 10 prime exhibit booth space with table and chairs
- One half-page color ad in the convention notebook
- Three complimentary convention registrations
- Attendee registration list with addresses and phone numbers
- Bronze sponsor ribbons for all staff attending the event

Exhibitor – \$2,995

Benefits include:

- Recognition as an exhibitor. Exposure includes ACCE's convention website; convention brochure; convention notebook
- One 8 x 10 prime exhibit booth space with table and chairs
- Two complimentary convention registrations
- Attendee registration list with addresses and phone numbers
- Exhibitor ribbons for all staff attending the event.



NOTE: Exhibitor booth space is provided on a first-come, first-served basis, with location preference given to national and convention sponsors.

Special Sponsorship Options

Mints – \$3,000

ACCE will distribute thousands of chocolate mints at the convention, with packaging featuring the sponsor's name. Fee includes all costs for design, production, and mints.

Badge Lanyards – \$3,000

Sponsors may place their one-color logo and/or message on the cloth strips (lanyards) that hold almost every convention attendee's badge. There are few ways to get more continuous exposure at the convention.

Attendee Notepads – \$4,000

Sponsors may select the color and design the notepad provided to all attendees. Notepad will be of a quality that attendees are likely to keep when they return home. ACCE will coordinate stuffing the notepads into the attendee bags.

Sweet Dreams Agenda – \$3,000

This daily agenda and weather report will be ready and waiting inside the hotel rooms of each ACCE Convention attendee every evening. The sponsor may customize the look of the agenda to fit the company's brand.

Advertisement in the Gala Awards/Best Practices Booklet – \$500 four-color half page, \$900 full page

ACCE will produce a tasteful, thoughtful summary of the awards won in 2007, together with a description of the best practices that many of these awards exemplify. The booklet will be distributed at the Gala Awards Dinner and later mailed to all ACCE's 1,400+ organizational members.

Hotel Room Key – \$4,000

Your company's name and logo can appear on the room keys for all the attendees staying at the convention hotels. Every time someone goes to her room, she will see your logo on her room key as she opens her door.

Convention Notebook

Upgrades to full page	\$1,000
Back cover	\$5,000
Inside front cover	\$2,500
Back of table of contents	\$1,500
Inside back cover	\$2,500

The convention notebook is given to all attendees. Bronze sponsors get a complimentary half-page ad in it and silver and higher sponsors get a full-page ad. The upgrades to a full page apply only to bronze sponsors. Exhibitors that are not sponsors may purchase a half-page ad for \$1,000 or a full-page ad for \$2,000.

Other Options

Is there something else you would like to sponsor at the ACCE Convention? We're all ears, as Ross Perot would say. Please call Chris Mead at (800) 394-2223 ext. 3545 or write him at cmead@acce.org.

Exhibition Hours (subject to change)

Wednesday, August 1 st	3:00 pm – 8:00 pm	Booth Setup
Thursday, August 2 nd	9:45 am – 5:15 pm	Show Hours
Friday, August 3 rd	8:00 am – 5:00 pm	Show Hours
Saturday, August 4 th	8:00 am – Noon	Show Hours
	Noon	Breakdown (Booths and Mental)

For questions about exhibit logistics, please call Kim Money at (703) 998-3531 or e-mail kmoney@acce.org

EXHIBIT & SPONSOR BOOTH CONTRACT

ACCE Annual Convention 2007

August 1–4

Sacramento Convention Center

Sacramento, California

Contact Information

Please print or type the company information below, which will be included in the on-site Exhibitors Guide, and forward to ACCE with payment.

Company or Organization Name

Address

City

State

Zip

CONTACT PERSON AND TITLE (PERSON TO BE LISTED IN EXHIBITORS GUIDE)

TELEPHONE NUMBER

FAX NUMBER

E-MAIL ADDRESS

WEB ADDRESS

BOOTH COORDINATOR (IF DIFFERENT FROM CONTACT PERSON LISTED ABOVE)

TELEPHONE NUMBER

E-MAIL ADDRESS

SPONSORSHIP COORDINATOR (IF DIFFERENT FROM CONTACT PERSONS LISTED ABOVE)

TELEPHONE NUMBER

E-MAIL ADDRESS

Please Note: As you will see elsewhere in the ACCE 2007 Convention Prospectus, convention registrations covered under your level of sponsorship or exhibitor package vary. Please note the applicable number of staff allotted as additional staff registrations are charged at a rate of \$275 per full convention registration.

