



THE AMERICAN LEGION
99TH NATIONAL CONVENTION

2017 Convention Marketing Opportunities

Exhibitor and Sponsorship Information





ABOUT THE AMERICAN LEGION

The American Legion was chartered and incorporated by Congress in 1919 as a patriotic veterans organization devoted to mutual helpfulness. It is the nation’s largest and most respected veterans service organization, advocating patriotism and honor, promoting strong national security, continued devotion to our fellow servicemembers and veterans, and committed to mentoring and sponsorship of youth programs in our communities.

The American Legion currently has about 2.2 million members in nearly 14,000 posts worldwide. These posts are organized into 55 departments: one each for the 50 states, the District of Columbia, Puerto Rico, France, Mexico and the Philippines.

The Legion is a nonpartisan, nonprofit organization with great political influence perpetuated by its grass-roots involvement in the legislative process. Legionnaires’ sense of obligation to their community, state and nation drives an honest advocacy for veterans in Washington. The Legion does not stand with a political party or politicians. Instead it strongly supports veterans and their chief concerns.

The organization’s success depends entirely on active membership, participation and volunteerism. The organization belongs to the people it serves and the communities in which it thrives.

The American Legion’s national headquarters is in Indianapolis with two offices, as well as one in Washington, D.C. The national organization has a full-time staff of approximately 300 employees. The Legion has 10 standing national commissions and one committee that work with department (state), district and post leadership to develop programs, increase membership and recruit volunteers. Affiliated organizations are the American Legion Auxiliary, the Sons of The American Legion and The American Legion Riders.

ABOUT THE NATIONAL CONVENTION

The American Legion will be conducting its 99th National Convention in Reno, Nev., Aug. 18-24, 2017. The Legion is proud that the state of Nevada and specifically the city of Reno will be welcoming approximately 9,000 American Legion Family members to its fine city. These members gather at the National Convention to help further their cause of patriotism and support for our servicemembers past and present.

The National Convention of The American Legion includes the following separate events: the American Legion Auxiliary’s National Convention, the Sons of The American Legion’s Convention and The American Legion Riders Legacy Run. The combined membership of these organizations is nearly 4 million worldwide.

Along with the above-mentioned and the annual business meeting, other significant elements of the National Convention include a parade, patriotic memorial service, exhibits, general sessions with nationally acclaimed keynote speakers, color guard and band contests, receptions and banquets.

TABLE OF CONTENTS

<i>Exhibitor Information</i>	1	<i>Exhibitor Contract</i>	5-8
<i>Convention Sponsorships</i>	2-3	<i>Housing Form</i>	9
<i>Housing Information</i>	4		



EXHIBITOR INFORMATION

The exhibit hall is the center of activities during the 99th National Convention of The American Legion. The exhibit hall will be located in the Reno-Sparks Convention Center. Each booth is available for move-in on Thursday, Aug. 17, 2017, between 8 a.m. and 4:30 p.m. Show dates are Friday, Aug. 18, through Tuesday, Aug. 22, 2017. Exhibitors who need to depart prior to the conclusion of the show, or who desire to move in after the show has begun, will be handled on a case-by-case basis with Markey's Exposition Services. Below are the exhibit show hours:

EXHIBIT SHOW HOURS

Friday, Aug. 18, 2017	8 AM – 3:30 PM
Saturday, Aug. 19, 2017	8 AM – 3:30 PM
Sunday, Aug. 20, 2017	8 AM – 2 PM
Monday, Aug. 21, 2017	8 AM – 3:30 PM
Tuesday, Aug. 22, 2017	8 AM – 2 PM

ONE 10X10 EXHIBIT BOOTH INCLUDES

One booth ID sign
 One 8-foot skirted table
 Two chairs
 One wastebasket
 Four exhibitor booth staff registrations/badges
(Badges allow entrance to all non-ticketed venues of The American Legion National Convention. Registration badges are standard in nature with "Exhibitor," and not name-specific. Badges may be picked up at the Markey's Exposition Services desk inside the exhibit hall.)

ADDITIONAL ITEMS FOR BOOTH SPACE

Exhibitors may rent additional furniture, carpeting, electricity, etc., from **Markey's Exposition Services**. An exhibitor service kit containing all necessary order forms and price for additional services will be emailed to you by mid-July from Markey's Exposition Services. Please contact Steve Trent at (317) 780-3948 or by email at strent@markeys-expo.com if you have any questions.

