

## 2012 PLRB/LIRB Insurance Services Expo Exhibit Space & Sponsorship Application

**Orlando World Center Marriott**  
8701 World Center Drive  
Orlando, FL 32821

Monday, April 16 and Tuesday, April 17, 2012

The following information will be printed in this event's Expo Directory.  
**Please type or print clearly.**

*To register for exhibit space, please follow these steps:*

- Print, sign and date the agreement accepting the **Exhibitor-Sponsor Terms & Conditions**; and
- If paying by check, make payable to "PLRB" and mail to: **Property Loss Research Bureau, Department 4984; Carol Stream, IL 60122-4984**
- If paying by credit card, send completed form with credit card information by mail to above address, or fax to 630-724-2260 or e-mail to [ehelin@plr.org](mailto:ehelin@plr.org).
- Pay securely online by going to [www.claimsconf.org](http://www.claimsconf.org)

NAME/TITLE \_\_\_\_\_  
COMPANY/ORGANIZATION \_\_\_\_\_  
STREET ADDRESS/P.O. BOX \_\_\_\_\_  
CITY/STATE/ZIP CODE \_\_\_\_\_

PHONE NUMBER(S) (local and toll free) \_\_\_\_\_  
FAX NUMBER(S) (local and toll free) \_\_\_\_\_  
E-MAIL \_\_\_\_\_  
WEB SITE \_\_\_\_\_

**My preferred space number: 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_**  
(Note: You may not receive any of your preferences. See Terms & Conditions for details.)

**Affiliate Members: Sign up here.**

Please reserve \_\_\_\_\_ 10 ft. x 10 ft. standard space(s) at \$2,350 per space = \$ \_\_\_\_\_

Please reserve \_\_\_\_\_ corner(s) x \$300 per corner = \$ \_\_\_\_\_

**Booth Total = \$ \_\_\_\_\_**

**Non-Members: Sign up here.**

Please reserve \_\_\_\_\_ 10 ft. x 10 ft. standard space(s) at \$2,650 per space = \$ \_\_\_\_\_

Please reserve \_\_\_\_\_ corner(s) x \$300 per corner = \$ \_\_\_\_\_

**Booth Total = \$ \_\_\_\_\_**

**Booth Total \$ \_\_\_\_\_ plus Sponsorship Amount \$ \_\_\_\_\_ = Total Due \$ \_\_\_\_\_**

**Sponsorship Reservation**

Sponsors are recognized through signage at the conference and expo, at meal and break functions, at the general session, and on the PLRB event webpage. Sponsors also receive other benefits. See Terms & Conditions for details.

**Affiliate Member: Sign up here:**

\_\_\_ Platinum Sponsorship at \$10,000  
\_\_\_ Gold Sponsorship at \$5,000

**Non-Member: Sign up here:**

\_\_\_ Platinum Sponsorship at \$10,600  
\_\_\_ Gold Sponsorship at \$5,300

**Method of Payment: I am paying by**     Check     Visa     MasterCard     American Express     Discover

CC ACCOUNT NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_  
NAME (AS IT APPEARS ON THE CARD) \_\_\_\_\_ SIGNATURE \_\_\_\_\_  
BILLING ADDRESS ON CREDIT CARD \_\_\_\_\_

**I agree that the space assignment for exhibit(s) is predicated on our company agreeing to the Terms, Conditions, Rules and Regulations on the following pages. In addition, this application becomes a contract after being signed by the exhibitor, full payment is made, and the application is accepted by expo management as indicated below. This exhibit is authorized by:**

NAME/TITLE \_\_\_\_\_ YOUR COMPANY NAME \_\_\_\_\_  
SIGNATURE AND DATE AUTHORIZED \_\_\_\_\_

Accepted by PLRB/LIRB:

BY \_\_\_\_\_ DATE \_\_\_\_\_

**Your contact for exhibit arrangements**

NAME/TITLE \_\_\_\_\_  
COMPANY/ORGANIZATION \_\_\_\_\_  
STREET ADDRESS/P.O. BOX \_\_\_\_\_  
CITY/STATE/ZIP CODE \_\_\_\_\_

PHONE NUMBER(S) (local and toll free) \_\_\_\_\_  
FAX NUMBER(S) (local and toll free) \_\_\_\_\_  
E-MAIL \_\_\_\_\_  
WEB SITE \_\_\_\_\_

# Expo Guide Description

- Use my company's description from last year, or  
 Use the following description (in 25 words or less).

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## Example:

*ABC Company is the Midwest's leader in restoration services. With its extensive network of offices, ABC provides emergency response for fire, water, and other disasters.*

## What is the Exhibitor Guide?

The Exhibitor Guide is a printed directory that attendees can take with them after the EXPO.

