

THE INVESTMENT RECOVERY ASSOCIATION PRESENTS:



MARCH 6-9, 2016

OVERVIEW

THE CONFERENCE & TRADESHOW : MARCH 06-09

MEET WITH CUSTOMERS AND PROSPECTS FACE-TO-FACE

Attended by more than 100 major corporations with surplus asset challenges and opportunities.



IMPORTANT DATES & TIMES

January 15th:

Contract Return Deadline to be included in the pre-registration materials. Last date to join the Investment Recovery Association to receive member discount and 'MEMBER' designation on your badge. Sorry, no exceptions. Cancellation of a booth and/or seminar registration received prior to Jan. 15 for the conference will entitle registrants to a full refund. Cancellations received after that date will be subject to a 30% penalty. No refunds after Jan. 31, 2016.

February 18:

350 hard copies of Sponsor handouts delivered to Association office.

SHOW: Monday, March 7:

6:30 a.m. - Registration
11:00 am - 2:00 pm — Exhibit Set Up
3:00 pm - 5:30 pm — Trade Show
5:30 pm- 7:00 pm— Welcome Reception

SHOW: Tuesday, March 8:

11:45 a.m. - 2:00 pm—Trade Show w/Luncheon
2:00 pm— Teardown
4:30 pm.- 6:30 pm—Houston Rodeo w/dinner, hosted bar, and a concert on the Chairman's Level.



The Investment Recovery Association Conference and Trade Show will be held at the Royal Sonesta Galleria in Houston, Texas. What a great chance to cost-effectively meet with customers and prospects in a comfortable setting and take in some of the great sites that a world-class city has to offer.

REPRESENTING DOZENS OF INDUSTRY VERTICALS.

Investment Recovery Association has numerous member firms. i.e., utilities, chemical, petroleum & gas, consumer products, pharmaceuticals, electronics, railroad, food processing, forestry products, telecomm, transportation and governmental entities from all over the U.S. and Canada.

HUNDREDS OF ATTENDEES, SERIOUS ABOUT INVESTMENT RECOVERY.

The people that attend our 4-day investment recovery conference are serious about their business, and they're looking

for help...your help. On average, they are disposing of about \$20 million a year in surplus, and utilize more than \$650,000 in outsourced services! *

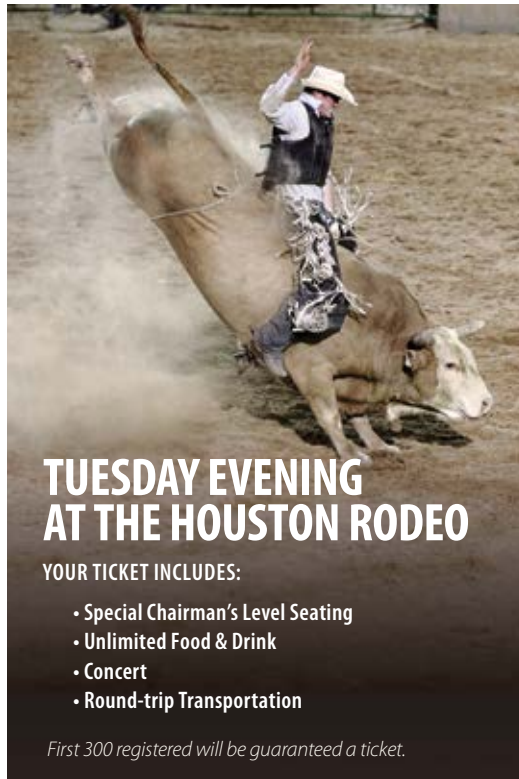
- Their internal staffing has been reduced, yet their surplus has generally increased.
- This is your opportunity to meet one-on-one with dozens of decision-makers.

AND WE'RE SERIOUS ABOUT FUN TOO!

We keep the food and fun flowing, and include lots of giveaways and cash prizes to capture attendees interest. We create multiple opportunities for you to develop personal connections with substantial business opportunities.

** Source: CAPS Research Investment Recovery Benchmark Survey*

SHOW HIGHLIGHTS & CMIR EXAM



TUESDAY EVENING AT THE HOUSTON RODEO

YOUR TICKET INCLUDES:

- Special Chairman's Level Seating
- Unlimited Food & Drink
- Concert
- Round-trip Transportation

First 300 registered will be guaranteed a ticket.



