17th Annual Special Needs Trusts National Conference
EXHIBITOR PROSPECTUS

October 14–16, 2015
The Vinoy Renaissance St. Petersburg Resort & Golf Club
Palm Court Foyer Exhibit Hall
501 5th Avenue NE
St. Petersburg, Florida

stetson.edu/snt
elderlaw@law.stetson.edu
727-562-7393
Celebrating 17 years, the 2015 Special Needs Trusts National Conference will provide an in-depth review of major issues presented in the creation, administration and monitoring of special needs trusts.

The conference provides three days of programming with nationally recognized speakers and supporting materials on topics for a variety of professionals who work in the field of special needs planning. We are expecting over 300 attorneys, trustees, estate planners, CPAs, financial planners, guardians, and others—and are excited to work with you to educate our attendees about your products and services.

**Available in 2015**

- Opportunities to showcase your company as a National Conference sponsor and exhibitor.
- Each sponsor/exhibitor will be assigned to host a table at lunch on both Thursday and Friday to network with attendees.
- All refreshments (breakfasts, breaks, and Thursday evening reception) are conveniently located in the Palm Court Foyer Exhibit Hall.
- Sponsor/Exhibitor contact and description will be included on the conference digital app.
- Sponsor/Exhibitor logo will be included on the conference website, display boards, PowerPoint, digital app, and exhibitor passport.
- Participate in the Sponsor/Exhibitor giveaway item drawing during the conference.

**Conference Location and Accommodations**

2015 Special Needs Trusts—National Conference is being held at the beautiful Vinoy St. Petersburg Resort & Golf Club. The Vinoy is the only luxury hotel on the west coast of Florida with the combination of a private marina, 18-hole golf course and 12-court tennis complex. Located in downtown St. Petersburg, it is 30 minutes from Tampa International Airport, within walking distance to fabulous restaurants and shopping, and a 30 minute drive from our sandy white beaches.

You may reserve your hotel accommodations by calling 888-789-3090 for the conference rate of $195. The exclusive rate will end on September 21, 2015. Make sure you have registered your representative(s) on the application to ensure the Stetson rate. The hotel block fills quickly, and once filled, you will have to pay a different rate and/or make reservations at an alternate location.

The Vinoy Renaissance St. Petersburg Resort & Golf Club | 501 5th Avenue NE | St. Petersburg, Florida

**Transportation**

The cost of a one-way taxi ride from Tampa International Airport to The Vinoy averages $65–70. Bats Taxi Company is providing a discounted rate to all Special Needs Trusts conference attendees. Reserve your taxi and take advantage of this special rate by calling 727-367-3702, and using the code SNT2015. This offer is only available for trips from the Tampa International Airport to the hotel and back. Rates are per vehicle.

Parking: On-site parking for exhibitors staying at the Vinoy is included in the resort fee. Attendees not staying at the resort are offered a discounted parking rate of $5 per day, or $20 per day for valet.
Sponsor and Exhibitor Materials
All materials must be mailed to the Vinoy Renaissance St. Petersburg Resort & Golf Club no earlier than Saturday, October 10, 2015. Each item must be packed and labeled with the following:

  Company Name  
  SNT—Stetson Law  
  Attn: Carol McKenna, Vinoy Renaissance  
  501 5th Avenue NE  
  St. Petersburg, Florida 33701

Please indicate the number of boxes on the shipping label. Due to the limited storage space, no more than three (3) packages with a total maximum weight of 150 lbs and/or 27 cubic feet will be accepted. If you require additional storage, arrangements must be made in advance, and a per pound charge will be added.

Complimentary Conference Registration
Each sponsor and exhibitor receives at least one complimentary conference registration which includes attendance to all educational sessions, conference meals and downloadable materials.

Onsite Representative Floor Pass
Floor passes identify your additional representatives, gives them access to the Palm Court Foyer Exhibit Hall and includes meals. The floor pass does not permit attendance to conference educational sessions. There is a $100 fee for each onsite representative. You may use a complimentary conference registration, if your opportunity provides, in lieu of the $100 fee.

Name badges must be worn at all times on the exhibit floor and during the conference.

Company Logo on Conference Website
Each sponsor and exhibitor receives their logo on the Special Needs Trusts National Conference website. Submit a high-resolution logo no later than Friday, August 14, 2015 to krizen@law.stetson.edu.

