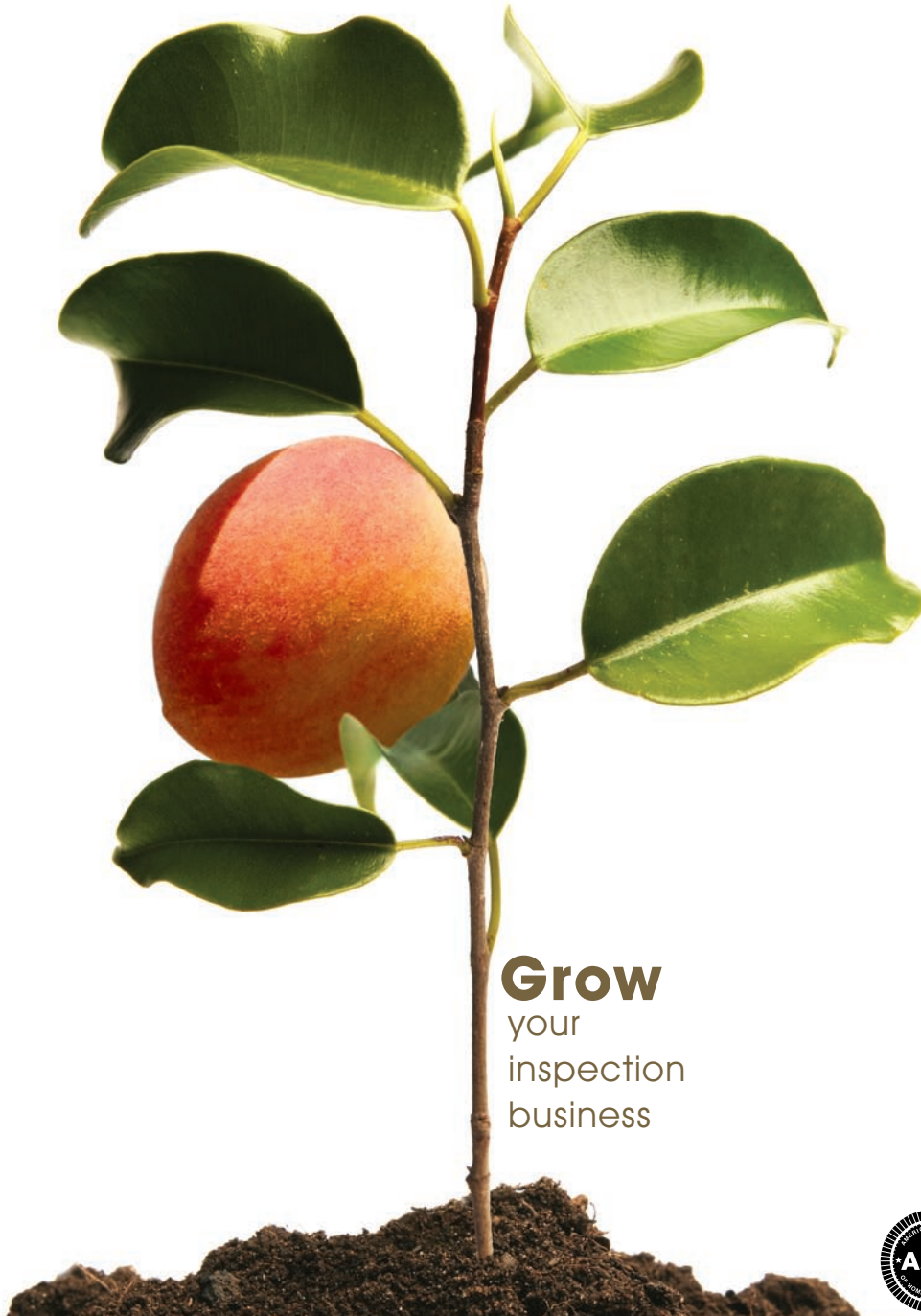


The Conference for Home Inspectors
InspectionWorld
ATLANTA



Grow
your
inspection
business



January 25-28, 2011 | Hilton Atlanta | Atlanta, Georgia | www.inspectionworld.org

InspectionWorld is presented by ASHI
Kaplan ITA is the premier sponsor of InspectionWorld

InspectionWorld **ATLANTA** *An Invitation to Participate*

On behalf of the American Society of Home Inspectors (ASHI), we are pleased to invite you to exhibit at InspectionWorld Atlanta taking place January 25-28, 2011 at the Hilton Atlanta, Atlanta, Georgia.

