

BRAIN INJURY
LITIGATION
STRATEGIES
2009

MASTERING THE SCIENCE AND TRIAL STRATEGIES

LAS VEGAS, NEVADA ■ APRIL 30-MAY 1, 2009



SPONSOR AND EXHIBITOR PROSPECTUS

The only place to reach both plaintiff and defense attorneys simultaneously is The Signature at MGM Grand, host to this year's Brain Injury Litigation Strategies Conference!



Brain Injury Association
of America





Sponsorship Opportunities for Litigation Vendors and Suppliers

Save time and stretch your marketing dollar by showcasing your company's products and services to both defense AND plaintiff experts at *Brain Injury Litigation Strategies 2009*, the only national conference where you'll reach BOTH audiences. This conference, proudly hosted by the Brain Injury Association of America at The Signature at MGM Grand, attracts plaintiffs' attorneys representing persons with brain injury, insurance adjusters, risk managers and in-house counsel.

SPONSORSHIP OPPORTUNITIES JUST FOR YOU!

All sponsors receive recognition in the program, on the Brain Injury Association of America Website, at general sessions and more!

Registration Bags
\$5,000

Help attendees manage all their important conference materials. The sponsor's name and logo are imprinted along with those of the Brain Injury Association of America on the registration bags.

Reception
\$6,000

The reception is the featured networking function for the conference. A representative of the sponsor joins the Brain Injury Association of America in welcoming attendees.

Continental Breakfast (Two available)
\$1,000

Help attendees get the day off to a great start! Each day's sponsor may place brochures on the breakfast tables and your company representative greets attendees at the breakfast.

Luncheon (Two available)
\$4,500

Treat attendees to lunch! Special signage reminds participants whom to thank. Each sponsor may place brochures on the luncheon tables and may greet attendees at the lunch.

Meeting Program and Handout Book
\$4,000

Help participants keep track of the sessions and events they most want to experience! Includes a full-page, four-color ad in the front of the book.

Speaker (several available)
\$1,500

Your representative gains visibility by introducing the speaker. Company materials may be placed on the table in the back of the session room.

Beverage Break (per day; four available)
\$500

Morning and afternoon beverage breaks recharge attendees and offer a perfect chance for them to speak with your company representative(s). You will have the opportunity to place brochures on the break tables.

Meeting Program and Handout Book Advertisement
\$750

Advertise your company services in the meeting program and handout book with a full-page, black-and-white advertisement. Two- or four-color ads are available for an additional \$350.

Padfolio
\$2,500

Every time attendees take a note at and after the conference, they'll think of your company! Your logo and meeting information will be printed on the padfolio.

NEW Marketing Giveaway
\$500

Ship 200 copies of one company brochure, CD or promotional piece and it will be prominently displayed in the registration area for all attendees to receive! Deadline for shipment to arrive at the hotel: April 28, 2009

Exhibit Opportunities



Don't miss this opportunity to showcase your company with these important market segments. Space is very limited, so register today.

Your exhibitor fee of \$650 includes:

- One tabletop exhibit space, one 6' draped table, two chairs. (Please note: All exhibits are tabletop displays only.)
- A copy of your company's marketing brochure inserted into the attendees' registration packets (Shipping information and deadlines will be provided in March 2009)
- Listing in conference publications
- Promotion in *The Challenge*, BIAA's quarterly newsletter, and on BIAA's Website, www.biausa.org, pre- and post-conference
- Post-meeting attendee list

The exhibit hall is *the* place to be for registration, continental breakfasts, refreshment breaks, luncheons and opening reception.

Contact Jenny Toth, sales and marketing coordinator, at jtoth@biausa.org or call 703.761.0750 ext 621



Sponsor and Exhibit Application and Contract

This application and contract (hereinafter “contract”) for exhibit space is by and between the Brain Injury Association of America (hereinafter “BIAA”) and the following company (hereinafter “Exhibitor.”) BIAA agrees to lease to the exhibitor and exhibitor agrees to lease from BIAA exhibit space for the above event in accordance with the terms and conditions set for the below and the rules and regulations attached hereto and incorporated herein.

