

May 23 - 25, 2016 | Chicago

# VIER 2016

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES





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# WHY SHOULD YOU EXHIBIT AT THE MER CONFERENCE?

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## 1. GREATER SALES

The MER's goal for its exhibitors: produce greater sales in a quality-centric forum where there are extensive opportunities for private, personalized interaction with the registrants.

To best support the marketing of exhibitors' services and products, the MER conference operates within a productivity-based business model.

## 2. THE RIGHT PEOPLE

Twenty-three years ago, the MER was founded with the goal of delivering "second-to-none excellence".

MER conference sessions consistently facilitate achieving improved information governance by delivering the very best content – by addressing the key issues from three perspectives: operational, technical, and legal.

For the last ten years, 97% of the MER registrants stated they would recommend others attend the MER.

Additionally, 75% of last year's MER attendees said they found the exhibitor briefings to be both "interesting and beneficial."

With its record for delivering quality content, the MER attracts all the right people for its exhibitors and all of the major solution providers.

MER registrations also include free access to all the conference's presentations via MER 24/7 – where every session is instantly available online for a year. Registrants, who meet with exhibitors while sessions are being presented, simply access the sessions they missed at the conference – anytime, anywhere, online.

Throughout the MER's 23 years, many registrants have said the MER was "one of their greatest professional learning experiences".

## 3. GREAT NETWORKING

The MER conference is focused on connecting attendees with experienced peers, solution providers, and industry experts. This unique focus enhances MER's most important hallmarks: networking and personalization.

From personalization comes networking, the special communications channels created and enhanced among registrants, speakers, and exhibitors. As a result of MER networking, many valued and professionally helpful friendships have been formed.

The MER conference's format includes: seventeen unique networking opportunities, three 90-minute receptions, three 60-minute breakfasts, two 90-minute lunches and nine 15-30 minute breaks between sessions.

## 4. PRODUCES RESULTS

The MER's personalization is facilitated by a long-standing commitment to limit its size – only 22 exhibitors can participate and only 425 registrants can attend.

Limiting the number of exhibitors allows each exhibitor to have truly personal interactions with the conference attendees – the middle/upper management professionals who make or highly influence the acquisition of new services and systems.

Because the MER presents "the best content" and has "the best exhibitor business model", the MER attracts "the best people" and facilitates "the best networking". Collectively, all these "bests" make the MER the conference that really produces results.

## WHO ATTENDS AND WHO EXHIBITS?

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Because of its special focus, MER attendees are senior-level managers who are decision-makers within their organization. The 350+ registrants are comprised of:

- ✓ **70% Records and Project Managers**
- ✓ **15% Attorneys**
- ✓ **15% Information Systems/Technology Managers**

A list of representative companies, government agencies and representative business titles attending recent MER conferences can be provided by contacting [info@MERconference.com](mailto:info@MERconference.com)

The following solutions providers exhibited in 2015:

- Cohasset Associates
- Collabware
- Contoural
- DocuLynx
- Gimmel
- HP
- Huron Consulting
- IBM
- Integro
- Iron Mountain
- Nuix
- OpenText
- Recall
- RecordLion
- RecordPoint
- rsd
- Sherpa Software
- Viewpointe
- Zasio
- ZL Technologies

A complete list of all past MER Exhibitors is available at: [www.merconference.com/conference-details/past-MER-exhibitors](http://www.merconference.com/conference-details/past-MER-exhibitors)

**Limiting the number of exhibitors allows each exhibitor to have truly personal interactions** – facilitating a truly personalized experience for every Exhibitor and attendee. In recent years exhibitor spaces sell out early – don't miss out!

If your organization would like to exhibit with another, please contact Chris Glatz (800.200.7667), the MER Conference Administrator.



## WHAT ARE THE OPTIONS FOR EXHIBITORS AT MER?

MER exhibitors save by having a simple, turn-key format, eliminating many expenses.

All Gold and Silver exhibitors have a private meeting room – where business is conducted on a personalized 1:1 basis. Privacy enhances every MER exhibitor’s communications with the conference’s registrants. This compresses the time it takes to close sales and, in turn, enhances an exhibitor’s productivity.