InspectionWorld Atlanta will feature another comprehensive collection of educational sessions, the largest and most extensive technical exhibition, and the best networking opportunities in the home inspection profession. More home inspectors attend InspectionWorld each year to find out what is new in the industry, and to view the latest product and service developments and innovations. You, as an exhibitor, have the opportunity to connect with leading home inspectors from across the country.

InspectionWorld Atlanta is sponsored by ASHI, the largest, oldest and most respected home inspector association in existence! Kaplan ITA is the premier sponsor of InspectionWorld Atlanta. We are expecting a strong attendance of both seasoned inspectors and people who are new to the industry, so this is a conference you simply can't afford to miss.

All InspectionWorld Atlanta activities will take place at the Hilton Atlanta. The hotel is located conveniently in downtown Atlanta, which is a bustling city with lots going on. We are planning to heavily promote the educational program, the growing list of exhibitors, and the South-Central location of Atlanta. We expect to attract a large number of home inspectors from the entire Eastern region, along with those from across the country who regularly make InspectionWorld an annual destination.

Our attendees look forward to meeting you, learning about your organization, products, and services, and making key contact for future buying decisions. Overall, InspectionWorld Atlanta is your invitation toward future success in the home inspection arena, and we look forward to your participation in Atlanta!

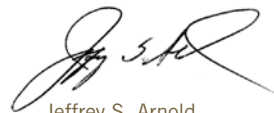
Sincerely,



Kurt Salomon
ASHI President-Elect
Conference co-chair



Bill Jacques
ASHI Vice President
Conference co-chair



Jeffrey S. Arnold
ASHI executive director/CEO



Grow
your inspection
business

Exhibitor Schedule at a Glance

We retained the new schedule this year that we started at InspectionWorld 2010 Las Vegas. This should enhance the value of your exhibiting experience. The Expo Hall will be open starting at 1:00 p.m. on the day prior to the start of education sessions, and will not be open on the final day. Exhibitors will have a full 7 hours of customer contact on the opening day, and between 5 and 9 hours on each of the following two days.

Move-in

Tuesday, January 25
7:00 a.m. – 1:00 p.m.

Exhibit Hall Hours – Opening Day

Tuesday, January 25
1:00 p.m. – 8:00 p.m.

Opening Night Exhibit Hall Reception

Tuesday, January 25
5:00 p.m. – 8:00 p.m.

Exhibit Hall Hours

Wednesday, January 26 &
Thursday, January 27
7:00 a.m. – 4:00 p.m.

With heaviest activity:

7:00 a.m. – 9:00 a.m. (*breakfast*)
11:00 a.m. – 1:00 p.m. (*lunch*)
3:00 p.m. – 4:00 p.m. (*break*)

Move-out

Thursday, January 27
4:00 p.m. – 10:00 p.m.
(*as needed*)

Exhibitor Registration

Tuesday, January 25
7:00 a.m. – 8:00 p.m.

Wednesday, January 26
7:00 a.m. – 6:00 p.m.

Thursday, January 27
7:00 a.m. – 4:00 p.m.

Important 2011 Show Deadlines

June 18, 2010

Mailing of this Exhibitor Prospectus, and availability of exhibitor registration materials online at www.inspectionworld.org.

Friday, July 16, 2010

For the initial round of booth selections, exhibitor contracts and payment in full due back to ASHI. Applications received after this deadline will be assigned booth space on an as-available basis.