EXHIBITOR/SPONSOR INFORMATION

NOTE: The company name as listed below will be used for your inclusion in the exhibitor list and all conference promotional materials.

Company name _____
Street Address _____
City _____ State _____ Zip _____
Phone: _____
Fax: _____
Website Address: _____

Primary Exhibit/Sponsor Contact Information (for show management use only)

My Address is ___Same as above or ___Alternate (list below)

Contact name: _____
Company name _____
Street Address _____
City _____ State _____ Zip _____
E-mail Address: _____
Phone: _____
Fax: _____

Sponsorship(s) Selected: _____

Tabletop Exhibit Space Selection

There are a limited number of exhibitor spaces available. BIAA will assign one tabletop exhibit space per company on a first-come, first-served basis. You will be notified of your tabletop space after this application and contract is received and processed by BIAA.

Cost and payment schedule: Exhibitor understands that the assigned exhibit space will be rented at the rate listed below and agrees to make payments on the assigned space according to the following payment schedule:

Exhibit space cost is \$650 per exhibit space. To reserve your space, return this form along with a 50 percent deposit of \$325. Once BIAA receives the deposit, your exhibit space will be assigned if approved and a confirmation will be mailed. The balance of \$325 is due on or before March 16, 2009.

Full payment is due with the application and contract for exhibit space reserved after March 16, 2009. All payments must be made in U.S. funds, drawn on U.S. banks, payable to the Brain Injury Association of America.

<p>Official Exhibit Schedule Installation Hours Wednesday, April 29, 2009: 6:00 p.m. – 8:00 p.m.</p> <p>Exhibits Open Thursday, April 30, 2009: 7:00 a.m. – 8:00 a.m.; 10:45 a.m. – 11:00 a.m.; 12:00 p.m. – 1:00 p.m.; 3:00 p.m. – 3:15 p.m.; 4:15 p.m. – 6:00 p.m. Friday, May 1, 2009: 7:30 a.m. – 8:30 a.m.; 10:30 a.m. – 10:45 a.m.; 12:00 p.m. – 1:00 p.m.</p> <p>Dismantle Friday, May 1, 2009: 1:00 p.m. – 3:00 p.m.</p> <p>This schedule is tentative and subject to change. If the official exhibit schedule changes, all exhibitors will be notified in writing.</p>

CANCELLATION/REFUND POLICY

Any exhibitor who cancels its assigned exhibit space on or prior to March 16, 2009, will receive a full refund, less an administrative fee of \$100. Any exhibitor who cancels its assigned exhibit space on or after March 17, 2009 will not receive a refund and BIAA will retain as liquidated damages all monies paid. If cancellation is made on or after March 17, 2009, the exhibitor shall be liable to BIAA, as liquidated damages, for the unpaid balance of the total rental value of the space cancelled. Exhibitor agrees to abide by the terms of this contract and any applicable provisions of BIAA’s agreement with the management of the facility. This contract will not be binding until countersigned by an authorized representative of BIAA. The individual signing below on behalf of exhibitor represents and warrants that he/she is authorized to so act in that contracting authority. Cancellation requests must be submitted in writing to the BIAA Exhibits Manager at conferences@biausa.org or at the address above. The date the exhibitor’s written request of cancellation is received by BIAA shall be considered the official cancellation date.

Authorized Exhibitor Signature	Title	Date
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Authorized BIAA Signature	Title	Date
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Payment Method

_____ Check for \$_____ enclosed (made payable to BIAA)

Please charge \$_____ to my ___ Visa ___ MasterCard ___ American Express

Card# _____ Exp. Date ____/____

CVV Code# _____ (the CVV code is the last three digits in the signature area on the back of your card.)

Name on Card _____

Authorized Signature _____

RETURN THIS FORM TO:

Brain Injury Association of America
1608 Spring Hill Road, Suite 110
Vienna, VA 22182
Phone: 703.761.0750
Fax 703.761.0755

A copy of the signed contract will be mailed to you upon acceptance.