WEDNESDAY: Certified Manager of Investment Recovery (CMIR) Exam

Individuals eligible to sit for the CMIR Examination must have submitted their Personal Data Forms prior to February 1, and received approval from the Association office. If you would like to begin the journey to earn your CMIR designation, please contact Jane Male, Executive Director at 816.561.5323 or Jmale@WesternEDA.com.



GET THE APP! Investment Recovery Association Conference mobile App

Join the conversation before during and after the meeting. The exclusive app can be downloaded at the Apple Store or on Google Play. Once registered and paid, you may establish your profile and begin networking, asking questions, plus just keeping in the loop of what is happening.



SCHEDULE AT A GLANCE:

SUN ⁶
MARCH

8:00 - 11:00 am Board Meeting

NOON Registration Opens

1:00 - 3:00 pm Committee Meetings

3:00 - 4:00 pm Board Meeting
w/Committee Chairs

5:00 - 5:30 pm Navigation & Networking
at the Conference

5:30 - 6:30 pm Early Arrival Networking Session
*Informal session with cash bar
available*

EVENING OPEN

MON ⁷
MARCH

6:30 am Registration Opens

7:00 - 7:55 am Breakfast

8:00 - 8:45 am Welcome to Houston!

8:45 am Break

9:00 - 11:00 am Leader-to-Leader

11:00 - 11:45 am IR Sustainability Best Practices

11:45 am - 1:00 pm **Lunch and IR Quick Chat**

1:00 - 1:30 pm What Keeps You Up at Night?

1:30 - 3:00 pm An Update on the U.S. Economy

3:00 - 5:30 pm **TRADE SHOW**

5:30 - 7:00 pm Reception

TUE ⁸
MARCH

7:15 - 8:15 am Breakfast

8:30 - 9:30 am Cyber Security

9:30 - 10:15 am Unique Opportunities in IR

10:15 - 10:30 am Break

10:30 am - NOON The Roadmap to Success

NOON - 2:00 pm **TRADE SHOW and LUNCH**

BREAKOUT SESSIONS: YOUR CHOICE

2:00 - 3:00 pm Yes, we have to work together,
but does it have to be painful?
The Value of Analysis and Appraisal

3:00 - 4:00 pm Workshop: Analysis & Appraisal
IR Case Study: DTE Energy and
Goodwill's Green Works

4:00 - 5:00 pm Ethics and Customer Service
Part 2 : What keeps you up at night

5:00 - 10:30 pm **RODEO AND CONCERT EVENT**

WED ⁹
MARCH

No Breakfast

8:15 - 8:45 am Extended Play: IR Quick Chat

8:45 - 9:30 am Global Impact on
Scrap Metal Prices

9:30 - 11:00 am Implementing the 7 Rs

11:00 am - 12:30 pm **Lunch** with Annual Meeting,
CMIR Recognition, and
Door Prizes

1:30 pm **CMIR EXAM**



SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR: \$5,000

Four available:

- ☐ Monday Night Reception
- ☐ Tuesday Night Rodeo and Concert Event*
- ☐ Transportation for Rodeo and Concert Event*
- ☐ Mobile App

All Platinum sponsorships include:

- NEW! >** Full-Page ad in Asset 2.0 (a \$1,850 value)
 - > Top line listing on searchable exhibitor/sponsor index
 - > Ability to request meetings with up to 10 attendees
 - > **IR-TOUCHPOINT:** landing page with logo, description, links videos, collateral material
 - > Staff listing
 - > Ability to receive meeting requests via mobile community
 - > Recognition during Sunday's "Networking and Navigating" session
 - > Recognition during a pre-conference webinar introducing the IR-TOUCHPOINT tool to members and attendees
 - > Sponsor of Monday Evening Event (may be other monetary sponsors for this event)
 - > Ability to welcome attendees to Monday event
 - > Tent Cards/Appropriate signage acknowledging your sponsorship
 - > Company brochures available on the tables during your sponsored event
 - > Recognition in the Asset 2.0 and association website
 - > One 8-1/2 x 11 sheet (may be double-sided, but no heavier than card stock) in the registration envelope
 - > Introduction and Welcome during Wednesday business meeting

* Multiple sponsorships available! You have an option to invite up to 10 people to you section at the rodeo—first come first choice.