Friday, July 23, 2010:

Initial booth assignments completed and exhibitors notified.

August 20, 2010

Exhibitor Service Manual online access available.

September 30, 2010

ASHI Affiliate membership dues for 2010-11 are due.
(*Dues must be current/renewed prior to the start of InspectionWorld to be eligible to receive Affiliate member booth pricing.*)

Friday, October 1, 2010

Online conference registration and hotel reservation opens for both attendees and exhibitors.

Friday, November 5, 2010

Program Book/Ad/Coupon Book Art/Tote Bag Insert/Logo deadline.

Tuesday, January 25, 2011

Exhibitor Move In.



Exhibitor Benefits

Contact with Home Inspection Professionals at their Annual Conference!

InspectionWorld Las Vegas is *the* premier event for the nation's home inspection professionals.

Receive extra recognition with a variety of Regular and Premium Booth Packages and countless other marketing opportunities!

We've made it easy for you to participate again this year, offering all-inclusive booth packages to satisfy the needs of ALL of our exhibitors. Additionally we offer multiple opportunities to increase your company's visibility and reinforce your marketing message – all of which equate to a successful show for your company.

Extensive Promotion to Thousands of Home Inspectors!

We provide extensive promotion to home inspectors through:

- **SAVE THE DATE TARGETED DIRECT POSTCARD MAILING** outlining the InspectionWorld Atlanta Conference and Exhibition, mailed to more than 6,000 ASHI members, past conference attendees and attendee prospects.
- **THE REPORTER – ASHI'S MONTHLY MAGAZINE**, distributed to more than 6,000 home inspectors, begins promoting the Annual Conference and Exhibition six months prior to the event.
- **ONGOING BLAST E-MAIL COMMUNICATIONS** promoting InspectionWorld delivered directly to more than 6,000 member inboxes, as well as numerous other e-mail lists ASHI has access to.
- **TARGETED E-MAIL COMMUNICATIONS** to 15,000 Kaplan ITA home inspection classroom graduates.
- **ONGOING SPECIAL MARKETING PROGRAMS** directed by Kaplan to past attendees of the former Inspection Expos offered by Kaplan in recent years.
- **OTHER SPECIFIC TARGETED ADVERTISING** to be developed during the months leading up to InspectionWorld Atlanta.

InspectionWorld attracts experienced professionals who make decisions about products & services.

A Direct Connection to your Customers!

The 2011 InspectionWorld Conference and Exhibition is expected to attract both experienced, dedicated professionals who make decisions about products and services every day, as well as a large group of "new inspectors." Our research shows that as much as one third of all attendees are new each year – to our conference, and also to the profession. And as you know, those who are new to the profession are in need of the array of basic products and services. We are also planning to offer pre-conference courses again this year. The courses last year attracted additional attendees to the full InspectionWorld conference.

Exhibitor Booth Features

Exhibitors receive many benefits from participating in the InspectionWorld Conference and Exhibition. A standard 10 x 10 exhibit space provides you with:

- **Complete booth package** (*one six foot table, two chairs, wastebasket and ID sign*)
- **Two exhibitor badges** included with each 10 x 10 booth (*additional may be purchased*)
- **Dedicated Expo Hall hours** (*25 hours over 3 days*)
- **Company listing on the InspectionWorld website** (*updated weekly*)
- **Company listing and description in the On-Site Pocket Program**
- **As a 2011 exhibitor, you will earn priority status** in the initial booth space assignments for InspectionWorld 2012.

CONNECT with home inspection professionals at their annual conference.



2011 Exhibit Hall Activities Designed to Increase Expo Hall Traffic

We've designed the Expo Hall to maximize activity and access. We plan to "drive" all attendees to the Expo Hall and keep them there as long as possible.