Majestic Palm Court Foyer Exhibit Hall Hours
The exhibit hall is located on the first floor of the hotel, steps away from the conference meeting rooms.

Hours and program agenda are subject to change. Breakfast, lunch and break times are tentative until the schedule is finalized.

Tuesday, October 13, 2015
Exhibitor set-up  5–7 p.m.  
Pre-registration  5–7 p.m.

Wednesday, October 14 • Pre-Conference Tax Intensive and Pooled Trusts
Exhibitor Hours  7:30 a.m.–5 p.m.  
Breakfast  8:15–9 a.m.  
Break (PT)  10:20–10:30 a.m.  
Break (TI)  11–11:15 a.m.  
Lunch  12:15–1 p.m.  
Break (PT)  2:45–3 p.m.  
Break (TI)  3–3:15 p.m.

Thursday, October 15, 2015
Basics of Special Needs Trusts
Exhibitor Hours  7:30 a.m.–6:30 p.m.  
Breakfast  8:15–9 a.m.  
Break  10–10:20 a.m.  
Networking Lunch  12:10–1:15 p.m.  
Break  2:15–2:30 p.m.  
Reception  5:15–6:30 p.m.

Friday, October 16, 2015
Special Needs Trusts National Conference
Exhibitor Hours  7:30 a.m.–5 p.m.  
Breakfast  8:15–9 a.m.  
Break  10:45–11 a.m.  
Networking Lunch  11:50 a.m.–12:50 p.m.  
Break  3–3:15 p.m.
Sponsor and Exhibitor Application

Company Name ____________________________________________

Company Website __________________________________________

Company Address __________________________________________

City __________________________ State _____ Zip ______________

Contact Name _____________________________________________

Contact Title ______________________________________________

Phone _____________________________________________________

Email ______________________________________________________

Company Description: Forward your company's description of 200 words or less to Darlene Krizen at krizen@law.stetson.edu. Description includes product, equipment and/or service to be displayed.

Complimentary Conference Registration*

Name _____________________________________________________

Title_________________________ Email _________________________

Name _____________________________________________________

Title_________________________ Email _________________________

Name _____________________________________________________

Title_________________________ Email _________________________

Onsite Exhibiting Representative(s) Floor Pass*

Name _____________________________________________________

Title_________________________ Email _________________________

Name _____________________________________________________

Title_________________________ Email _________________________

Exhibit Requirements

☑ Exhibit requires NO extra service or equipment other than a six foot clothed table, two chairs and WIFI

☑ Exhibit requires additional service and equipment. Provide us with the Vinoy Renaissance Exhibit Form with pricing

Conference Drawing

☑ We would like to participate in the drawing at the conclusion of the conference on Friday. (Alcohol is not permitted. Sponsors/exhibitors are responsible for contacting the winners.)

☑ Thank you, but we would prefer NOT to participate in the drawing

* Please list attendee and floor pass names as they should appear on name badges. For information regarding complimentary attendees and floor passes, see page 3 of this packet.

Check the appropriate box(es) below:
Options will be filled on a first-come, first-serve basis. You will be contacted if you preferred option has been taken.

☑ $12,000 Conference Sponsor

☑ $8,000 Premium Sponsor

☑ $5,500 Wireless Sponsor

☑ $4,000 Lunch Sponsor (three available)

___ Wednesday

___ Thursday

___ Friday

☑ $3,500 Registration Sponsor

☑ $3,000 Name Badge Sponsor

☑ $3,000 Breakfast Sponsor (three available)

___ Wednesday

___ Thursday

___ Friday

☑ $2,500 Break Sponsor (six available)

Wednesday __ a.m. __ p.m.

Thursday __ a.m. __ p.m.

Friday __ a.m. __ p.m.

☑ $2,000 Exhibitor

☑ $100 Onsite Exhibitor Floor Pass

(Exhibit Hall and conference meals only)

$100 x _____ = ____________

Total: $ ____________

Payment Method

☑ Check

(made payable to Stetson University College of Law)