Questions? Contact Jenny Toth, sales and marketing coordinator, at jtoth@biausa.org or call 703.761.0750 ext 621
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Exhibit Rules and Regulations

1. Agreement to Terms and Conditions

Exhibitor agrees to abide by the terms of the contract, the rules and regulations and any applicable provisions of BIAA's agreement with the management of the facility where the conference and exhibition will be held, all of which are made a part of this contract by reference and fully incorporated herein. This is not a binding contract until signed by an authorized BIAA representative.

2. Assignment of Space

Space will be assigned on a first-come, first-served space with due consideration given to proximity of competitive displays and all other matters relating to the successful conduct of the exhibition. Exhibit applications are not counted as received unless both the contract and 50 percent of the rental fee have been submitted to and processed by BIAA. BIAA reserves the right to adjust the floor plan to meet the needs of the exhibition.

3. Exhibit Space

The exhibit space includes one 6-foot draped table and two chairs. All furniture and accessories, electrical requirements and booth cleaning are the responsibility of the Exhibitor.

4. Show Management

The exhibition is organized and managed by BIAA. Any matters not covered in these rules and regulations are subject to the interpretation of the BIAA President/CEO or his or her designee, and all exhibitors must abide by their decisions. Exhibitors must comply with The Signature at MGM Grand procedures. The show management shall have full power to interpret, amend and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for itself and its employees and agents, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

5. Installation and Dismantle of Exhibits

Show Management reserves the right to fix the time for the installation of an exhibit prior to the Show opening and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All exhibits must remain intact until the close of the show. Installation must occur only during the installation times designated in the Exhibitor Prospectus. All exhibits must be properly installed, fully operational and show-ready no later than 7:00 am on Thursday, April 30, 2009, for the final inspection of the exhibit hall by show management. Dismantle may not begin until after 1:00 p.m. on Friday, May 1, 2009, and must be completed by 3:00 pm. Early dismantle and/or removal of an exhibit may result in the loss of exhibit privileges for future shows.

The hours in the official exhibit schedule are tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified in writing. Exhibitors are expected to make travel arrangements in accordance with this schedule. If erection of any exhibit has not started by 7:00 a.m. on Thursday, April 30, 2009 the BIAA Exhibits Manager or his or her designee may order the exhibit to be erected and the exhibitor billed for all charges incurred. Each exhibitor will complete arrangements for removal of his or her material from The Signature at MGM Grand in accordance with the instructions provided in the Exhibitor Services Manual. All material must be packed and ready for shipment by 3:00 p.m. on May 1, 2009. Any material not called for by said time and date will be shipped at the exhibitor's expense, by a carrier selected by the official drayage contractor. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours.

6. Failure to Occupy Space

Space not occupied by 8:00 a.m. on Thursday, April 30, 2009 will be forfeited by exhibitors and the space may be resold, reassigned or used by the exhibit management without refund.

7. Rates, Deposits and Refunds

Exhibit space cost is \$650 per exhibit space. To reserve your space, return the application and contract along with a percent deposit of \$325. Once BIAA receives the deposit, your exhibit space will be assigned if approved and a confirmation will be mailed. The balance of \$325 is due on or before March 16, 2009. Full payment is due with the application and contract for all exhibit space reserved after March 16, 2009. All payments must be made in U.S. funds, drawn on U.S. banks, payable to the Brain Injury Association of America.

If the fees are not paid according to the above payment schedule, BIAA, at its option, may reassign the space to another exhibitor and in accordance with the cancellation fees set forth in the attached rules and regulations. Any exhibitor who cancels its assigned exhibit space on or prior to March 16, 2009, will receive a full refund, less an administrative fee of \$100.00. Any exhibitor who cancels its assigned exhibit space on or after March 17, 2009, will not receive a refund and BIAA will retain as liquidated damages all monies paid. If cancellation is made on or after March 17, 2009, the exhibitor shall be liable to BIAA, as liquidated damages, for the unpaid balance of the total rental value of the space cancelled. Cancellation requests must be submitted in writing to the BIAA Exhibits Manager at conferences@biausa.org or at the address above. The date the exhibitor's written request of cancellation is received by BIAA shall be considered the official cancellation date.