Exhibitors may also rent audio/visual equipment from **Markey's Rental and Staging**. Please contact John Griffith at (317) 780-3958 or by email at jgriffith@markeys.com for any rental needs.

INBOUND AND OUTBOUND SHIPMENTS

Markey's Exposition Services will handle all shipping needs. Please contact Steve Trent at (317) 780-3948 or by email at strent@markeys-expo.com.

EXHIBIT HALL SECURITY

Security will be provided 24 hours a day inside the exhibit hall.

CONTRACT PROCESSING PROCEDURE

Enclosed is a contract for exhibit space at the 99th National Convention of The American Legion. Space is generally assigned on a first-come, first-served basis. Please provide and return all of the below information:

- Pages 5-8 (completed in full and signed)
- Certificate of liability insurance
- Payment in full for each booth purchased

Send the above to the following:

The American Legion National Headquarters
National Convention & Meetings Office
 ATTN: Andrea Watson, Deputy Director
 P.O. Box 1055
 Indianapolis, IN 46206

Email: a.watson@legion.org or fax: (317) 630-1215



CONVENTION SPONSORSHIP INFORMATION

This is your chance to reach approximately 9,000 attendees beyond your exhibit booth by sponsoring one of the below packages or *a la carte* item(s). This will provide your company with great opportunities to stand out and maximize your exposure. These sponsorships also allow your company to demonstrate appreciation to all veterans in attendance.

There are opportunities for everyone. If you do not see something that suits your company's needs, please contact the National Convention & Meetings Office at (317) 630-1393 and ask about other opportunities.

CONVENTION BAG STUFFER - \$1,000 Sponsorship

1. Copies of your advertisement (no larger than an 8.5-inch-by-11-inch) placed in the 9,000 delegates' packets to provide an incentive for attendees to visit your booth, website or establishment.

BRONZE - \$5,000 Sponsorship

1. Convention Bag Stuffers (as mentioned above)
2. Your company/corporation name on the "Thank You" page of the 2017 Convention Program
3. Your company logo on convention webpage with a link to your company/corporation's website
4. Personalized exhibitor name badges (up to four)
5. One 10-foot-by-10-foot complimentary booth in the exhibit hall
6. Two posts on the 2017 National Convention Facebook page

SILVER - \$10,000 Sponsorship

1. Convention Bag Stuffers (as mentioned above)
2. Your company/corporation name on the "Thank You" page of the 2017 Convention Program
3. Your company logo on convention webpage with a link to your company/corporation's website
4. Personalized exhibitor name badges (up to four)
5. One 10-foot-by-10-foot complimentary booth in our exhibit hall
6. Two posts on the 2017 National Convention Facebook page
7. Your company/corporation logo on the exhibit hall entrance unit
8. Your company/corporation logo on 2017 Convention Shuttle Bus headrests

EMERALD - \$20,000 Sponsorship

1. Convention Bag Stuffers (as mentioned above)
2. Your company/corporation name on the "Thank You" page of the 2017 Convention Program
3. Your company logo on the convention webpage with a link to your company/corporation's website
4. Four posts on the 2017 National Convention Facebook page
5. Personalized exhibitor name badges (up to eight)
6. One 10-foot-by-20-foot complimentary booth in the exhibit hall
7. Your company logo on the exhibit hall entrance unit
8. A banner with your company/corporate logo within the exhibit hall listing you as a "emerald sponsor" of the 99th National Convention
9. 1/2 page, 4-color advertisement in the Convention Program
10. Charging stations located throughout the convention center

GOLD - \$40,000 Sponsorship

(Only one company/corporation can be the "gold sponsor")

1. Convention Bag Stuffers (as mentioned above)
2. Your company/corporation name and logo on the "Thank You" page of the 2017 Convention Program
3. Your company logo on the convention webpage with a link to your company/corporation's website
4. Six posts on the 2017 National Convention Facebook page
5. Personalized exhibitor name badges (up to 10)
6. One 10-foot-by-20-foot complimentary booth in the exhibit hall
7. Your company logo on the exhibit hall entrance unit
8. Advertising spot on National Convention webpage
9. A banner with your company/corporate logo within the exhibit hall listing you as the "gold sponsor" of the 99th National Convention
10. 2/3 page, 4-color advertisement in the Convention Program
11. Hotel key cards with envelopes distributed to all hotels in the room block