The MER also provides its very successful, completely confidential exhibitor appointment system for Gold and Silver Exhibitors – MyMER. With MyMER, all the exhibitors and all the registrants can communicate directly 24/7. The goal of this system is to maximize the number of user-appointments, thereby further enhancing exhibitor productivity.

EXHIBITOR BENEFITS	Gold \$25,000	Silver \$16,000	Bronze \$10,000
1 coffee break sponsorship (includes coffee cups with sponsor's logo & signage)	✓		
Opportunity to select exhibit table location and private meeting room	✓		
Lunch delivery Monday and Tuesday of MER to private suite (allows for more meeting time with client prospects)	✓		
Speaking Opportunity in Solutions Showcase – a client case-study track (AV provided for MER 24/7 recording)	✓		
Promo code provided to offer registration discounts to clients and guests for the precon and conference	✓	✓	
Private Meeting Room	✓	✓	
Key Position and Signage	✓	✓	
MyMER app appointment and networking access	✓	✓	
Signage Outside Room and Registration area	✓	✓	
Attendee List pre-conference	✓	✓	✓
Attendee List (final) post-conference	✓	✓	✓
Table Top Exhibit (6' table)	✓	✓	✓
Free Wifi	✓	✓	✓
Listing on MER website with link	✓	✓	✓
Access to have Reps attend (including meals)	7	4	2
Listing in E-brochure	✓	✓	✓
Included in Information Guide	✓	✓	✓
Right of First Refusal to Commit for the following Year	✓	✓	✓

## WHAT ARE THE EXHIBIT HOURS?

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The exhibit hours to the right apply to both the tabletop and private meeting room areas. Exhibitors are encouraged to provide staffing at both locations during the exhibit times outlined.

**Early Set-Up** – Gold and Silver exhibitors who would like to have access to their private meeting space prior to 3:00 p.m. on Sunday must contact Chris Glatz (800.200.7667), the MER Conference Administrator, to determine whether the space can be made available earlier.

**Late Meetings** – The conference adjourns at noon on Wednesday. To schedule private meetings after that time, exhibitors should consult MER Conference Administrator, Chris Glatz, to confirm availability.

### **SUNDAY**

**5:00 p.m. – 6:30 p.m.**

*Welcoming Reception in the MER Exhibitor Room*

*Note: all tabletop displays should be complete by this time for attendees to visit during the reception*

### **MONDAY AND TUESDAY**

**7:30 a.m. – 5:00 p.m.**

*Conference program hours including breakfast and all breaks*

**5:00 p.m. – 6:30 p.m.**

*Networking Reception (Monday: conference hotel, Tuesday: off-site)*

### **WEDNESDAY**

**8:00 a.m. – Noon**

*Conference program hours including breakfast and all breaks*

## WHAT AND WHERE CAN YOU DISPLAY?

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Exhibitors should plan to staff both their tabletop and private meeting room throughout the conference during the exhibit hours outlined.

### TABLETOP

The tabletop exhibit space is located in the MER Exhibitor Room. This is the location of the Sunday evening Welcome Reception as well as all seven 30 minute coffee breaks and three morning breakfast buffets.

Each Exhibitor is provided a skirted tabletop. No “booth number” is assigned. MER conference staff arranges the Exhibitor tables to minimize the adjacency of competing organizations.

#### Items permitted at your tabletop:

- ✓ Customized tablecloth with your logo
- ✓ Literature and/or laptop presentations may be placed only on top of the table
- ✓ One stand-alone pull-up banner stand next to the tabletop
- ✓ Small flat screen monitors up to 35 inches.

#### MER's “Good Neighbor” policy:

- ✓ Backdrops, tabletop displays, special lighting, stand-alone displays, and projection systems are encouraged in private meeting rooms only – facilitating a productive environment in the exhibitor meeting space.
- ✓ To protect MER's productive exhibitor environment, sound systems are not permitted in the exhibitor meeting space.

Gold and Silver exhibitors have two options for their private meeting rooms: a suite or standard conference room.

### PRIVATE MEETING ROOM

If you are a Gold or Silver exhibitor, your private meeting room space is the primary location for Exhibitors to conduct demos and have meetings regarding their products/services.

**Suites** – The suites have a casual floor plan that includes couches, loveseats and chairs around a coffee table. It also has a writing desk, wet bar, refrigerator and attached sleeping room. A Murphy bed is also included. Suites are approximately 700 square feet.