- ☒ **All food and beverage service will be located in the Expo Hall** during 2 breakfasts (*for-purchase*), 2 lunches (*for-purchase*) and 2 afternoon breaks
- ☒ **Opening day Expo hours** – as conference attendees arrive, starting at 1:00 p.m.
- ☒ **Opening Night Reception in the Expo Hall** with full food and beverage service
- ☒ **Daily Prize Drawings in the ASHI booth** — we have plans to increase this "pull" to 3 drawings each day
- ☒ **Optional vendor booth prize drawings** (*see page 11*)
- ☒ **Optional 1-hour Vendor Showcases** available in nearby, clearly marked rooms (*details on page 10*)
- ☒ **Optional Advertising in the InspectionWorld Coupon Book** (*details on page 9*)

2010 InspectionWorld Las Vegas Exhibitors

3D Inspection Systems, Inc.	Evolution Insurance Brokers	Oxford Instruments America, Inc.
Accustar Labs	Family Safety Products, Inc.	Palmer Wahl Instrumentation Group
Allen Insurance Group	FLIR Infrared Cameras	Palm-Tech Home Inspection Software
America's Call Center / Inspector Office Solutions	Fluke Thermography	PB Disaster Services
American Home Inspectors Training	FREA	Pre-Paid Legal & ID Theft Shield
American Home Warranty	Green Building Science Certification	Prism Analytical Technologies Inc.
Block6 Services	Home Energy Team	Professional Equipment
Broadview Security (formerly Brinks Home Security)	Homegauge	Radalink, Inc.
Business Risk Partners, Inc.	Home Inspector Pro	RAdata, Inc.
Buyers Protection Group	Home Tech Information Systems	The Radon Group
CAHPI	IC Home Inspection	Residential Warranty Services
Carson Dunlop	Indoor Biotechnologies, Inc.	Restoration Consultants
Casey O'Malley Associates	Inspectel	Retrotec
Chimney Safety Institute of America	Inspection Management Systems, Inc.	Scheduleze
Closing.com	Inspection Support Network / eInspections	Senior Home Safety Network (SHSN)
CREIA	Kaplan ITA	SpeakWrite
EBPHI / National Home Inspection Examination	KP Pro Tools	Sun Nuclear Corp.
Elite MGA	Lawson-Hawks Insurance	Swift Solution
EMLab P&K	Mr. Fix It Inc / Tom Feiza	Target Insurance
The Energy Conservatory	Moneris Solutions	Testo, Inc.
Environmental Hazards Services, LLC	Monroe Infrared Technology	Thermo Scientific Niton Analyzers
	North American Professional Liability Agency (NAPLIA)	United Infrared
		Whisper Computer Solutions

Booth Fees & Floor Plan

Minimum purchase is the Standard Package. Benefits of the Premium Package are highlighted below. Pick the package that best suits your needs. Of course you will still be able to add on “ala carte” opportunities; however, it may be more economical for you to simply move up to the Premium Package level, as opposed to choosing ala carte options.

Note that the Expo Hall is already carpeted – for additional booth carpet options, see the Exhibitor Manual.

Note that we are not planning for island booths – however, contact ASHI with any special requests you may have.

Booth Package Program – InspectionWorld 2011 – *Pick the Package that fits you best!*