PLATINUM - \$60,000 Sponsorship

(Only one company/corporation can be the “platinum sponsor”)

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Convention Bag Stuffers (as mentioned above) 2. Your company/corporation name, logo and description on the “Thank You” page of the 2017 Convention Program 3. Your company logo and description on the convention webpage with a link to your company/corporation’s website 4. Eight posts on the 2017 National Convention Facebook page 5. Personalized exhibitor name badges (unlimited) 6. Your company logo on the exhibit hall entrance unit | <ol style="list-style-type: none"> 7. Advertising spot on National Convention webpage 8. A banner with your company/corporate logo within the exhibit hall listing you as the “platinum sponsor” of the 99th National Convention 9. Full-page, 4-color advertisement in the Convention Program 10. One 20-foot-by-40-foot complimentary booth in the exhibit hall 11. Your company/corporation logo on 2017 Convention Shuttle Bus wraps 12. 9,000 name badge holders with company/corporation’s logo printed on one side |
|---|---|

TITLE - \$80,000 Sponsorship

(Only one company/corporation can be the “title sponsor”)

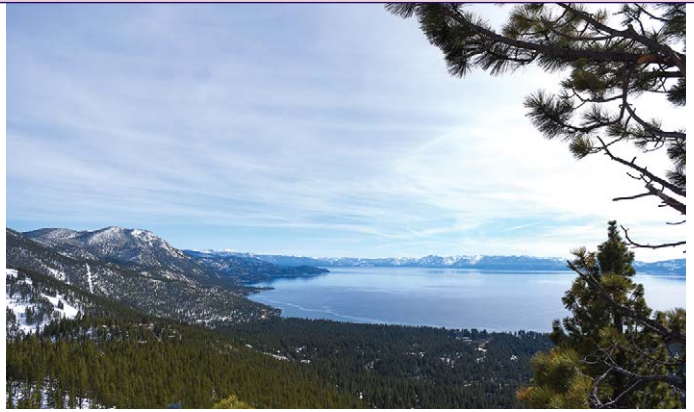
- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Convention Bag Stuffers (as mentioned above) 2. Your company/corporation name, logo and description on the “Thank You” page of the 2017 Convention Program 3. Your company logo and description on the convention website with a link to your company/corporation’s website 4. Ten tickets to the National Commander’s Banquet 5. Ten posts on the 2017 National Convention Facebook page 6. Personalized exhibitor name badges with sponsor ribbon attached (unlimited) 7. Your company logo on the exhibit hall entrance unit | <ol style="list-style-type: none"> 8. Advertising spot on National Convention webpage 9. Exhibit hall table tents with company logo placed on food court tables 10. A banner with your company/corporate logo within the exhibit hall listing you as the “title sponsor” of the 99th National Convention 11. Full-page, 4-color advertisement on the back cover (Cover 4) of the Convention Program 12. One 20-foot-by 40-foot complimentary booth in the exhibit hall 13. 9,000 convention bags with company/corporation logo printed on one side 14. One representative from your company/corporation to address the attendees at one assembly of the general session |
|--|--|

A LA CARTE SPONSORSHIP OPPORTUNITIES

Please contact the National Convention & Meetings Office for more information.

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Annual Parade 2. Coffee breaks 3. National Commander’s Banquet entertainment 4. National Commander’s Headtable Reception 5. Ye STEVIOS Reception attended by each department adjutant (state administrator) 6. Department Adjutant’s Retreat | <ol style="list-style-type: none"> 7. Color Guard/Band Contests 8. Seat cushions 9. Escalator clings 10. Window clings 11. Gobos 12. Internet cafe in the exhibit hall |
|--|--|

** Sponsorships are subject to change **



HOUSING INFORMATION

The National Convention & Meetings Office handles all hotel accommodations during the National Convention. Should you need housing, please complete the form on Page 9 and return with the exhibitor contract. As noted in the exhibitor contract, exhibitors who make reservations outside our housing block will be charged an additional \$250 to their booth rental fee.

