EXHIBITOR PROSPECTUS

Retention 2006
An International Conference on Student Retention
May 21-23, 2006, Flamingo Hotel, Las Vegas, Nevada

Hosted by:
Educational Policy Institute
studentretention.org
Dear Sponsors, Exhibitors, and Advertisers

On behalf of the Educational Policy Institute and our subsidiary, studentretention.org, I am honored to invite you to participate in Retention 2006 May 21-23, 2006 at the Flamingo Hotel in Las Vegas, Nevada.

At EPI we are dedicated to the mission of providing educational opportunities to underserved students, especially minorities and those from low socio-economic backgrounds. Retention 2006 will bring together the top researchers, policy makers, and professionals involved in student retention today. Conference seminars, exhibits, and networking breaks will give participants access to contemporary research, programs, and services.

Being a sponsor or exhibitor gives you and your company the chance to reach hundreds of professionals working in student retention and educational policy. This year’s participants will represent two-year, four-year, and proprietary institutions from across the US, Canada, and beyond. They have an interest in the persistence and achievement of a variety of students, including first-time students, adult-learners and disabled students. I cordially invite you to advertise your company’s programs and services to a group of individuals eager to improve their institution’s ability to retain students. Your involvement in Retention 2006 will expand the number of resources available to participants, adding incomparable value those that attend our conference.

Showcase your services and products at the only conference solely devoted to the discussion of retention issues faced by post secondary education institutions today. I look forward to seeing you in Las Vegas this May!

Sincerely,

Dr. Watson Scott Swail
President and CEO
Educational Policy Institute
studentretention.org
EXHIBITOR FACT SHEET

Exhibit Space

Exhibit fees include:

- One (1) 10’x10’ exhibit booth
- One (1) 6’ table draped with white linens
- One waste basket
- One (1) two-line identification sign
- Two (2) folding chairs

Additional Benefits

- Exhibitor badges
- Complete access for up to two (2) representatives to the conference
- Fully dedicated exhibit times
- Listing in the conference program
- Listing on the conference website
- Two (2) invitations to the opening reception
- Company brochure included in the conference welcome packet
- Opportunity to purchase attendee contact list

Exhibit Package Rates (per booth)

- Non-Profits…..$1,000
- Commercial…..$1,500

Deadline

All applications and payments must be received by May 1, 2006.

Exhibit space will be assigned in the order in which completed applications and payments are received. Space is limited, so sign up today.

Applications are available online at educationalpolicy.org/retention2006.

For more information or questions, please contact:
Sarah Hosford
Tel: 757.271.6380
Email: shosford@educationalpolicy.org

Please contact EPI if you require special assistance to participate fully as an exhibitor.
EXHIBITOR REGISTRATION FORM

Please complete the following information.

Primary Contact:
Company Name: ____________________________________________
Title (Mr., Mrs., Ms., Dr.): __________________________________
First Name: ___________________________ MI: _______ Last Name: ___________________________
Preferred Name for Badge: __________________________________
Mailing Address: ____________________________________________
City: _________________ State/Prov: _____________ Country: _______ Zip/Postal Code: ____________
Phone #: ___________________ Fax: ____________________________
Email Address: _________________________________

Secondary Contact:
Title (Mr., Mrs., Ms., Dr.): __________________________________
First Name: ___________________________ MI: _______ Last Name: ___________________________
Preferred Name for Badge: __________________________________
Mailing Address: ____________________________________________
City: _________________ State/Prov: _____________ Country: _______ Zip/Postal Code: ____________
Phone #: ___________________ Fax: ____________________________
Email Address: _________________________________

Exhibit Pricing per Booth
- Non-Profit…$1,000  □ Commercial…$1,500

Number of Booths requested: __________
Total Payment Due: $ __________

Payment of the exhibitor fee includes:
- One (1) 10’x10’ exhibit booth
- One (1) 6’ table draped with white linens
- One waste basket
- One (1) two-line identification sign
- Two (2) folding chairs

Payment Method:
- □ Check enclosed  □ Bill me (Note: Bill must be paid in full by May 1, 2006)
Credit Card:  □ Visa  □ MasterCard  □ American Express
Card Number: ___________________________ Expiration Date: _________ Security Code: __________
Signature: ____________________________________________

Requirements for Display:
Type of Display:  □ Floor Display  □ Table Display  Require Electricity?  □ Yes  □ No
Require Internet Access?  □ Yes  □ No

Disclaimer: Exhibitor space is available on a paid, first-come, first-served basis. Upon receipt of this application, EPI will send an exhibitor contract. All applications, contracts and exhibitor fees must be received and paid in full by May 1, 2006. No refunds will be awarded.