Standard Package	Premium Package	Space Assignment/ Point Allocation
<p>Includes:</p> <ul style="list-style-type: none"> • One 10' deep x 10' wide booth space with 3' sidewalls and 8' backwall • One Table, Two Chairs, Wastebasket & Identification Sign • Company Listing in On-Site Program Book • Two Exhibitor Registration Badges <i>Exhibit Hall Access, Opening Reception, and Snack Breaks in Expo Hall. Breakfasts and lunches are being planned as “for-purchase” with meal sales and seating in the Expo Hall. Pricing will be very reasonable.</i> <p>ASHI Affiliate: \$875 Non-ASHI Affiliate: \$1,175</p>	<p>Includes:</p> <ul style="list-style-type: none"> • One 10' deep x 20' wide booth space with 3' sidewalls and 8' backwall • Two Tables, Four Chairs, Wastebasket & Identification Sign • Company Listing in On-Site Program Book as a Premium Exhibitor • Four Exhibitor Registration Badges <i>Exhibit Hall Access, Opening Reception, and Snack Breaks in Expo Hall. Breakfasts and lunches are being planned as “for-purchase” with meal sales and seating in the Expo Hall. Pricing will be very reasonable.</i> <p>Plus:</p> <ul style="list-style-type: none"> • 1/3 Page Ad in Program Book (or \$400 to apply to larger ad) • One Coupon in On-Site Coupon Book (\$200 value if purchased ala carte) OR Booth Prize Drawing in On-Site Coupon Book (\$200 value if purchased ala carte) • Company Logo added to Listing in Program Book (\$200 value if purchased ala carte) • Live Link on InspectionWorld.org (\$200 value if purchased ala carte) <p>ASHI Affiliate: \$2,075 (a \$2,375 value!) Non-ASHI Affiliate: \$2,375 (a \$2,675 value!)</p>	<p>To equalize the exhibit space allocation process, we will once again this year use the “priority point” system in the initial round of booth assignments. Under this system, vendors will mail/fax in your signed Exhibitor Application and payment, prior to the Friday, July 16, 2010 deadline, specifying your preferred booth locations. Your application will be date stamped, and ASHI will calculate points based on your company’s exhibiting history over the past three years, and, in cases of a tie, on the earliest date the application is received. ASHI will then assign booths on the basis of your #1, #2 and #3 preferences. We will call and clarify if there are any questions.</p> <p>Please familiarize yourself with these important deadlines below.</p> <p>You will be responsible for adhering to this procedure to ensure that you obtain the space to which you are entitled:</p> <ul style="list-style-type: none"> • Friday, July 16, 2010: For the initial round of booth selections, exhibitor contracts and payment in full due back to ASHI. Applications received after this deadline will be assigned booth space on an as-available basis. • Friday, July 23, 2010: Initial booth assignments made and all vendors are notified.
<p style="text-align: center;">INCREASE Your Booth Space</p> <p>Additional 10' x 10' Booth <i>(Space plus two additional Booth Personnel Badges per added booth) \$500 each</i></p> <p>Additional Booth Personnel Badges <i>(Booth Personnel registration will be available online October 1) \$100 each</i></p>		