Send one form per required room. Roommates do not need to submit an additional form. Include arrival and departure dates and credit card information. To avoid penalties, rooms must be cancelled at least 72 hours in advance of your scheduled arrival. If you do not show up on your scheduled arrival date and have not notified the National Convention & Meetings Office, the first night's room and tax will be forfeited and the reservation will be cancelled.

The following hotel is currently available:

- Circus Circus
- 500 N. Sierra St.
- Reno, NV 89503
- Rate: \$99 per night plus 13.5 percent tax*
- City Fee – \$3 per room/night
- No resort fee
- Additional occupant in room – \$10 per person/day (triple/quad)
- Rollaway rate – \$10 per day
- Parking rate per day – complimentary self and valet
- Deposit: First night's room and tax will be charged to your credit card
- * *subject to change*

Circus Circus is located in the heart of Downtown Reno and is approximately three miles from the Reno-Sparks Convention Center. This hotel will be on the shuttle route to and from the convention center. Circus Circus Reno has six dining options inside the hotel and is within walking distance of many restaurants and pubs. Those staying at this hotel will have access to Silver Legacy's outdoor pool and hot tub, at no charge. The Silver Legacy is connected to Circus Circus via a walkway inside the hotels.

Please return housing form on page 9 no later than July 10, 2017, via mail, email or fax to the following:

**The American Legion National Headquarters
Attn: Andrea Watson, Deputy Director
National Convention & Meetings Office
P.O. Box 1055
Indianapolis, IN 46206
Email: a.watson@legion.org or fax: (317) 630-1215**

Hotel confirmation numbers will be emailed no later than Aug. 7, 2017.



2017 EXHIBITOR CONTRACT

Contract and requirements for exhibitors by and between The American Legion for The American Legion's 99th National Convention Reno, Nevada

The standard booth size is 10 feet by 10 feet. There is a \$1,000 charge for the rental of each booth. Payment is due with return of an original signed copy of all pages of this contract. Please attach your money order or cashier's check, payable to the National Treasurer of The American Legion, and forward directly to the National Convention & Meetings Office. If paying by credit card, please provide your Visa, MasterCard, Discover or American Express number and expiration date in the space provided on the signature page. We will not accept personal checks or purchase orders for booth rentals.

Each booth has an 8-foot-high back drape with 3-foot-high side rails, wastebasket, I.D. sign, one 8-foot-by-30-inch skirted table and two chairs. All other items such as electrical, additional tables, freight handling and other items will be at the expense of the exhibitor. The additional items are to be ordered directly through Markey's Exposition Services.

Each booth is available for move-in on Thursday, Aug. 17, 2017, between 8 a.m. and 4:30 p.m. Show dates are Friday, Aug. 18, through Tuesday, Aug. 22, 2017. Exhibitors who need to depart prior to the conclusion of the show, or who desire to move in after the show has begun, will be handled on a case-by-case basis with Markey's Exposition Services.

The hours for exhibit booth operation are:

Friday, Aug. 18, 2017	8 AM – 3:30 PM
Saturday, Aug. 19, 2017	8 AM – 3:30 PM
Sunday, Aug. 20, 2017	8 AM – 2 PM
Monday, Aug. 21, 2017	8 AM – 3:30 PM
Tuesday, Aug. 22, 2017	8 AM – 2 PM

The exhibit hall will be in the Reno-Sparks Convention Center.

Subsequent to the receipt of your signed contract, an exhibition package from Markey's Exposition Services will be emailed to you. Prior to your arrival at the National Convention, but no later than Aug. 4, 2017, you will receive your booth assignment from the National Convention & Meetings Office of The American Legion. **Please report to the Markey's Exposition Services desk inside the exhibit hall upon arrival to check in and obtain badges.**

After receipt of your exhibition package, please contact Markey's Exposition Services for all shipping requirements and any additional needs. Your contact at Markey's Exposition Services is Steve Trent, who can be reached at (317) 780-3948 or via email at strent@markeys-expo.com. **The Reno-Sparks Convention Center will not receive material directly from or for exhibitors.**

Exhibitors should be aware that letters patent, trademark, service mark and name filings cover the names and emblems of The American Legion and the American Legion Auxiliary. Moreover, Title 18, United States Code, Section 705, makes it a federal crime to misuse the emblems or names of The American Legion or its auxiliaries. Any merchandise bearing the names or emblems of The American Legion or the American Legion Auxiliary without the express written consent of The American Legion or the American Legion Auxiliary is a violation of the foregoing and will cause The American Legion and the American Legion Auxiliary to exercise all their legal options, including contacting the U.S. Attorney's Office for enforcement of the criminal law and/or suits for injunctions and/or damages. This permission from the Legion covers the Sons of The American Legion and The American Legion Riders.