Exhibitors Guide Description

ACCE will provide your company name and contact information on marketing brochures as well as our onsite exhibit hall pocket guide. While ACCE will make every effort to ensure the accuracy of your Exhibitors Guide listing, errors will occasionally occur. In no event shall ACCE be liable to an exhibitor due to the occurrence of any such errors in the Exhibitors Guide listings. You may also attach a separate sheet of paper with your company description.

To Reserve Your Space

Fax or mail in a reservation form to secure your priority exhibit placing within ACCE's space assignment policy (see page two). Fax and/or mail in this exhibit contract with credit card information or a check payable to ACCE, and send to ACCE Exhibiting 2007, 4875 Eisenhower Avenue, Suite 250, Alexandria, VA 22304. Fax copies will be accepted if payment is made by credit card. Fax to ACCE at 703-212-9512.

1. We agree to provide ACCE with a minimum booth space payment of 50% by either check or credit card prior to April 1, 2007. Contracts will be accepted after April 1, 2007 where space is available.
2. Any booth space cancelled prior to May 15, 2007 will receive a full refund minus a \$125 processing fee. After May 15, 2007 no refunds will be made. Final payment is due June 1, 2007.
3. The terms and conditions appearing on the reverse side of this agreement are hereby incorporated by reference and Exhibitor agrees to be bound thereby.

I have read the above and the ACCE Convention Prospectus and accept the terms under which I will be conducting business as an ACCE exhibitor and/or sponsor.

SIGNATURE

DATE

NAME

TITLE

Mineral Sponsor

- Titanium
- Platinum
- Gold
- Silver
- Bronze

Non-Mineral Sponsor

- Mints
- Badge Lanyards
- Attendee Notepads
- Sweet Dreams Agenda
- Ad in Gala Booklet
 - half page
 - full page
- Hotel Key
- Convention Notebook

Other

- Exhibitor only

Total Amount Payable to ACCE:

-
- Visa
 - MasterCard
 - AmEx
 - Check

Card Number**Name on Card****Signature****Rules & Regulations****Exhibiting Codes and Agreements:**

Exhibitor hereby agrees to be bound by all exposition rules and regulations. Exhibitor further agrees to adhere to and be bound by all exposition rules and regulations. Exhibitor further agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations; (ii) any rules or regulations of the facility where the Exposition is held; (iii) the term of all leases and agreements between ACCE and the managers or owners of said facility; and (iv) the terms of any and all leases and agreements between ACCE and any other party relating to the exposition. Exhibitor shall not, nor shall Exhibitor permit others to do anything to the Booth or do anything in the facility which would cause a difference in conditions from those previously approved by the insurance carriers of ACCE, or the owners or managers of said facility, which will in any way increase premiums payable by any of said parties any such increase resulting from violation of this section.

EXHIBIT & SPONSOR BOOTH CONTRACT (cont.)

Space Assignments:

It is ACCE's policy to award booth placement consideration by official corporate sponsors and convention sponsorship level and then by date registration form and payment were received respectively. ACCE shall use its best efforts to locate a Booth in one of the locations designated by Exhibitor within the ACCE booth placement priority policy. Notwithstanding the above, ACCE reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

Exhibitors:

(1) May not schedule private functions or events which conflict with officially scheduled ACCE educational, social or sponsor allotted events, including receptions and networking opportunities. Models and artisans are not permitted to perform or appear outside of the contracted booth space during show hours, (2) Must confine activities to exhibit space, including distribution of samples, souvenirs, and use of entertainers, (3) Agree to refrain from using objectionable amplifying equipment, intrusive lighting, equipment and/or decorations, live animals, and displays that obstruct other exhibits, (4) Will use only materials that are a flame-retardant type when decorating, (5) Not move or alter trade booth space, (6) Set up and break down its exhibit only during official times allotted by ACCE. **If said company chooses to "close up shop" early and leave the event before the official tear down times, the firm will be fined \$300** (7) Not dismantle or abandon reserved exhibit space during the hours the trade show is officially open.