Hilton Atlanta Exhibit Hall Floor Plan

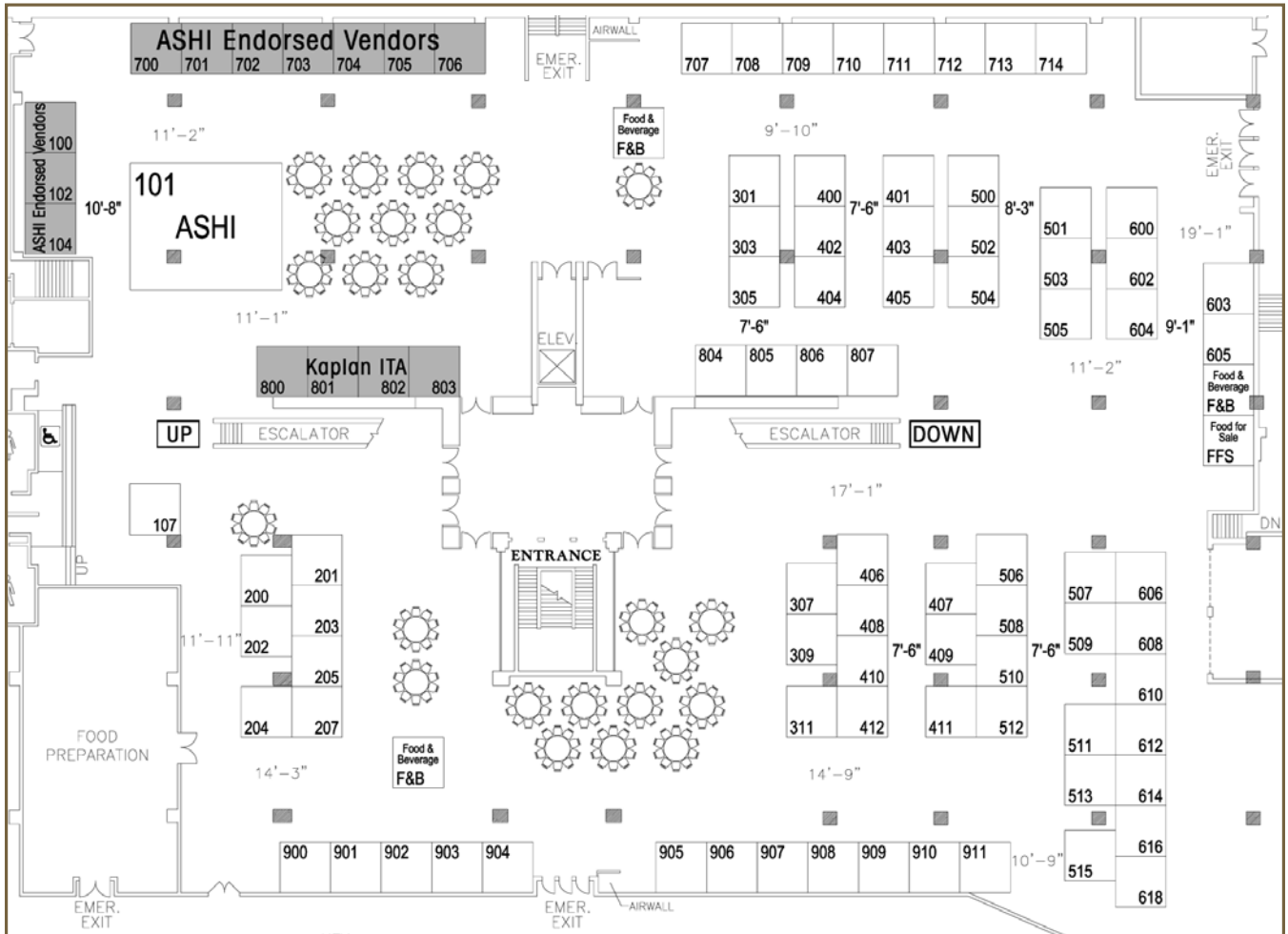


EXHIBIT HALL HOURS – OPENING DAY

Tuesday, January 25
1:00 p.m. – 8:00 p.m.

OPENING NIGHT EXHIBIT HALL RECEPTION

Tuesday, January 25
5:00 p.m. – 8:00 p.m.

EXHIBIT HALL HOURS:

Wednesday, January 26 &
Thursday, January 27
7:00 a.m. – 4:00 p.m.

With heaviest activity:
7:00 a.m. – 9:00 a.m. (breakfast)
11:00 a.m. – 1:00 p.m. (lunch)
3:00 p.m. – 4:00 p.m. (break)

QUESTIONS?

Contact Bill Lewis, ASHI director of
business development & education.

Phone: 847-954-3187

E-mail: inspectionworld@ashi.org

Fax: 847-759-1620

Sponsorship Opportunities

We have lowered the pricing of these excellent opportunities for your company name recognition, both during the conference and imprinted on materials that attendees will take home with them.

We are pleased to offer exhibitors a number of opportunities to expand your visibility during the InspectionWorld Atlanta Conference and Exhibition. We encourage you to take advantage of the great marketing opportunities offered by becoming a sponsor. In addition, your sponsorship helps to underwrite the conference costs. You must be an exhibitor to participate in any sponsorship.