☑ VISA ☐ Master Card

☑ American Express

Card # ________________________________________________

Exp. Date ________________________________

Signature ____________________________________

Company Name _______________________________

Billing Address ____________________________________

Return completed forms to:
Stetson University College of Law
Center for Excellence in Elder Law
1401 61st Street South, Gulfport, FL 33707
Phone: 727-562-7393 / Fax: 727-345-1838
elderlaw@law.stetson.edu
## 2015 Sponsor and Exhibitor Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>Price</th>
<th>Complimentary Conference Registration(s)</th>
<th>Exhibit Space</th>
<th>Conference Recognition</th>
<th>Additional Perks</th>
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<tr>
<td>Conference Sponsor</td>
<td>$12,000</td>
<td>Five (5)</td>
<td>Two (2) clothed 6’x30” tables in prominent location, four (4) chairs, and WIFI</td>
<td>Announcement at each General Session, Signage on General Session stage, Logo on conference website, PowerPoint and display board, Sponsor description on digital app, Included on Exhibitor Passport</td>
<td>One (1) host lunch table, Full page color ad in conference materials, Hyperlink on conference website, Excel mailing list of attendees</td>
</tr>
<tr>
<td>Premium Sponsor</td>
<td>$8,000</td>
<td>Three (3)</td>
<td>One (1) clothed 6’x30” table, two (2) chairs, and WIFI</td>
<td>Announcement at each Welcome, Signage on General Session stage, Logo on conference website, PowerPoint and display board, Sponsor description on digital app, Included on Exhibitor Passport</td>
<td>One (1) host lunch table, 1/2 page color ad in conference materials, Hyperlink on conference website, PDF list of attendees (name/city/state/zip)</td>
</tr>
<tr>
<td>Wireless Sponsor</td>
<td>$5,500</td>
<td>Two (2)</td>
<td>One (1) clothed 6’x30” table, two (2) chairs, and WIFI</td>
<td>Exclusive named wireless sponsor, Logo on conference website, PowerPoint and display board, Sponsor description on digital app, Included on Exhibitor Passport</td>
<td>One (1) host lunch table, 1/3 page color ad in conference materials, Hyperlink on conference website, PDF list of attendees (name/city/state/zip)</td>
</tr>
<tr>
<td>Lunch Sponsor</td>
<td>$4,000</td>
<td>Two (2)</td>
<td>Use comp registration or $100 for each additional floor pass</td>
<td>Announcements before lunch, Signage at lunch location, Logo on conference website, PowerPoint and display board, Sponsor description on digital app, Included on Exhibitor Passport</td>
<td>Two (2) host lunch tables, 1/4 page color ad in conference materials, Hyperlink on conference website, PDF list of attendees (name/city/state/zip)</td>
</tr>
<tr>
<td>Registration Sponsor</td>
<td>$3,500</td>
<td>One (1)</td>
<td>Use comp registration or $100 for each additional floor pass</td>
<td>Signage at registration location, Logo on conference website, PowerPoint and display board, Sponsor description on digital app, Included on Exhibitor Passport</td>
<td>One (1) host lunch table, 1/4 page color ad in conference materials, Hyperlink on conference website, PDF list of attendees (name/city/state/zip)</td>
</tr>
<tr>
<td>Name Badge Sponsor</td>
<td>$3,000</td>
<td>One (1)</td>
<td>Use comp registration or $100 for each additional floor pass</td>
<td>Logo on name badge, Logo on conference website, PowerPoint and display board, Sponsor description on digital app, Included on Exhibitor Passport</td>
<td>One (1) host lunch table, 1/4 page color ad in conference materials, Hyperlink on conference website, PDF list of attendees (name/city/state/zip)</td>
</tr>
<tr>
<td>Breakfast Sponsor</td>
<td>$3,000</td>
<td>One (1)</td>
<td>Use comp registration or $100 for each additional floor pass</td>
<td>Signage at breakfast location, Logo on conference website, PowerPoint and display board, Sponsor description on digital app, Included on Exhibitor Passport</td>
<td>One (1) host lunch table, 1/4 page color ad in conference materials, Hyperlink on conference website, PDF list of attendee (name/city/state/zip)</td>
</tr>
<tr>
<td>Break Sponsor</td>
<td>$2,500</td>
<td>One (1)</td>
<td>Use comp registration or $100 for each additional floor pass</td>
<td>Signage at break location, Logo on conference website, PowerPoint and display board, Sponsor description on digital app, Included on Exhibitor Passport</td>
<td>One (1) host lunch table, 1/4 page color ad in conference materials, Hyperlink on conference website, PDF list of attendee (name/city/state/zip)</td>
</tr>
<tr>
<td>Exhibitor</td>
<td>$2,000</td>
<td>One (1)</td>
<td>Use comp registration or $100 for each additional floor pass</td>
<td>Logo on conference website, PowerPoint and display board, Sponsor description on digital app, Included on Exhibitor Passport</td>
<td>One (1) host lunch table, Hyperlink on conference website, PDF list of attendee (name/city/state/zip)</td>
</tr>
</tbody>
</table>
Sponsor and Exhibitor Agreement