Signature: __________________ Date: __________________

PLEASE MAIL OR FAX THIS EXHIBITOR FORM TO: RETENTION2006, C/O Educational Policy Institute, 2401 Seaboard Rd., Suite 104 Virginia Beach, VA 23456. Phone: 757.271.6380. Fax: 757.271.5699.
EXHIBITOR RULES AND REGULATIONS

1. The Educational Policy Institute (EPI) reserves the right to exercise its sole discretion in the acceptance or refusal of applications for exhibit space.

2. The Exhibitor agrees that EPI shall have the final determination and enforcement of all rules, regulations, and conditions.

3. SPACE ASSIGNMENT AND USE:
   a. EPI will assign exhibit space in the order in which applications and payments are received. In order to guarantee recognition in the conference program, contracts and deposits must be received no later than May 1, 2006.
   b. No exhibitor may assign, sublet or apportion space to or with another business entity or individual without the expressed permission in writing from EPI. No exhibitor may show or demonstrate products or services other than those manufactured or handled in the normal course of business. Should any item from a non-exhibiting firm be required for operation of a display, identification of such item shall be limited to the regular name plate or trademark under which same is sold in the general course of business.
   c. Space rental shall include a 10’x10’ space, a 6’ draped table, 2 side chairs and a waste basket.
   d. Exhibitors will supply and be responsible for any other display materials or equipment to be handled by the Exhibitor.
   e. All booth decorations must meet flame-proofing codes. All exits, hallways, aisles, and fire-control apparatus must remain clear and unobstructed at all times. Exhibits must comply with local, city and state fire regulations. Any necessary fire precautions will be the responsibility of the exhibitor.
   f. Except for event sponsors, no signs or posters will be allowed anywhere except within each Exhibitor’s space.
   g. No signs or other articles may be fastened to walls, ceilings, or electrical fixtures. The use of thumb tacks, tape, nails, screws, or any tool or material which could mark the floor or walls will not be permitted.
   h. Exhibitors must confine activities to the space contracted for and may not use strolling equipment or distribute samples or souvenirs except within their space. Any actions which may obstruct the efforts of another Exhibitor will not be permitted.

4. HOURS OF OPERATION:
   a. Installation of exhibits may begin at 8 a.m. Sunday, May 21, 2006. No materials can be accepted at the exhibit site prior to 8 a.m. Sunday, May 21, 2006, at which time installation will begin. All installation must be completed by noon, Sunday, May 21, 2006. Any space not claimed or occupied by that time, may be resold or reassigned by EPI without notification or any obligation on the part of EPI for any refund or compensation whatsoever.
   b. The Exhibitor expressly agrees not to dismantle the exhibit nor do any packing before the conclusion of the final coffee break on Tuesday, May 23, 2006 without prior written approval by EPI. Failing to adhere to this rule will be considered breach of contract and may affect future contracts.
c. Unattended freight in any display space as of one hour prior to show opening on Sunday, May 21, 2006 will be removed and stored at the exhibitor’s expense. Exhibitors are not permitted to store packing crates or boxes at the tables. Crates not properly marked or identified by exhibitors may be destroyed or lost and are the sole responsibility of the exhibitor. Exhibit materials left unattended after 5 p.m., Tuesday, May 23, 2006, and for which no shipping arrangements have been made, will be considered abandoned. Neither EPI nor the Flamingo Hotel will be responsible for exhibitor materials.

d. The Exhibitor shall have an authorized representative present during the installation and dismantling of its exhibits.

e. While reasonable security will be provided on a 24-hour basis, ultimate responsibility for security lies with the Exhibitor. The Exhibitor is solely responsible for his/her own exhibit materials and should insure the exhibit against loss or damages.

5. GIVEAWAYS, DRAWINGS, AND DISTRIBUTION OF GIFTS: No sample food or beverage products may be distributed without written authorization of management.