*Note: The attached sleeping room is not included as part of the private meeting room and the fee for this room will be charged to the Exhibitor at the MER conference rate.*

**Conference Rooms** – These range in size from 400 to 900 square feet and are located throughout the hotel. Standard banquet tables, chairs, and linens are provided at no charge. Upgraded furniture requests such as couches can be arranged at an additional cost to the Exhibitor.

#### There is a limited number of each type of private meeting room.

Each Exhibitor's Private Meeting Room will be assigned upon:

- ✓ Your tier level,
- ✓ Receipt of a signed Exhibitor application,
- ✓ Cohasset's acceptance of the Exhibitor application, and
- ✓ Payment of the associated Exhibitor participation fee.

*To ensure your company receives the type of private exhibit space you prefer (hotel suite vs. conference room), you are encouraged to make your decision to exhibit at the MER early along with your payment. (i.e. your contract reserves, your payment insures.)*

## KEY DATES



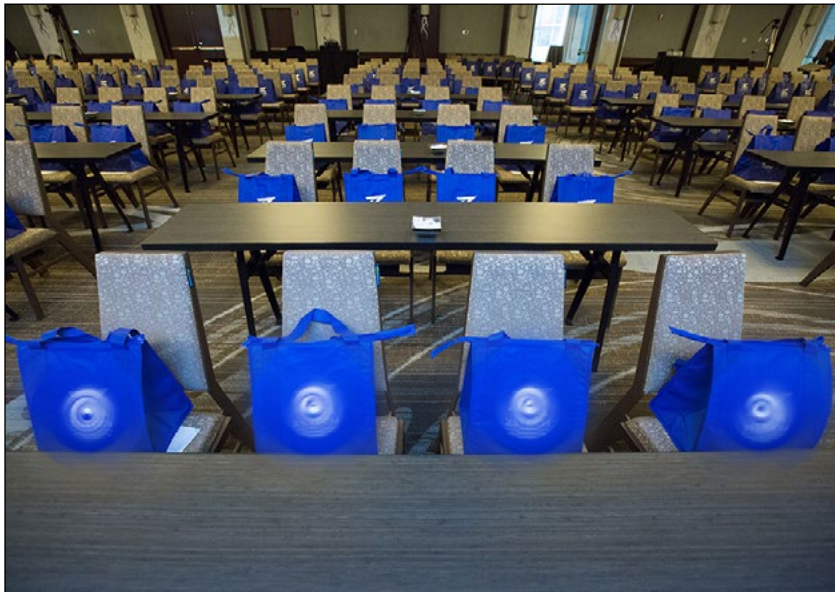
<b>March 1, 2016</b>	<b>BOOK YOUR TEAM HOTEL ACCOMMODATIONS</b>
The Westin has a limited number of rooms at the conference rate of \$274 and expires April 25th. The MER block sells out every year far in advance of the deadline – you are encouraged to book soon. Call 312-943-7200.	
<b>April 4, 2016</b>	<b>EXHIBITOR MEMO AND FAQs</b>
Exhibitors will receive a memo and conference FAQ's from the conference administrator.	
<b>April 11, 2016</b>	<b>CUSTOM MERmails</b>
Cohasset Associates will provide you with a customized MERmail to send to your contacts announcing your presence at the conference. MERmail will include your corporate logo.	
<b>April 18, 2016</b>	<b>ONLINE APPOINTMENT CALENDAR</b>
The online appointment calendar system will be made available for <b>Gold and Silver Exhibitors</b> to explore and get familiar with. Instructions will be provided.	
<b>April 25, 2016</b>	<b>MER ATTENDEE LIST</b>
<b>Gold and Silver Exhibitors</b> will receive the list of registrants to date who have provided permission for them to be contacted prior to the conference.	
<b>April 25, 2016</b>	<b>MEETING ROOM ASSIGNMENT</b>
<b>Gold and Silver Exhibitors</b> will receive formal notification of your private meeting room location.	
<b>April 25, 2016</b>	<b>HOTEL CONFERENCE RATE EXPIRES</b>
Last day to book your hotel room at the conference rate of \$274. Call the Westin at 312.943.7200.	