INSPECTIONWORLD PREMIER SPONSOR – Kaplan Real Estate Education *Already in place*

- Identification on all brochures
- Identification on all website and e-mail promotions
- Identification at the President's Gala

BADGE LANYARDS

(One available)..... \$1,000

- Company logo and booth number on all attendee lanyards (700 est.)
- Enhanced event sponsor signage
- Sponsorship recognition in all show materials, print and online

CONFERENCE TOTE BAGS

(Two available)..... \$1,000

- Company logo and booth number on all conference tote bags (700 est.)
- Note: IW logo and Kaplan ITA identification are also on tote bags
- Enhanced event sponsor signage
- Sponsorship recognition in all show materials, print and online

CONFERENCE PADFOLIOS & PENS

(Two available)..... \$1,000

- Company logo and booth number on all padfolios and pens included in tote bags (700 est.)
- Note: IW logo and Kaplan ITA identification are also on the padfolios
- Enhanced event sponsor signage
- Sponsorship recognition in all show materials, print and online

CYBER CAFÉ

(One available)..... \$1,000

- Company logo on Cyber Café Stations (3 units)
- Company website set as home page on all cafe stations
- Enhanced event sponsor signage
- Sponsorship recognition in all show materials, in print and online

AFTERNOON BREAK IN EXHIBIT HALL SPONSOR

(Three available) \$1,000

- Wednesday, Thursday and Friday available
- Company name included in signage at break stations
- Enhanced event sponsor signage
- Sponsorship recognition in all show materials, in print and online

BOOTH PRIZE PROMOTION SPONSORSHIP \$200

- Booth contest or promotion listing in On-Site Program Book (700 est.)
- Prize coupon included in the Coupon Book (700 est.)
- Announcement of your winners on announcement bulletin board in the Expo Hall
- Sponsorship recognition in all show materials, in print and online

Ala Carte Opportunities

The InspectionWorld Booth Package program has been designed to make it more economical for you to purchase a Premium Booth (with several features included in the booth package) as opposed to selecting ala carte options; however, the following items are available on an individual basis, at the listed prices.

Live Link on InspectionWorld.org..... \$200

Add Company Logo to Listing in Program Book..... \$200

One Coupon in On-Site Coupon Book \$200

New this year

Tote Bag Insert..... \$700

One-page flyer or small brochure – created and supplied by vendor (700 est.) Note: Non-exhibitor pricing available for tote bag inserts – contact ASHI



On-Site Program Book Advertising

(Format of the On-Site Program is: 5 ½" W x 8 ½ " H)

Get maximum visibility in the InspectionWorld On-Site Final Program. Your ad will reach more than 700 attendees onsite, and many hundreds more who view the Final Program online. Leave a lasting impression in this booklet, which remains a valuable take home resource to conference delegates long after the show ends!



BACK COVER (4.75" x 7.75" Vertical. Full Color) \$1,000
(one spot available, exhibitors only – on first-come basis)

INSIDE BACK COVER (4.75" x 7.75" Vertical. Full Color) \$1,000
(one spot available, exhibitors only – on first-come basis)

INSIDE FRONT COVER (4.75" x 7.75" Vertical. Full Color) \$1,000
(one spot available, exhibitors only – on first-come basis)

Note: If you purchase a 10x20 Premium Booth package you may apply \$400 toward the price of ANY ad in lieu of the 1/3 page ad received as part of the Premium package.

FULL PAGE INSIDE PLACEMENT (4.75" x 7.75" Vertical. Black & White) \$800

1/2 PAGE INSIDE PLACEMENT (4.75" x 3.75" Horizontal. Black & White) \$600

1/3 PAGE INSIDE PLACEMENT (4.75" x 2.5" Horizontal. Black & White) \$400

Note that these inside placement rates apply to exhibitors. Non-exhibitor rates are also available – please contact ASHI.

InspectionWorld Coupon Book

Exhibitors that participated in this promotion over the last couple of years achieved increased booth traffic and visibility in the Expo Hall – so, by popular demand, we are offering this promotion again for InspectionWorld Atlanta!

