

EXHIBITOR, SPONSOR, AND ADVERTISER PROSPECTUS



A Quarter Century of Support, Education, and Research
Toward Finding the Cure!

25TH ANNIVERSARY CONFERENCE

OCTOBER 7-8, 2005

FOUR POINTS SHERATON HOTEL - AIRPORT
MILWAUKEE, WISCONSIN, U.S.A.

Endometriosis Association
International Headquarters
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DIRECTLY REACH ACTIVE ENDOMETRIOSIS LEADERS!

Reach Members and Leaders of the Endometriosis Association

Dear Friend of the Endometriosis Association,

Here's a rare opportunity to reach our members and healthcare professionals—so don't miss it!

For years, companies and organizations have been asking for direct access to our membership—pro-active opinion leaders in the world of endometriosis. These are the people who have changed attitudes about endometriosis and related women's health problems.

They are the people who lead the Association's chapters and support groups worldwide (179 in the U.S. and Canada alone); testify at government hearings; produce newsletters; distribute publications to physicians' offices, clinics and hospitals; donate and raise funds for research and advocate for research funding; host community health fairs; make presentations to school, community, and women's groups; set up exhibits at health centers and shopping malls; donate books on endometriosis to local libraries; and work to increase the general awareness and understanding of endometriosis.

Many of the women attending the conference are leaders in the Association's chapters and groups—activists who influence large local constituencies of women with endometriosis and will share all the information from the conference with them. Other attendees are women with endometriosis at various stages of coping with this frustrating, painful, and chronic disease. And for the first time ever, a special program for physicians—a gala reception/dinner and panel presentations by world experts—is being offered Friday night. ALL of the attendees are eager for information about endometriosis and related health concerns. Faculty are healthcare professionals on the cutting edge of new treatments and therapies for endometriosis—and world-renowned leaders, likely to draw media and saturation crowds.

These are the people you need to reach. I hope that you will join us as an exhibitor, advertiser, or event sponsor for our 25th Anniversary Conference!

Sincerely,

Mary Lou Ballweg
President/Executive Director
Endometriosis Association



About the Endometriosis Association

The Endometriosis Association is a 501(c)(3) nonprofit organization dedicated to providing support and information for women with endometriosis, educating the public and medical community about the disease, and promoting and conducting research related to endometriosis. With international headquarters in Milwaukee, Wisconsin, the Association is the first organization in the world devoted to endometriosis, an immunological and hormonal disease. The Association funds research, publishes a broad range of literature that is widely regarded as the most authoritative in the field, and facilitates a wide variety of member services.

The Association has 179 support groups in North America and many groups worldwide; has published four popular books on endometriosis; funds research at 23 sites in six countries; and conducts research at Vanderbilt University School of Medicine and in collaboration with the National Institutes of Health (NIH). A disease once believed to be simply a reproductive disorder, endometriosis has now been classified as an immune system disease with far-reaching impact on an estimated 89 million females worldwide from eight to 87 years old.

Quality Exhibition Time

Non-competitive exhibit time will be offered every day of the meeting, with an opening reception on Friday evening, box luncheon pickup and seating on Saturday. A coffee and water station will be available at all times in the exhibit hall.

There will be prize drawings, Silent Auction items, Association literature, signing of the Association's newest book, group displays from around the world, small group meetings, and other special events in the exhibit hall to assure exhibitors optimal traffic flow throughout the meeting.

A Great Business and Outreach Opportunity While Supporting a Great Cause!



Exhibit Guidelines

Booth backgrounds and equipment used by the exhibitor cannot exceed 8' in height. No booth structure or equipment can exceed 4' in height along the sides of the booth. No material may be nailed, taped or otherwise adhered to walls or floors. No food may be sold from any booth. Distribution of promotional gummed stickers or labels is prohibited.

The Endometriosis Association reserves the right to decline any exhibit that it considers unsuitable or not in keeping with the general character of the meeting.

Direct product sales are permitted in the hall and may be subject to Wisconsin state sales tax.



Many women with endometriosis can become ill when exposed to chemicals and fragrances. We ask that exhibitors do not smoke or use hairspray, colognes, and other chemical or fragranced products.

Booth Dimensions and Equipment

All standard booths will be 10' deep by 10' wide, with an 8' back wall and 3' dividers between booths. Each booth will include:

- ✓ 1 - 8' draped table (extra tables are \$10 each)
- ✓ 2 chairs
- ✓ 1 - table top booth identification sign to include organization name, city, state or province, country, and booth number

For electrical service and other extra set-up requirements, please call 414-355-2200 by August 15, 2005, so all accommodations are ready for your exhibit needs. Additional charges may apply.