<b>May 2, 2016</b>	<b>MER ATTENDEE LIST</b>
Updated list to be sent to <b>Gold and Silver Exhibitors</b> .	
<b>May 9, 2016</b>	<b>MER ATTENDEE LIST</b>
Updated list to be sent to <b>Gold and Silver Exhibitors</b> .	
<b>May 16, 2016</b>	<b>MER ATTENDEE LIST</b>
Updated list to be sent to <b>Gold and Silver Exhibitors</b> .	
<b>May 19, 2016</b>	<b>SHIPMENTS</b>
Ship all materials to the Westin Michigan Ave., 909 North Michigan Ave., Chicago, IL 60611 no earlier than 5/19/16. Your company name needs to be on the shipments.	
<b>May 22-25, 2016</b>	<b>MER CONFERENCE</b>
<b>Welcome to Chicago!</b>	
<b>May 22, 2016</b>	<b>ROOM SETUP TIER 1 AND TIER 2 EXHIBITORS</b>
Tabletop display set-up begins at 2 p.m. and ends at 5 p.m. Private meeting room set-up begins at 3 p.m. To access your private meeting room earlier, please contact Chris Glatz..	
<b>May 22, 2016</b>	<b>MER WELCOME RECEPTION (5:00-6:30 p.m.)</b>
All Exhibitors should have their tabletop displays ready prior to this reception. Set-up can begin any time on Sunday after 2 p.m.	
<b>May 31, 2016</b>	<b>FINAL LIST OF MER CONFERENCE ATTENDEES</b>
All Exhibitors will receive via email an electronic list of everyone who attended the MER 2015 Conference.	



## WHAT ARE THE ADDITIONAL **SPONSORSHIP OPPORTUNITIES?**

**IN ADDITION TO THE EXHIBITING OPTIONS, MER 2016 OFFERS EXPANDED OPPORTUNITIES TO PROMOTE YOUR COMPANY.**



Boost attendees' experience while adding major exposure to your brand with promotional merchandise, podcasts and brand reinforcements.



Increase face-time with attendees by branding a MER networking experience or hospitality.

**TAKE ACTION NOW TO CREATE A LASTING IMPACT**

# WHAT ARE THE SPONSORSHIP OPPORTUNITY SPECIFICS?

	OPPORTUNITY	DESCRIPTION	EXPOSURE GAINED	AVAILABLE	PRICE
<b>NETWORKING EXPERIENCES</b>	<b>SEATED LUNCHEON</b>	The MER is known for its gracious hospitality and networking opportunities and the seated luncheon is what set this precedence.	Sponsor's logo brands this event on signage outside the luncheon room, branded "footstep" floor decals that lead attendees down the hall from the session to lunch, as well as announcement at the conference opening. At your request, MER will distribute your product literature at the door or you may place one at each place setting.	1	<b>\$15,000</b>
	<b>WELCOME RECEPTION</b>	Beer, wine, and light hors d'oeuvres are served the night before the conference kicks off, allowing appreciative attendees to "break the ice" and get to know each other.	What a way to make a first impression! Sponsor's logo brands this event on the cocktail napkins, signage outside the reception room, "footstep" floor decals that lead attendees from the foyer to your booth in the exhibitor hall/reception room. At your request, MER will distribute your product literature at the door.	1	<b>\$8,000</b>
	<b>NETWORKING RECEPTION "SIP &amp; SAVOR" STATION</b>	Select a Chicago-themed menu item to be served with a well-paired beer or wine, set and served at your own branded station. Signage with sponsor information provided outside the reception room.	The closing of the first day at MER is the best networking opportunity, when the attendees are abuzz with the all the information they've just absorbed. Attendees will approach your branded food station, ready to chat.	4	<b>\$6,500 each</b>
	<b>COFFEE/TEA BREAK</b>	Keep your clients and prospective customers at their peak! Includes branded to-go cups and signage in the exhibitor hall.	As attendees grab a "cup of joe" in the exhibitor hall, they'll thank you for sponsoring this much-appreciated service.	7	<b>\$3,500 per break</b>