Exhibitor agrees and understands The American Legion, the American Legion Auxiliary, the Sons of The American Legion,



2017 EXHIBITOR CONTRACT

The American Legion Riders, The American Legion National Convention Corporation of Nevada, and the host facility are not responsible for any loss or damage to exhibitor’s merchandise or harm to exhibitor and/or exhibitor’s agents, officers, directors, employees or volunteers.

_____ (insert company/organization name) hereby expressly and as additional consideration for the privilege of being granted and allowed to maintain an exhibition booth at The American Legion National Convention for itself, its heirs, successors, assigns, representatives, officers, directors and employees, hereby conclusively releases The American Legion, the American Legion Auxiliary, the Sons of The American Legion, The American Legion Riders, the host facility and The American Legion National Convention Corporation of Nevada from any and all liability in any way arising or pertaining to exhibiting at The American Legion National Convention, the convention itself, the use of the booth, the use of the host facility, or anything else in any way related to this agreement. As further additional consideration, exhibitor hereby warrants and agrees to indemnify and hold harmless The American Legion, the American Legion Auxiliary, the Sons of The American Legion, The American Legion Riders, their executive committeemen and women, directors, officers, employees, agents, assigns, the host facility and The American Legion National Convention Corporation of Nevada. The American Legion reserves the right to determine suitability of all exhibits and products therein. The exhibitor specifically agrees that the decision of The American Legion shall be final and based upon its sole and unfettered discretion. Therefore, a detailed description of activities, materials distributed and/or items that will be sold during the course of The American Legion National Convention is required and includes:

Exhibitor shall abide by and observe all laws, rules, regulations and ordinances of any applicable government authority and any rules pertaining to the host facility.

Subject to the terms of this contract, if the exhibitor should cancel its booth, the exhibitor agrees to pay a charge based upon the percentages set forth below as liquidated damages and not as a penalty to compensate The American Legion for its efforts and expenses related to this contract and its cancellation, as follows:

<u>Cancellation within opening of exhibits</u>	<u>Payment</u>
Date of signed contract – 90 days	50 percent of the total contracted cost
89 days – 60 days	75 percent of the total contracted cost
59 days – opening of exhibits	100 percent of the total contracted cost

The appropriate percentage of total contracted cost shall be withheld from the rental charge per booth as set forth in paragraph one of this contract.

The National Convention & Meetings Office handles all hotel accommodations during the National Convention. Exhibitors who do not reserve a hotel room through the National Convention & Meetings Office will be charged an additional \$250 to their booth rental fee. Please refer to pages 4 and 9 for housing information.

Questions pertaining to this contract should be directed to the Legion’s National Convention & Meetings Office:

Bridget Robinson, CMP	(317) 630-1292	<i>brobinson@legion.org</i>
Andrea Watson	(317) 630-1393	<i>a.watson@legion.org</i>

Questions concerning additional services such as furniture rental, booth carpeting, electricity, additional tables and shipment of materials should be directed to Steve Trent with Markey’s Exposition Services, at (317) 780-3948 or ***strent@markeys-expo.com***.

A copy of the service kit will be available at ***www.markeys-expo.com***.

Questions concerning audio/visual needs and rentals should be directed to John Griffith, Markey’s Rental & Staging, at (317) 780-3958 or ***jgriffith@markeys.com***.

2017 EXHIBITOR CONTRACT



EXHIBITOR INSURANCE

Each exhibitor carries the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property, and inability to meet the obligations outlined in this document. Each exhibitor shall provide to The American Legion a certificate of insurance indicating:

- The American Legion, The American Legion National Convention Corporation of Nevada, and the Reno-Sparks Convention Center must be named as Additional Insureds for all liability coverage, and the Certificate of Insurance must state that fact in the Description/Special provisions section of the Certificate of Insurance.
- Commercial General Liability Insurance including Personal Liability and Contractual Liability with limits of liability for bodily injury and property damage of not less than \$1 million combined single limit.
- Workers' Compensation and Employee Liability Insurance, including All Other States Endorsement. The limit of liability under the Employee Liability section of the Workers' Compensation Insurance policy shall not be less than what is required by the state(s) in which the exhibitor is licensed to do business.
- Business Automobile Liability Insurance should include limits of not less than \$1 million for bodily injury and property damage resulting from any one occurrence.