GOLD SPONSOR - \$3,000

Four available:

- ☐ Monday Breakfast
- ☐ Monday Luncheon
- ☐ Tuesday Breakfast
- ☐ Tuesday Exhibit Luncheon

All Gold sponsorships include:

- NEW! >** Half-Page ad in Asset 2.0 (a \$995 value)
 - > Sponsor landing page with logo, description, links videos, collateral material on the R-TOUCHPOINT Community
 - > Staff listing
 - > Ability to request meetings with up to 5 attendees via mobile (unlimited ability to receive meeting requests)
 - > Top line listing on searchable exhibitor/sponsor index after community and mobile sponsors
 - > Tent Cards/Appropriate signage acknowledging your sponsorship
 - > Company brochures available on the tables during your sponsored event
 - > Recognition in Asset 2.0 and www.invrecovery.org website in addition to the community
 - > One 8-1/2 x 11 sheet (may be double-sided, but no heavier than card stock) in the registration envelope
 - > Introduction and Welcome during Wednesday business meeting

SILVER SPONSOR - \$1,000

Six available:

- ☐ Sunday Registration
- ☐ Monday AM Break
- ☐ Monday PM Break (in exhibit hall)
- ☐ Tuesday AM Break
- ☐ Tuesday PM Break
- ☐ Wednesday AM Break

All Silver sponsorships include:

- NEW! >** 1/4 page ad in Asset 2.0 (a \$575 value)
 - > Sponsor landing page with logo, description, links videos, collateral material
 - > Tent Cards/Appropriate signage acknowledging your sponsorship
 - > Company brochures available on the tables during your sponsored event
 - > Recognition in Asset 2.0 and www.invrecovery.org website in addition to the community
 - > One 8-1/2 x 11 sheet (may be double-sided, but no heavier than card stock) in the registration envelope
 - > Introduction and Welcome during Wednesday business meeting

LANYARD SPONSOR - \$1000

- > Lanyards provided at sponsor cost
- > Handed out to all attendees

ADVERTISING SPONSOR - \$750

- NEW! >** One 8-1/2 x 11 sheet (may be double-sided, but no heavier than card stock) in the registration envelope
 - > 1/4 page ad in Asset 2.0 (a \$575 value)

GENERAL RULES & REGULATIONS

EXHIBIT RESERVATION

The availability of the booths is on a first-come, first-serve basis. Booth space will be assigned on Jan. 15 for the trade show. The Association will take into consideration: number of booth spaces purchased; number of years the company has been a member; number of seminars the company has served as a sponsor; involvement on committees, speaker, panel discussions, etc.; date payment and contract received. Please return the enclosed contract as soon as possible, along with payment for the appropriate fees in U.S. funds to: **Investment Recovery Association, PO Box 419264, Kansas City, MO 64141**. Please mail your exhibit form to reach us no later than Jan. 15, 2015. Email w/payment is accepted: jmale@westerneda.com.

Included in the cost of your exhibit will be a standard 8'-high cloth back-panel and two 3'-high side-panels, a standard 7"x44" identification sign, one skirted table, two side-chairs, one wastebasket, and recognition in one edition of the Asset 2.0, the Association's bi-monthly publication.

BUILDING COMMUNITY

Also included with the cost of your booth:

- One year virtual trade show on our event community
- Ability to have a link to your web site; logo; collateral material and list of staff
- Five keywords for easy search
- Ability to schedule appointments while in Houston or prior
- Communicate with attendees even before arriving in Houston
- Only those who have purchased exhibit space are able to communicate with attendees who have registered for the Houston conference before, during and after the event.

EXHIBIT HALL ENTRANCE

For exhibitors, badges may be picked up at the Association registration desk beginning 6:30 a.m., Monday. All persons entering the Exhibit Hall MUST wear a name badge. This includes move-in, show hours and move-out. No exceptions.

EVENTS.