**MAKE A LASTING FIRST IMPRESSION**

**MOST INTERACTIVE**

**ONLY 4 LEFT!**

# WHAT ARE THE SPONSORSHIP OPPORTUNITY SPECIFICS?

	OPPORTUNITY	DESCRIPTION	EXPOSURE GAINED	AVAILABLE	PRICE
<b>PROMOTIONAL MERCHANDISE</b>	<b>CONFERENCE TOTES</b>	Your message is everywhere attendees look, making it the most visible sponsorship at the MER.	All 450 registered conference attendees receive a tote, ensuring widespread exposure for your brand as your logo travels everywhere in Chicago - in the hotels, restaurants, conference, and more. Get exposure AFTER the conference as attendees use the tote throughout the year allowing their colleagues to see your brand.	1	\$10,000
	<b>NOTEBOOK AND PEN</b>	Note pad carrying your logo and the MER logo. Each attendee receives the notebook in the conference totes.	Writing paper is in short supply when attendees want to take notes in sessions. You'll be remembered for meeting that need when you sponsor this item.	1	\$5,000
	<b>TOTE INSERTS</b>	1 pre-approved, branded item provided by sponsor to be pre-inserted into the conference totes.	Capture a targeted audience by providing a branded piece that all 450 registered conference attendees receive.	1 per sponsor	\$1,500
<b>HOSPITALITY</b>	<b>LUNCH EXPLORATION PASS</b>	Prepaid "Lettuce Entertain You" (a Chicago staple restaurant group) meal voucher, which allows the attendees to get out and explore the city of Chicago during Tuesday's lunch break.	This meal voucher can be used during Tuesday's lunch or beyond, leaving an even longer lasting impression. Your branded collateral is inserted in the meal voucher envelope.	1	\$12,000
	<b>GRAB N GO LUNCH</b>	Feed MER attendees' hunger and promote your brand with custom lunch boxes that include your company logo on a branded sticker.	As the conference adjourns, the attendees' minds may be full, but their stomachs won't be. Leave the very last impression before they catch their flights home.	1	\$10,000
<b>PODCAST</b>	<b>MER PODCASTS</b>	Sponsorship of podcast "episodes" featuring MER speakers, industry leaders, or anything relevant to information governance today.	Podcasts are the best way to get inside the minds of the industry experts and dig deep into the subject matter they presented at the conference. The podcast sponsor will have access to each recorded "episode" to market on their behalf, for as long as they want.	1	\$6,000

**MOST POPULAR!**

**AFFORDABLE**

**NEW!**

# WHAT ARE THE SPONSORSHIP OPPORTUNITY SPECIFICS?

	OPPORTUNITY	DESCRIPTION	EXPOSURE GAINED	AVAILABLE	PRICE
<b>BRAND REINFORCEMENT</b>	<b>HOTEL ROOM KEYS</b>	Customize key cards with your company name, logo, or message so that it is seen by every MER attendee staying in the conference hotel.	Be the company that attendees see every time they reach for their hotel key card – usually more than once a day – every day of the MER Conference. This in-demand sponsorship provides an exclusive entry to added value, check in to check out.	1	<b>\$10,000</b>
	<b>CHARGING STATION</b>	Provide attendees with a service that they appreciate with a highly visible and appreciated charging station.	These stations are prominently located in the convention center and offer charge for all smart devices. Your company logo will be clearly visible on the charging kiosk and you have the opportunity to run a video in the station. Display your sponsorship all 2-1/2 days of the conference.	2	<b>\$8,000 each</b>
	<b>WIFI</b>	Wifi will be available to all attendees throughout the conference.	Get extremely high visibility with your logo and tagline branding the wifi log-in page.	1	<b>\$7,000</b>
	<b>SOCIAL MEDIA FEED</b>	Plasma monitor, focused on streaming social media feeds relating to MER'16, featuring sponsor-designed screen wrap.	This sponsor-branded screen is in the highest traffic area of the conference – the registration area, and nearly everyone stops to see the buzz.	1	<b>\$6,500</b>
	<b>DOOR AND MIRROR SIGNAGE</b>	Design your own mirror or restroom door clings to be on display throughout the conference.	With restrooms on both ends of the floor of the Conference, Expo, Lunch, and Reception Halls, your brand and information will be seen by nearly every conference attendee.	2	<b>\$6,000 each</b>

**NEW!  
MOST VISIBILITY!**

**MOST APPRECIATED**

**HIGH DEMAND!**

# HOW DO I SIGN UP TO BE AN EXHIBITOR?

<b>YES! I WANT TO BE A MER 2016 EXHIBITOR!</b> (Commitments must be received no later than April 14, 2016)	
Name:	
Organization:	
Address:	
Address 2:	
City/State/Zip:	
Exhibitor Contact Person:	
Phone:	Fax:
e-Mail:	