There will be a \$10 per box charge for all boxes sent to the conference center prior to the day of the event. Boxes can not arrive before October 4, 2005 or they will be refused. Each box can weigh no more than 60 pounds. Address

packages to: Four Points Sheraton, Attn: Endometriosis Association, October 7-8, 2005, 4747 South Howell Avenue, Milwaukee, WI 53207.

Booth Reservations

Exhibit space will be assigned in the order that applications with deposit checks are received, with the earliest applications receiving first choice. Final booth assignments will be made on August 1, 2005, using the location preferences provided on the application as a guideline for placement.

Every effort will be made to assign booths as requested. Consideration will be given to the location of competing exhibitors and special construction requirements. The Endometriosis Association

does not guarantee that any exhibitor will be placed in one of its choice locations, and reserves the right to relocate an exhibitor if necessary.

All applications received after August 1 will be assigned to remaining space on a first-come, first-served basis.

Booth fees are listed below. Each booth fee includes name badges for two booth personnel for Friday and Saturday, Saturday box lunch and evening banquet meal, and entrance to the general sessions. (Note that all booth fees will increase after May 1, 2005.)

One-half the cost of the exhibitor registration fees for booth(s) must accompany application. The balance must be paid in full no later than August 15, 2005. Make checks payable to the Endometriosis Association. (Canadian currency checks accepted at an exchange rate of \$1.00 U.S. to \$1.27 C).

Reserved booth space may be cancelled

BOOTH FEES:	Before May 1	After May 1	Total
Corner Booths <i>(open to all exhibitors)</i>	\$1,500 each	\$1,650 each	\$
Pharmaceutical Exhibitor <i>(pharmaceutical companies, etc.)</i>	\$800 each	\$980 each	\$
Commercial/Retail Exhibitor <i>(bookstores, music stores, gifts)</i>	\$500 each	\$550 each	\$
Healthcare Exhibitor	\$280 each	\$305 each	\$
Nonprofit Exhibitor <i>(health associations, etc.)</i>	\$180 each	\$195 each	\$
Staffed Take-One Table	\$75 each	\$85 each	\$
Additional Booth Personnel	\$55 each	\$55 each	\$
Event Tickets <i>(includes Friday & Saturday)</i>	\$75 each	\$75 each	\$
Total Due			\$
Total enclosed			\$
*At least one half of the cost of the exhibit space must accompany application. Check or money order payable to: Endometriosis Association			
Balance due by August 15, 2005			\$

without penalty prior to August 15, 2005. No refunds—partial or full—will be given after August 15, 2005.

Advertising

You can enhance your exposure as an exhibitor by advertising in the official 25th Anniversary Preliminary Program (*ads for Preliminary Program must be received by April 1, 2005) and the Conference Program. All exhibitors that advertise will receive a special discount. You do not need to be an exhibitor to advertise in either program. The Preliminary Program will be sent to 36,500 potential attendees. The Conference Program will be provided free of charge to all attendees.

For more information, refer to the advertising rate schedule and contract enclosed in this prospectus.

Sponsorship

The Endometriosis Association is actively seeking sponsorship for many aspects of the Conference and also Silent Auction and raffle items to be used as a fundraiser for the Conference. Please consider sponsoring one or more of the following:

- Event Sponsorship - includes

- booth and advertising
- Saturday Dinner
- Saturday Lunch
- Printing
- Friday Dinner
- Awards Sponsor
- Coffee Breaks
- Friday Reception
- Flowers and Decorations
- Shuttle transportation for tours to the Endometriosis Association headquarters
- Conference bags – printed with your logo and the Conference logo
- General Reception

For more information on sponsoring one of these events, or any other questions, please contact:

Donna Maxwell
Development Coordinator
8585 North 76th Place
Milwaukee, WI 53223
(414) 355-2200
Fax: (414)-355-6065
Email: support@EndometriosisAssn.org

Special Hotel Room Rates

Take advantage of special room rates available at the Four Points Sheraton Milwaukee—Airport by calling (800)558-3862.

Exhibitor Date Book

May 1, 2005

50% of exhibition fee due.
(Deadline to receive reduced exhibition fee. Fees increase after May 1.)

August 1, 2005

Booth assignments made.

August 15, 2005

Balance of exhibition fee due.
Cancellation and refund deadline

Friday, October 7, 2005

Exhibit Set-up
10:00 am to 3:00 p.m.

Conference Open
3:00 p.m. to 10:00 p.m.

Opening Reception
5:00 p.m.

Saturday, October 8, 2005

Conference Open
7:30 a.m. to 7:00 p.m.

Exhibit Teardown
7:00 p.m. to 10:00 p.m.