All Exhibitors registered are invited to attend the Investment Recovery Association's reception held Monday, each morning's breakfast and Monday and Wednesday's lunch. There is a maximum of two (2) tickets per booth space. Additional tickets may be purchased. See registration form. **If you would like to attend the full conference, a registration may be purchased at a reduced rate of \$550 per person. This would include all education sessions and the Houston Rodeo.**

INSTALLATION OF EXHIBIT

Exhibitor set-up begins at 11:00 a.m., Monday, and breakdown is Tuesday prior to 6:00 p.m. Exhibitors agree not to dismantle their exhibit or to do any packaging before the closing hour of the exhibit. Charges will be billed for any exhibit material remaining after 10:00 p.m. The Trade Show time is 3:00 pm - 5:30 pm on Monday, and again on Tuesday 11:45 pm - 2:00 pm, plus two evening network sessions.

BOOTH RENTAL

Exhibitors will be provided with one 8'x8' booth with a draped table, two chairs, and a sign supplied by the Association. Exhibitors are allowed to have a maximum of two (2) persons per booth. Electricity is at the exhibitor's expense. **The Investment Recovery Association has negotiated 10% off the power/electrical cost for exhibitors.** Two exhibitor representatives are included in all events inside the Trade Show hall plus Monday and Tuesday's evening's events. **Additional tickets may be purchased.** The show hall is carpeted.

AVAILABLE SERVICES

The official show decorator is Fern Expo Services. Upon receipt of your paid reservation agreement, Investment Recovery Association will notify Fern Expo Services and an exhibitor service kit with order forms for all rates and services will be sent to you directly. The hotel does not have space to store your shipments.

GENERAL RESTRICTIONS IN OPERATING OF EXHIBITS

Tabletop and floor-mounted displays are the norm; double-story display booths, however, are not allowed. Sidewall construction, if used, may taper diagonally from the back wall for one-half of the depth of the booth. This limitation is intended to provide a clear view of neighboring booths. Televisions, video monitors, video tape players and computers are permissible provided they are not audible in neighboring booths, not more than three (3) feet from the aisle and the sound is directed only into the exhibitor's booth vertically. The Conference Committee Chairperson must approve any other operating equipment and Conference/Exhibit Director so, in order to avoid unnecessary cost and disappointment, please check with us before bringing it. Should there be any dispute with respect to any exhibitor's booth/conduct, the Conference Committee will conduct a review and their decision will be final.

PROMOTIONAL ITEMS AND DOOR PRIZES.

Exhibitor promotional items or door prizes are allowed in conjunction with the Trade Show. Exhibitors may make prizes available for general drawings during the lunch on Wednesday. No room drops, registration drops, turndown service or mailings to the hotel are allowed.

GENERAL RULES & REGULATIONS

HOTEL USAGE

Hospitality suites are to have a business aspect in order to comply with the educational mission of the conference. Hours of hospitality suites cannot conflict with other conference activities. The Hotel has entered in to an agreement with the Association that precludes the rental or assignment of any public space, suite or sleeping room for exhibit or hospitality purposes and prohibits the use of any public facilities for entertainment purposes for the duration of the conference without the consent of the Association's Conference/Exhibit Director. Please contact Association Headquarters for a list of times available. Failure to comply could cause your removal from the trade show and/or conference and hinder your ability to exhibit/attend future conferences.

INSURANCE

Exhibitor agrees to procure at its own expense a policy of comprehensive general liability insurance with coverage and limits sufficient to insure against liability for personal injury or death, property damage, or other loss arising out of or resulting from the actions or use of exhibition space by Exhibitor and its officers, employees, agents, subcontractors, suppliers, and invitees.

INDEMNIFICATION AND HOLD HARMLESS CLAUSE

Exhibitor covenants and agrees that it will protect, indemnify, save harmless and defend the Investment Recovery Association, its directors, officers, agents, and employees from and against any and all loss, cost, damage, expense (including attorneys' fees), and claims for damages, death or injury of any kind whatsoever to any person or any property howsoever occurring in, upon or about the Exhibition Space or the improvements, thereon, or arising from any accident, injury, death or damage occurring outside the Exhibition Space where such accident, damage, death or injury results or is claimed to have resulted in whole or in part from an act or