## Why do I need an Expo Guide Description?

These short descriptions of what companies do are what attendees take back to their offices and often share with many fellow Claims professionals. Attendees may not visit each and every booth or have significant discussions to learn about possible services. This list then becomes extremely important upon return, when claims professionals are looking for that specialist who can assist with their current unusual claim subject matter. It is not the kind of information that gets thrown away easily after these events.

## What if I don't provide a Description?

Only your company name will be listed. When readers see generic names such as "ABC Consultants", with no clear description of what ABC does, the listing may be easily dismissed by readers. The exhibitor has lost an important opportunity to get his or her message out.

# Exhibitor Categories

**Category 1.** Please check the category that BEST describes your company. Only choose one. **This is the category under which your company will be listed in the Expo Guide.**

- |                                     |   |  |                                      |   |  |
|-------------------------------------|---|--|--------------------------------------|---|--|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Adjusting            | <input type="checkbox"/> ALE/housing         | <input type="checkbox"/> Association | <input type="checkbox"/> Auto Restoration | <input type="checkbox"/> Construction  |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Education            | <input type="checkbox"/> Electronics         | <input type="checkbox"/> Engineering | <input type="checkbox"/> Estimating       | <input type="checkbox"/> Investigating |
| <input type="checkbox"/> Legal      | <input type="checkbox"/> Property Replacement | <input type="checkbox"/> Publisher           | <input type="checkbox"/> Restoration | <input type="checkbox"/> Salvage          |  |
| <input type="checkbox"/> Software   | <input type="checkbox"/> Technologies         | <input type="checkbox"/> Other/Miscellaneous | _____                                |   |  |

**Optional Category 2.** If you wish, please check a second category that describes your company. Only choose one.

- |                                     |   |  |                                      |   |  |
|-------------------------------------|---|--|--------------------------------------|---|--|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Adjusting            | <input type="checkbox"/> ALE/housing         | <input type="checkbox"/> Association | <input type="checkbox"/> Auto Restoration | <input type="checkbox"/> Construction  |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Education            | <input type="checkbox"/> Electronics         | <input type="checkbox"/> Engineering | <input type="checkbox"/> Estimating       | <input type="checkbox"/> Investigating |
| <input type="checkbox"/> Legal      | <input type="checkbox"/> Property Replacement | <input type="checkbox"/> Publisher           | <input type="checkbox"/> Restoration | <input type="checkbox"/> Salvage          |  |
| <input type="checkbox"/> Software   | <input type="checkbox"/> Technologies         | <input type="checkbox"/> Other/Miscellaneous | _____                                |   |  |

**Optional Category 3.** If you wish, please check a third category that describes your company. Only choose one.

- |                                     |   |  |                                      |   |  |
|-------------------------------------|---|--|--------------------------------------|---|--|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Adjusting            | <input type="checkbox"/> ALE/housing         | <input type="checkbox"/> Association | <input type="checkbox"/> Auto Restoration | <input type="checkbox"/> Construction  |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Education            | <input type="checkbox"/> Electronics         | <input type="checkbox"/> Engineering | <input type="checkbox"/> Estimating       | <input type="checkbox"/> Investigating |
| <input type="checkbox"/> Legal      | <input type="checkbox"/> Property Replacement | <input type="checkbox"/> Publisher           | <input type="checkbox"/> Restoration | <input type="checkbox"/> Salvage          |  |
| <input type="checkbox"/> Software   | <input type="checkbox"/> Technologies         | <input type="checkbox"/> Other/Miscellaneous | _____                                |   |  |

**Optional Category 4.** If you wish, please check a fourth category that describes your company. Only choose one.

- |                                     |   |  |                                      |   |  |
|-------------------------------------|---|--|--------------------------------------|---|--|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Adjusting            | <input type="checkbox"/> ALE/housing         | <input type="checkbox"/> Association | <input type="checkbox"/> Auto Restoration | <input type="checkbox"/> Construction  |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Education            | <input type="checkbox"/> Electronics         | <input type="checkbox"/> Engineering | <input type="checkbox"/> Estimating       | <input type="checkbox"/> Investigating |
| <input type="checkbox"/> Legal      | <input type="checkbox"/> Property Replacement | <input type="checkbox"/> Publisher           | <input type="checkbox"/> Restoration | <input type="checkbox"/> Salvage          |  |
| <input type="checkbox"/> Software   | <input type="checkbox"/> Technologies         | <input type="checkbox"/> Other/Miscellaneous | _____                                |   |  |