8. Contractor Services

An official contractor will provide all services in the exhibit area. Complete information, instructions and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, furniture, etc., will be included in the Exhibitor Services Manual to be forwarded from the official contractor in March 2009. Under no circumstances will BIAA or The Signature at MGM Grand assume responsibilities for loss or damage to goods consigned to the official contractor. Advance shipments of exhibit material must be made to official contractor as specified in the Exhibitor Services Manual. Should any shipments not be made as specified in the manual, it will be removed by the official contractor and stored until the facility is ready to accept materials for the exhibition and all costs involved will be charged to exhibiting company. Exhibitors are responsible for all information provided in the Exhibitor Services Manual.

9. Arrangements of Exhibits

All demonstrations, distribution of circulars or other promotional activities must be confined to the limits of the exhibit space and must not interfere with adjacent exhibit space or intrude on aisle space. Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated exhibit space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The show management reserves the right to inspect the quality of the appearance of each exhibit prior to show opening.

10. Exhibit Design

Each exhibitor will be provided with an official Exhibitor Services Manual. The Exhibitor Services Manual describes the type and arrangement of exhibit space and the standard equipment provided by show management for exhibits. All exhibit space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Exhibitor Services Manual. In the sole opinion of Show Management, any exhibit that fails to conform to the Exhibitor Services Manual guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition.

Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. All demonstrators or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities.

Exhibiting companies are responsible for furnishing and cleaning their exhibits. All exhibits must comply with the public accommodation provisions of the Americans with Disabilities Act of 1991 (ADA).

11. Subleasing of Space

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

12. Conduct

All exhibits will be to serve the interest of the BIAA and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. Show management reserves the right to close any exhibits which, in the sole judgment of show management, are in bad taste, are excessively noisy, employ offensive or unprofessional methods of operation, or in any way detract from the quality of the exhibition or the conference, interfere with other exhibitors or are deleterious to BIAA's professional image. Management reserves the right to refuse to admit to and eject from the exhibit building any objectionable or undesirable person or persons. In the event of such restriction or eviction, BIAA shall not be liable for any refunds of rental or other exhibit expense. Unusual advertising plans and stunts which are designed to attract attention to a particular exhibit must be submitted to the Exhibits Manager for approval 30 days prior to the opening of the exhibition.

13. Staffing of Booth

No more than two individuals may operate a single booth at the same time. For safety, fire and ADA regulations, booths must be set up to allow working space for exhibit personnel within the confines of the exhibit space. Exhibit personnel will not be permitted to stand in the aisles. Each exhibit must be fully operational and staffed during the open exhibit hours as defined in rule 4.

14. Exhibitor's Personnel

Exhibitor badges will be made available to the official company representative for distribution to exhibitor personnel. The official BIAA badge must be worn whenever a representative is in the exhibit hall. All personnel representing the exhibitor or his or her agents on the exhibit floor during installation and dismantling must be properly identified.

Exhibits should be manned by company specialists who are qualified to discuss details of their company's products or services. Distribution of advertising material and souvenirs must be confined to the exhibitor's exhibit. 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 strictly prohibited.

15. Sound Devices and Lighting and other Presentation Devices

Public address, sound-producing or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibits. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. BIAA reserves the right to restrict the use of glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited.

16. Hotel Meeting Space

No Exhibitor sponsored meetings, entertainment, or similar activities will be permitted in the hotel, meeting rooms, or other public or private facilities without the prior written approval of the Exhibits Manager.

17. Handout Materials

Promotional giveaways and exhibitor prize drawings will be permitted. All hand-out materials are expected to be of professional nature. BIAA reserves the right to disallow any material that it believes to be inappropriate.