Food and Beverage:

ACCE considers food and beverage a very important part of the ACCE Annual Convention 2007 and for this reason accepts it as part of the exhibitors' marketing tools. Food and beverage may be dispensed from exhibitors' booth within the following guidelines: 1) Exhibitor must receive written approval from ACCE; 2) The distribution area must be kept clean and attractive. 3) Exhibitor must provide all attendees the opportunity to sample. 4) No alcoholic beverages may be served in exhibit booths. 6) Any food or beverage distributed by exhibitors must be arranged through the Sacramento Convention Center.

Equipment:

Booth equipment provided by ACCE and its contractors shall be returned to ACCE at the end of the term thereon, complete and in good condition, normal wear and tear excepted. Exhibitor shall have no right, title or interest in such equipment, but only the right to use it under the Lease. All other equipment shall be provided by Exhibitor at its own expense. All draping and decorative materials used by Exhibitor shall be flame proof. All booth equipment shall be in keeping with and consistent with all rules, codes, and regulations referred to under Codes and Agreements above. All demonstrations and displays shall be confined to the Booth.

Exclusion:

ACCE shall have the right to exclude or to require modification of any display or demonstration which, in its sole discretion, it considers unsuitable to or not in keeping with the character of the Exposition. ACCE shall have the right to demand modification of the appearance of dress of persons or mannequins used in connection with displays or demonstrations.

Assignment and Sublease:

Exhibitor shall not sublet the Booth or any equipment provided by ACCE, nor shall Exhibitor assign this Lease in whole or in part without written notice and approval from ACCE.

Liability:

This agreement shall not constitute or be considered a partnership, employer-employee relationship, joint venture or agency between ACCE and Exhibitor. Exhibitor hereby agrees to and does indemnify, hold harmless and defend ACCE from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever (including but not limited to cost, interest and attorney's fees) which ACCE may incur, suffer, be put to, pay, or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission by Exhibitor or any of its employees, servants, or agents. Exhibitor further agrees that ACCE and their respective agents and employees shall not be responsible in any way for (i) damage, loss or destruction of any property of Exhibitor or (ii) injury to Exhibitor or its representative, agency, employees, licenses, or invitees.

Cancellation or Postponement of Exposition:

In the event that the Exposition is postponed due to any occurrence not occasioned by the conduct of ACCE or Exhibitor, whether such occurrence be a natural disaster or the common enemy or the result of war, riot, civil commotion, sovereign conduct, or the act or conduct of any person or persons not part or privy to this Lease, then the performance of the parties under this Agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Exposition, the obligations of the parties under this Agreement shall be automatically terminated and all rental payments made under this Lease shall be refunded to Exhibitor, less pro rata share of expenses actually incurred by ACCE in connection with Exposition.

Handling and Storage:

ACCE and the owners or managers of the facility where the exposition is to be held shall not accept or store display materials or empty crates, and Exhibitor shall make its own arrangements for shipment, delivery, receipt, and storage of such materials and empty crates.

Items Covered by ACCE:

For exhibitors, ACCE will provide one skirted table, two chairs, wastepaper basket, piping and draping of booth, and a small sign (in addition to benefits outlined elsewhere in the prospectus). Items NOT covered by ACCE that must be ordered from the general services contractor include: electrical hookup, Internet connectivity, telephone, carpeting, and extra furniture. ACCE will provide contact information and packets from the general services contractor.

Cancellation of Lease:

Exhibitor shall have the right to cancel this Agreement at any time by written notice to ACCE. Any booth space cancelled prior to May 15, 2007 will receive a full refund of any payments made prior to May 15, 2007 minus a \$125 processing fee. After May 15, 2007 no refund will be made. Under all circumstances, ACCE retains the right to resell any booth space cancelled by Exhibitor or forfeited where a balance or contract is overdue more than seven (7) business days.

American Chamber of Commerce Executives
4875 Eisenhower Avenue, Suite 250
Alexandria, VA 22304
800.394.2223
www.acce.org