PAYMENT INFORMATION
<input type="checkbox"/> <b>Gold (\$25,000)</b> <input type="checkbox"/> <b>Silver (\$16,000)</b> <input type="checkbox"/> <b>Bronze (\$10,000)</b>
The 2016 MER Exhibitor Fee is payable by check, money order, Visa, MC or AmEx. Upon receipt of this signed agreement, Cohasset Associates, Inc. will issue an invoice requesting payment within 30 days.
Note: MER Benefits as outlined in the <i>Exhibiting and Sponsorship Opportunities</i> will only become available upon receipt of the exhibit fee.

**PLEASE RETURN THIS FORM TO:**  
 Cohasset Associates, Inc. • Attn: Chris Glatz  
 505 North Lake Shore Drive, Suite 3806 • Chicago, IL 60611  
 t: 800.200.7667 • f: 312.527.1552 • info@merconference.com

<b>PRIVATE MEETING ROOM PREFERENCE</b> Please indicate your 1st then 2nd choice from the two options below for hosting your private meetings with MER attendees. Assignments will be guaranteed upon receipt of the full amount due.	
Rank	Private Meeting Room Options (Gold and Silver Exhibitors only)
	<b>Crown Suites</b> – A casual floor plan that includes couches, loveseats and chairs around a coffee table, writing desk, wet bar, refrigerator and attached sleeping room. Murphy bed also included for optional use. Approximately 700 square feet. Note: The attached sleeping room is not included as part of the private communication area and the fee for this room will be charged to the Exhibitor at the MER conference rate.
	<b>Conference Rooms</b> – Ranging from 400 to 700 square feet, rooms are arranged with skirted tables and chairs. Additional furniture requests can be arranged at an additional cost to the Exhibitor. All conference rooms are located on non-sleeping room floors.

AGREEMENT	
By signing below, the parties agree to the rules and guidelines outlined by Cohasset Associates to exhibit at the MER 2016. Full payment will be required prior to the MER and no cancellations will be accepted nor refunds issued after April 1, 2016.	
Agreed by (Exhibitor Company):	
Name of Exhibitor Company Representative:	
Signature:	Date:
Agreed by: Cohasset Associates, Inc., Christine Glatz, MER Conference Administrator	
Signature:	Date:



# HOW DO I SIGN UP TO BE A SPONSOR?

**YES! I WANT TO BE A MER 2016 SPONSOR!**  
(Commitments must be received no later than April 14, 2016)

Name:	
Organization:	
Address:	
Address 2:	
City/State/Zip:	
Exhibitor Contact Person:	
Phone:	Fax:
e-Mail:	

**PAYMENT METHOD**

<input type="checkbox"/> Please invoice me at the address above. I will be mailing a check promptly to the address below.	
<input type="checkbox"/> Payment via electronic bank transfer (call Chris Glatz: 312.527.1551 to set up.)	
<input type="checkbox"/> Please charge this Credit Card:	
<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard
<input type="checkbox"/> American Express	
Name on card:	
Card #:	Exp. Date:

**PLEASE RETURN THIS FORM TO:**  
 Cohasset Associates, Inc. • Attn: Chris Glatz  
 505 North Lake Shore Drive, Suite 3806 • Chicago, IL 60611  
 t: 800.200.7667 • f: 312.527.1552 • info@merconference.com

**SPONSORSHIP OPPORTUNITIES**  
(Check the sponsorships you want)

- Seated Luncheon (\$15,000)
- Lunch Exploration Pass (\$12,000)
- Conference Totes (\$10,000)
- Hotel Room Keys (\$10,000)
- Grab N Go Lunch (\$10,000)
- Charging Station (\$8,000)
- Welcome Reception (\$8,000)
- Wifi (\$7,000)
- Networking Reception "Sip & Savor" Station (\$6,500)
- Social Media Feed (\$6,500)
- MER Podcasts (\$6,000)
- Door and Mirror Signage (\$6,000)
- Notebook and Pen (\$5,000)
- Coffee/Tea Break (\$3,500)
- Tote inserts (\$1,500)

**Total Amount Due: \$**