Sponsors and exhibitors assume entire responsibility and agree to protect, defend, indemnify and hold harmless Stetson University College of Law, The Vinoy Renaissance St. Petersburg Resort & Golf Club, its owners and each of their respective parent entities subsidiaries, affiliates, employees, officers, directors, and agents 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 hotel and its employees and agents. Sponsors and exhibitors shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance. Sponsors and exhibitors acknowledge that neither Stetson University College of Law, the hotel, nor their owners maintain insurance covering sponsors’ and exhibitors’ property and that it is the sole responsibility of exhibitors to obtain business interruptions and property damage insurance covering any losses by exhibitors.

Stetson University College of Law will not be liable for the fulfillment of this agreement if the space cannot be provided due to damage to the building or exhibit space by fire, water, smoke, accident, strikes, hurricane, the authority of law, or any other cause beyond its control. In the event of cancellation due to one of these causes, Stetson’s liability is limited to a refund to sponsors and exhibitors for the fees paid. Alternatively, if the event is merely postponed, sponsors and exhibitors will be given the option to apply the fee to the conference when rescheduled. Sponsors and exhibitors are responsible for any charges incurred for any special services or requirements including, but not limited to, special electrical service, power strips and extension cords, audio-visual equipment and computer or telephone lines. Sponsors and exhibitors are responsible for notifying Stetson University College of Law in advance about any electrical needs. Standard electrical service is available at the discretion of the hotel. Shipping instructions will be included in your confirmation letter. All shipping and storage fees are each individual sponsor and exhibitor’s responsibility.

Stetson University College of Law in its sole discretion reserves the right to determine which sponsors, exhibitors and/or advertising applications to accept based upon space limitations, relevance, appropriateness, timeliness, or other criteria. No refunds will be given for items that fail to arrive by the stated deadline. All accounts must be paid in full within 30 days of your application acceptance. Participation means acceptance of the terms listed herein. Moreover, acceptance of an application does not constitute endorsement of sponsor and exhibitor’s product or services. Sponsor and exhibitor will refrain from making or publishing any statements suggesting endorsement by Stetson including use of Stetson University College of Law’s name and logo.

NOTICE TO APPLICANT: Stetson University College of Law reserves the right to reject any sponsor or exhibitor application. Acceptance of any application shall be made in the sole discretion of the Stetson University College of Law. No sponsor or exhibitor agreement is considered accepted without the written signature of an authorized agent of the Stetson University College of Law.

ATTENDEE LIST: The “Conference Sponsor” will receive an attendee mailing list in Excel format with attendee name, company, mailing address, city, state and zip code. All other sponsors and exhibitors will receive an attendee list in PDF format with attendee name, city and zip code only. No mailing lists will be sold or provided.

ASSIGNMENT OF SPACE: Sponsor and exhibitor space will be assigned in order of acceptance of a signed agreement and full payment, and as much in accordance with the sponsor and exhibitor’s wishes as reasonably and conveniently feasible. Stetson University College of Law, however, reserves the right to determine in its sole discretion, the exact location of sponsor and exhibitor’s space, and further reserves the right to relocate assigned sponsor and exhibitor space, at any time, to an area other than that selected by sponsor and exhibitor, upon notification to the sponsor and exhibitor by Stetson University College of Law. Exhibit hall times and program agenda subject to change.

CANCELLATION AND POSTPONEMENT: Refunds will be given to sponsors and exhibitors who cancel at least 60 days prior to the first day of the conference. Cancellations received 45 to 60 days prior to the conference will receive a 50% refund. No refunds will be granted for cancellations received within 45 days of the first day of the conference. If this program is postponed and the sponsor and exhibitor is unable or unwilling to attend on the rescheduled date, sponsor and exhibitor fees will be completely refunded. In the unlikely event this program is canceled by the conference sponsor or if cancellation is required due to an unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible, the fees will be completely refunded. The conference sponsor does not assume and is not responsible for any loss or damage (including travel and hotel accommodations) as a result of an alternation, postponement, or cancellation of the event.

Signature
Date

Print Name