omission on the part of the Investment Recovery Association, Exhibitors or their contractors, licensees, concessionaires, agents, representatives, servants or employees, including, without limiting the foregoing, the following: claims by reason of the inaccuracy or misleading nature of any statement, representation or (express or implied) warranty of Exhibitor made during his exhibition or otherwise, including untrue statements of material facts or omissions to state material facts necessary to make the statements not misleading; loss or injury arising out of strict liability or tort, or any claim of strict liability in tort, imposed upon Exhibitor for placing goods (such as equipment or machinery) on display or on the market having any defect, or claimed to have any defect; the condition of the Exhibition Space, or by reason of the management, control and operation thereof, whether caused by the Investment Recovery Association, its agents or employees, or otherwise; any penalty whatsoever or any special, liquidated, direct or consequential damages, such as but not limited to lost profits or revenues, time lost, expenses of labor, transportation, installation, removal from the line or for any other damage or injury suffered by Exhibitor or any other person.

RESPONSIBILITY CLAUSE FOR EXHIBITS

Exhibitor assumes responsibility and agrees to indemnify, defend and hold harmless Royal Sonesta Houston, and the Hotel's Owner, and their respective owners, managers, subsidiaries, affiliates, employee and agents (collectively, "Hotel Parties"), and Group from and against any claims or expenses arising out of the use of the exhibition premises.

Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity in this Responsibility Clause. Such

insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage.

The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

NON-ENDORSEMENT

Acceptance of the contract and exhibition at the convention shall under no circumstances be construed as an endorsement or approval of the goods or services exhibited, or any other goods or services marketed by Exhibitor.

SHOW OWNERSHIP

The Tade Show is produced by and is the property of the Investment Recovery Association, which provides all show management functions and establishes all show policies.

INTOXICANTS

Exhibitor expressly agrees not to serve, sell or give away any intoxicants in the exhibit hall, and the violation of this agreement shall entitle the Investment Recovery Association to close the exhibit and remove and store.

AMERICANS WITH DISABILITIES ACT

Exhibitor is responsible for compliance with Americans With Disabilities Act within exhibit space, i.e. easy accessibility to goods and services, provide assistance when requested, tape carpeting along edges, etc.

BOOTH RESERVATIONS : PAYMENT INFORMATION

82nd Investment Recovery
Association Conference & Trade Show

March 7-8, 2016 Houston, TX



QUESTIONS?

Please call 816.561.5323, or email:

Jane Male, Executive Director,
jmale@westerneda.com

Kim Weitzel
kweitzel@westerneda.com

Investment Recovery Association
PO Box 419264 – Kansas City, MO 64141
www.invrecovery.org

OFFICE USE ONLY:

Date Received _____ Booth(s) Assigned: _____

Check No. _____ Approved by: _____

SPONSORSHIP:

☐ Platinum Sponsor.....\$5,000
☐ Gold Sponsor.....\$3,000
☐ Silver Sponsor.....\$1,000

☐ Advertising Sponsor.....\$1,000
☐ Lanyard Sponsor.....\$750

Payment in full must accompany this Exhibitor Application. Your application will be returned if full payment is not included.

MEMBERS:

Booth.....\$2,100 _____
Additional exhibitor ticket* x \$350 _____
Seminar Registration (per person) x \$550 _____
TOTAL..... _____

*Seminar Registration includes
education, morning breakfasts
and Monday, Wednesday lunches.*

NON-MEMBERS:

Booth.....\$2,700 _____
Additional exhibitor ticket* x \$400 _____
Seminar Registration (per person) x \$750 _____
TOTAL..... _____

* Maximum two (2) persons (non-transferable) allowed in booth. Cost for each additional person covers
Trade Show events, Monday Welcome Reception and Tuesday evening's Rodeo.

Payment enclosed (check or money order, U.S. funds) payable to: Investment Recovery Association

Please charge my: ☐ MasterCard ☐ Visa ☐ American Express

Card No. _____

Exp. Date ____/____/____

Name on Card (print) _____

Billing Address _____

Signature _____

Cancellation of a booth received prior to Jan. 15 will entitle registrants
a full refund. Cancellations received after that will be subject to a 30% penalty.
No refund will be given after January 31, 2016

EXHIBITOR RESERVATION FORM

1. EXHIBITING COMPANY INFORMATION

☐ Member ☐ Associate Member ☐ Non-Member

Company Name _____

Street Address _____

City _____

State/Province _____

Zip/Postal Code _____

Key Contact _____

Phone _____

Company Website Address _____

E-Mail Address _____

The person listed below will receive exhibitor mailings.
Please provide contact information if it is different than above.