18. Solicitation of Exhibitors

No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of BIAA.

19. Fire, Safety and Health

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the exhibit. Only fireproof materials may be used in displays and the exhibitor must take all necessary fire precautions. No combustible material will be stored in or around the exhibit.

20. 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. Information regarding specific regulations that are applicable may be obtained from the official contractor. Displays, painters, carpenters, electricians and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the Exhibitor Services Manual.

21. Storage

The exhibitor should make arrangements with the contracted decorator for storage of packing boxes and crates during the exhibition. BIAA assumes no responsibility for damage or loss of packing boxes or crates.

22. Food and Beverage

Exhibitor distribution of food and beverages for consumption in the building is prohibited, except with advance written permission from show management. All requests must be submitted in writing to the BIAA Exhibits Manager. If approved, any food and/or beverage and/or service must be coordinated through the food service department of the meeting facility.

23. Liability and Limitations

Neither BIAA, its officers, directors, representatives or employees, suppliers nor the meeting facility, nor the service contractors or its officers, directors, representatives, employees, or subcontractors shall be liable for, and are hereby released from, any claims, liabilities, losses, damages, or expenses relating to or arising out of any injury to any personnel of exhibitor or to any other person for any loss or damage to any property of the exhibitor or any other property where such injury, loss or damage is incident to, arises out of, or is in any way connected with exhibitor's participation in the exhibition. The exhibitor shall be fully responsible for any such injury, loss or damage and the exhibitor shall protect, indemnify, hold harmless, and defend BIAA, its officers, directors, agents, employees, volunteers, The Signature at MGM Grand, its owners, agents, and employees against all such claims, liabilities, losses, damages, and expenses.

24. Property Damages

Exhibitors or their agents shall not in any way damage the building, the booths, or the equipment of the booths. No signs, parts of exhibits, supplemental lighting or any other exhibit material may be taped, posted, tacked, nailed, screwed, or otherwise attached to walls, floors, columns, or any interior or exterior surface of the exhibition facility or furniture.

25. Security and Insurance

Notwithstanding the fact that BIAA may employ security personnel, neither BIAA, the service contractor, hotel management, nor any of the officers, employees, volunteers or agents of the above will be responsible for the safety or property of Exhibitors from theft, strike, or damage by fire, water, storm, or vandalism. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. Each Exhibitor acknowledges that it is responsible for obtaining appropriate insurance coverage.

26. Trademarks

BIAA will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of The Signature at MGM Grand logo, design, trademark, trade name, patent, copyrighted work or symbol must be approved in writing by The Signature at MGM Grand marketing department. For more information, please contact the BIAA Exhibits Manager.

27. Photographing of Exhibits

Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to or photographing or videotaping its exhibit. The taking of pictures, other than by the official photographer, is expressly prohibited during setup, dismantling and non-exhibit hours. Cameras will not be allowed on the exhibit floor. The use of a camera cell phone is prohibited during the above mentioned hours. Only the exhibitor may grant permission to have its exhibit photographed, videotaped, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request from Show Management or the official photographer to photograph the exhibit from outside the perimeter of the exhibit.

28. List Publication

The list of BIAA exhibitors, in whole or in part, shall not be published other than in BIAA official publications.

29. Violations

BIAA may at its discretion take away all or part of future exhibiting privileges for violations of the Rules and Regulations. In addition, violation of any of these Rules and Regulations by the exhibitor or his or her employees or agents shall at the option of BIAA forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to BIAA all monies paid or due. Upon evidence of violation, BIAA may take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that BIAA may incur thereby.

30. Severability

All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such valid agreements or covenants were not contained herein.

31. Contact

For questions or more information, please contact:

BIAA Exhibits Manager

Brain Injury Association of America

1608 Spring Hill Road, Suite 110

Vienna, VA 22182

Phone: 703.761.0750

Fax: 703.761.0755

E-Mail: conferences@biausa.org