6. MUSIC AND AUDIO/VIDEO:

a. Exhibitors are prohibited from using amplified audio equipment of any nature.

b. Any tenant using copyrighted music the Student Retention 2006 conference, whether within the exhibit area, in hospitality space or in any other way related to the Student Retention 2006 conference, shall obtain permission for such use from EPI. This requirement applies to all live and recorded music, including that accompanying video or other presentations. Any exhibitor using copyrighted music as set forth assumes the entire responsibility for its use and for obtaining the appropriate permission and payment of any fees associated with its use.

c. Exhibitor further agrees to protect, indemnify, defend and save the Association for Institutional Research, the management of the meeting facility, and the service contractors and their respective employees and agents harmless against all claims, losses or damages, governmental charges or fines and attorney’s fees arising out of or caused by exhibitor’s use of said copyrighted music.

7. RESPONSIBILITIES AND LIMITATIONS:

a. Exhibitor hereby assumes entire responsibility and hereby agrees to protect, indemnify, and save the Flamingo Hotel, its owners, its operator and the Educational Policy Institute and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by its installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Flamingo Hotel and its employees and agents.

b. Exhibitor acknowledges that neither the Hotel, its owners, nor its operator maintain insurance covering exhibitor’s property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance insuring any losses by Exhibitor if desired.

8. CANCELLATIONS:

c. In the event that the conference is cancelled, postponed or relocated due to fire, strikes, government regulations, casualties, Acts of God or other causes beyond the control of EPI, the Exhibitor waives any and all damages and claims for damages.

d. If an Exhibitor decides to cancel participation in the conference, a termination notice must be sent to EPI by Monday, May 1, 2006. If the termination notice is received on or before Monday, May 1, 2006, the Exhibitor shall be refunded the rental fee minus $200 that EPI shall be entitled to as a service charge to cover expenses that EPI has incurred. If the termination notice is received after Monday, May 1, 2006, the Exhibitor forfeits all rights to the return of the rental fee and EPI shall be entitled to retain the rental fee in its entirety as liquidated damages for the expenses and losses caused by the termination.
9. INSURANCE: The Exhibitor agrees to obtain the following insurance coverage and be prepared to furnish a certificate of insurance to EPI if requested: Comprehensive general liability insurance coverage including protective and contractual liability coverage of $500,000 single limit bodily injury and property damage.

10. ATTORNEY’S FEES: Should EPI find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interest or interests under the agreement, EPI, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorney’s fees.

11. NON-WAIVER: EPI shall not be deemed to waive any of its right hereunder unless such waiver is explicitly stated as a waiver in writing and signed by EPI. No delay or omission by EPI in exercising any of its right shall operated as a waiver of such rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

12. USE OF CERTAIN PROPERTY: Exhibitor will assume all costs arising from the use of patented, trademarked, franchised, or copyrighted music, materials, devices, processes or dramatic right used on or incorporated in the Exhibitor’s space. Exhibitor shall indemnify, defend and hold harmless EPI, the Flamingo Hotel and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorney’s fees, and expenses of whatever kind or nature which might result from or arise out of use of any such material(s) described above.

13. GENERAL REGULATIONS AND PUBLIC POLICY: Each Exhibitor is charged with knowledge of all State, County and City Laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in the exhibition.
Viva Las Vegas!

No conference should be all work and no play. Take some time to relax and enjoy one of the liveliest cities in America. Take in a show, play a round of golf, or get a massage. No matter what you love to do, Vegas has it all!
Flamingo Hotel
3555 Las Vegas Blvd South, Las Vegas, Nevada 89109

The Flamingo Hotel is located in the heart of the Vegas Strip. The resort features a Wildlife Habitat, 15-acre Caribbean-style water playground and its own casino. Take advantage of the hotel’s numerous amenities to make RETENTION 2006 more than just a conference - make it an experience!

EPI has reserved a block of rooms at group rate of $129 per room. To make a reservation, please call 1.800.732.2111. To receive the group rate, you must identify yourself as a participant in RETENTION 2006. All reservations must be made by Friday, April 21, 2006 in order to be eligible for the group rate.

Guests may check in at 3 p.m. Checkout is at 11 a.m.

For more information about the hotel, visit www.Flamingolv.com.

Travel Information

United Airlines is offering all conference participants a 7% discount on flights booked between May 17 and May 26, 2006. In order to receive the discount, reservations must be made before April 21, 2006. To make a reservation, please call 1.800.521.4041. The sales agent will need to know that you are with RETENTION 2006 and the conference meeting code 539TD.