Key Contact _____

Phone _____

2. BOOTH REQUEST

Total number of booths: _____

1st choice _____ (see floorplan next pg)

2nd choice _____

3rd choice _____

4th choice _____

5th choice _____

6th choice _____

3. KEY PRODUCTS

Products/services to be displayed:

4. GIVE-AWAYS

Please list here any item(s) you intend
to "give away"

5. LETTERING FOR YOUR BOOTH

Please tell us how you want your booth sign to read:

6. TRADE SHOW ATTENDEES

Names of persons attending. Maximum two (2) persons (non-transferable) permitted:

☐ Check here if attending the full conference

Name: _____

Badge name: _____

Email: _____

☐ Check here if attending the full conference

Name: _____

Badge name: _____

Email: _____

7. AGREEMENT

You must agree to the policies regarding the exhibit (page 9).
Once your paid reservation is received, a copy will be mailed to you.

Signature _____

Title _____ Date _____

TRADE SHOW FLOOR PLAN & SCHEDULE



March 7-8, 2016

Royal Sonesta - Legends Ballroom
Houston, TX

EXHIBIT SCHEDULE*

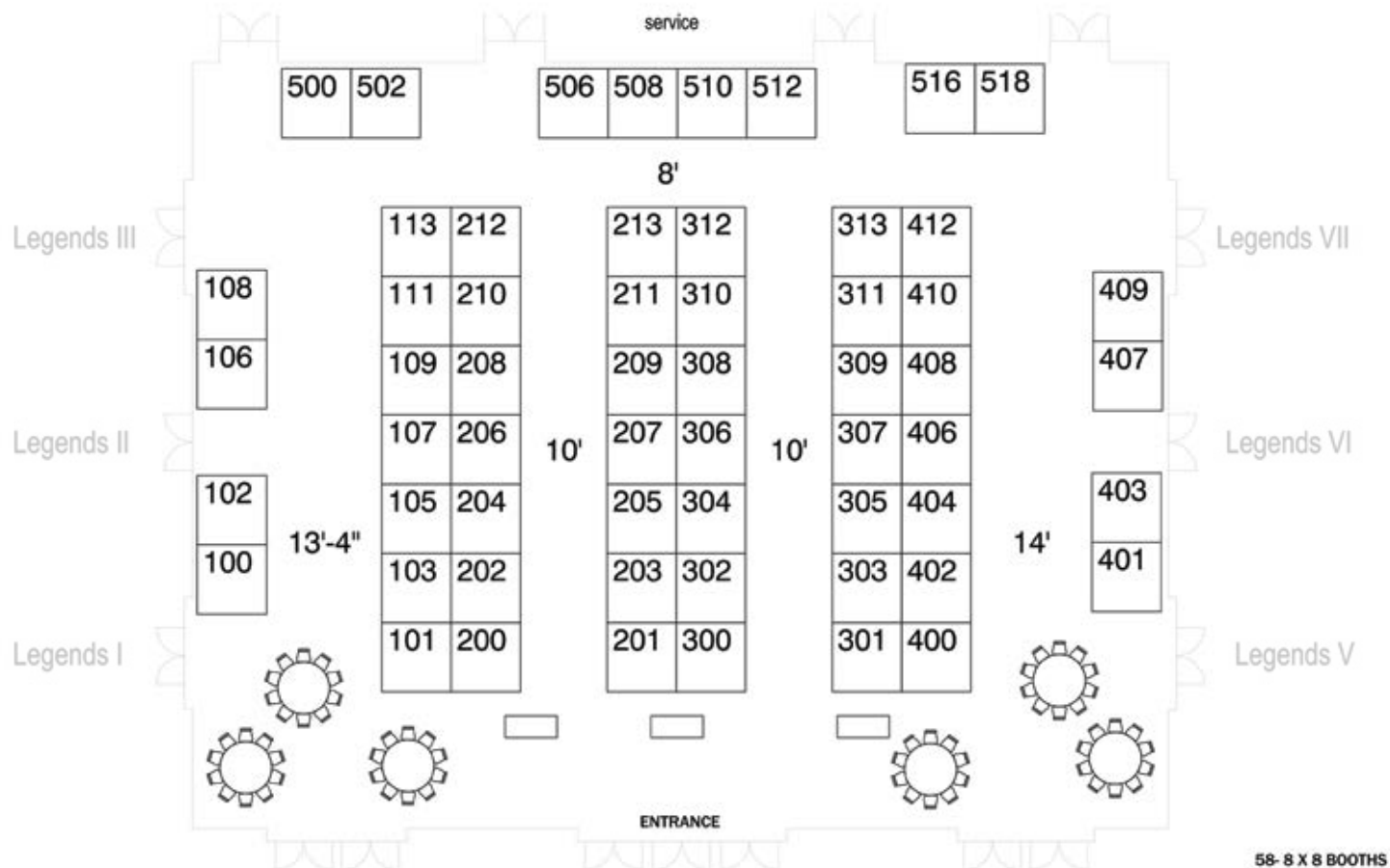
MONDAY:

6:30 am : Registration
11:00 am - 2:00 pm : Exhibit Set Up
3:00 pm - 5:30 pm : Trade Show
5:30 pm - 7:00 pm : Welcome Reception

TUESDAY:

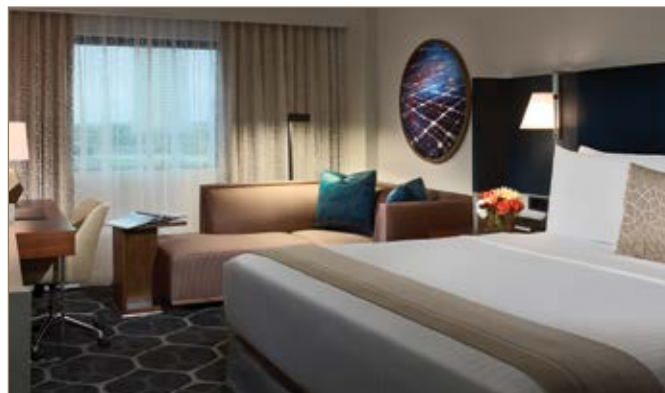
11:45 am - 2:00 pm : Trade Show/Luncheon
2:00 pm - 6:00 pm : Teardown
4:30 pm - 6:00 pm : Closing Event with all attendees and exhibitors, Houston Rodeo and Concert

* Subject to change



58- 8 X 8 BOOTHS

PLAN YOUR TRIP



HOTEL ACCOMMODATIONS

The Headquarter Hotel is the Royal Sonesta Galleria in Houston, TX. You may reserve your room by calling the Reservations Department at 1-800-766-3782 by February 18th at 5 pm to receive the special conference rate of \$179 single/double, plus applicable taxes.

Be sure to state you are with the *Investment Recovery Association 2016 Spring Conference*.

By securing your room in this block you will receive:

- Rate valid three days prior and three days after our Conference if available
- Upgraded internet speed in your guest room
- 50% off self parking rates
- Access to the fitness center

We've negotiated a special seminar rate at the hotel. The last several years, the hotel sold out completely, so book early.

Click here for hotel reservations:

Reserve by February 18 to receive the special rate of \$179 single/double, plus applicable taxes.

WEATHER/DRESS

The average daytime high in March is 75° and the average low is 58°. Dress during the Investment Recovery Association conference is "business casual" attire.

HOW TO HAVE A SUCCESSFUL CONFERENCE EXPERIENCE

- Guarantee your seat at the conference by pre-registering and paying
- Establish your profile in our *Investment Recovery Association Conference Mobile App*
- Plan to pick up your registration material (i.e. name badge) on **Sun. , March 6, Noon - 5:00 pm**
- Schedule to attend the Navigating and Networking Session beginning at **5:00 on Sun., March 6**
- First time to our Conference? Let us know on the registration form and you will be assigned a host for the event (one month in advance to be assured a host)
- Would you like to host a first timer, contact Jane Male, jmale@westerneda.com
- Make your hotel reservation well before the deadline to guarantee the conference rate, and the room
- Engage with others at meals, breaks and during the trade show