Exhibitors will be solely responsible for any loss or damage to their tools, equipment, property or materials. It is therefore recommended that your company maintain its own insurance for these items and take appropriate action for your protection.

Certificates of Insurance must cover Aug. 17-22, 2017, and accompany the signed exhibitor contract.





2017 EXHIBITOR CONTRACT

PLEASE TYPE OR PRINT LEGIBLY

Company Name: _____

Content for Exhibit Booth Signage (if different from above and no more than 70 character spaces included): _____

Contact Name: _____

On-site Contact Name (if different than the above): _____

Company Address: _____

Telephone Number: _____ Fax Number: _____

Email Address: _____

BOOTH RENTAL FEES

On or before July 28, 2017.....\$1,000 (per 10x10)

After July 28, 2017\$1,200 (per 10x10)

Number of Booths..... _____

Exhibit Booth Amount\$ _____

Sponsorship Level (if applicable) _____

(Sponsorship information located on pages 2 & 3)

Sponsorship Amount (if applicable)\$ _____

TOTAL AMOUNT DUE\$ _____

METHOD OF PAYMENT (no personal checks or cash will be accepted)

Check Number: _____ (make checks payable to The National Treasurer of The American Legion)

Visa, MasterCard, Discover or AmEx : _____ Exp. Date: _____

EXHIBITOR SIGNATURE/DATE

THE AMERICAN LEGION

By: _____

By: _____

Mr. Daniel S. Wheeler, National Adjutant

Date: _____

Date: _____

Please sign and return pages 5-8 with certificate of liability insurance and payment to the following*:

The American Legion National Headquarters
National Convention & Meetings Office
ATTN: Andrea Watson, Deputy Director
P.O. Box 1055
Indianapolis, IN 46206

Email: a.watson@legion.org or fax: (317) 630-1215

*** Exhibitor contracts will not be processed until all pages are completed and returned with payment.**



2017 National Convention, Reno, Nev.

HOUSING FORM

***Please complete this form and return no later than July 10, 2017, with your signed exhibitor contract.
One form per room should be completed.***

Please Type or Print

Name _____

Company _____

Mailing Address _____

City _____ State _____ ZIP _____

Daytime Phone # _____ Email* _____

Accommodation requirements

Arrival Date _____ Departure Date _____

King (1 bed - 1 or 2 occupants) _____ Double (2 beds – 1 or 2 occupants) _____

Roommate's Name _____ Daytime Phone # _____

Arrival Date _____ Departure Date _____

Special Requests (ADA, higher floor, etc.) _____

This reservation is guaranteed via the following:

Credit Card Type: MasterCard Visa American Express Discover

Card # _____ Exp. Date _____

Signature _____ Date _____

One night's deposit will be charged to your credit card.

****Hotel confirmation numbers will be emailed no later than Aug. 7, 2017.***



THE AMERICAN LEGION

P.O. Box 1055
Indianapolis, IN 46206
317-630-1200

www.legion.org

Follow The American Legion at
f www.legion.org/facebook
t twitter.com/AmericanLegion

JOIN THE AMERICAN LEGION

If you are currently on active duty or have served honorably during any of the following eligible war eras, we invite you to join The American Legion.

Aug. 2, 1990	to	today (Gulf War / War On Terrorism)
Dec. 20, 1989	to	Jan. 31, 1990 (Panama)
Aug. 24, 1982	to	July 31, 1984 (Lebanon / Grenada)
Feb. 28, 1961	to	May 7, 1975 (Vietnam War)
June 25, 1950	to	Jan. 31, 1955 (Korean War)
Dec. 7, 1941	to	Dec. 31, 1946 (World War II)
April 6, 1917	to	Nov. 11, 1918 (World War I)

Visit www.legion.org/join or call **1-800-433-3318** to join!

Thank you for your support of The American Legion.