Use the coupon books to drive traffic to your booth and highlight your products at the conference! Create an incentive for attendees to visit your company — make them an offer they can't refuse. What you offer is up to you — be creative. With this promotional tool, for example, you can offer:

- A percentage off all orders placed at the show
- Free shipping on all orders placed at the show
- Gift-with-purchase (the possibilities are endless)
- Prize Drawings — entry into a raffle/drawing to be held in your booth
- A show giveaway — “just for stopping by ...”

The choice is yours! An estimated 700 coupon books will be distributed to conference attendees in the conference tote bag. By participating in this program, you can ensure attendees visit your booth in the Expo Hall!



Cost: One complimentary with purchase of Premium Booth Packages. \$200 per coupon if purchased ala carte.



Vendor Program Spotlight

This successful program will be repeated again this year.

The InspectionWorld

Vendor Showcase

The premise:

To provide vendors a one-hour forum to present their products or services in an individual classroom format.

How it works:

- Open to all exhibitors — and to exhibitors only.
- All showcase sessions are one hour in length, and they are held during the regular Expo hours – they do not conflict with the educational programming. We are planning on 4 individual classrooms available during each of 5 time slots (total = 20 sessions available).
- Planned Showcase times are:
 - **Tuesday, January 25**, during the opening day of the Expo Hall – at 1:00 p.m., 3:00 p.m. and 5:00 p.m.
 - **Wednesday, January 26, and Thursday, January 27**, during the lunch-hour – at 11:30 a.m. each day
- The showcase sessions will be held in classrooms on the education session level, with clear directional signage.
- A video projector, screen and audio equipment will be provided for use in each classroom. Bring your own laptop.
- The finalized schedule of showcase sessions will be prominently promoted in all materials and with directional signs onsite.
- The showcase sessions will be progressively marketed in all materials.
- During your session each vendor is free to provide handout materials to the session attendees.
- During your session, as a courtesy, you will be asked to present your product and refrain from making comparisons with specific competitive products or services.

We have had very positive feedback from Software and Vendor Showcase participants in recent years, and we hope you will take advantage of this feature.

Cost to Participate in the Vendor Showcase (limited to 20 vendors): \$400 each session





Special Events

As an *InspectionWorld Atlanta* Exhibitor, you will receive two Exhibitor Personnel Badges per booth space purchased. These Badges not only allow you unlimited access into the exhibit hall, but also let you engage in many social and networking opportunities – while enjoying some great food – throughout the conference.

The following activities are included with your Exhibitor Registration:

Opening Night Exhibit Hall Reception Tuesday, January 25, 2011, 5:00 p.m. – 8:00 p.m.

We'll kick off the conference in "Atlanta Style" right on the Expo show floor! Enjoy great food and a nice cold beverage from one of the many stations around the room. What a great way to cap off the first day of the Expo and be able to greet the hundreds of attendees you will continue to be in contact with over the next two days.

Daily Breakfast (for purchase), Lunch (for purchase) and Snack Breaks in the Expo Hall

BREAKFAST: Wednesday and Thursday, 7:00 a.m. – 9:00 a.m.

LUNCH: Wednesday and Thursday, 11:00 a.m. – 1:00 p.m.

AFTERNOON SNACK BREAKS: Wednesday and Thursday, 3:00 p.m. – 4:00 p.m.

Breakfast and Lunch will be "for purchase" for everyone – attendees and vendors alike – but ASHI has arranged with the Hilton Atlanta for very reasonable pricing of these meals. We will be promoting the meals in the Expo Hall, and expect this will drive attendees to the Hall during this total of 5 contact hours each day, Wednesday and Thursday.

All promotions will indicate that the Expo Hall is "open" from 7:00 a.m. thru 4:00 p.m. each day, Wednesday and Thursday. The busiest times for vendors will, of course, be the three food-and-beverage breaks, but you will generally find that there is continuing steady booth traffic even during the scheduled education session times. You can use the "quiet" times for private conferences with clients.

PRIZE DRAWINGS

Vendors are welcome to hold prize drawings at their booths. As you know, announcing these events with a "winner must be present to claim your prize" provision will get groups of people to your booth at specified times. One easy way to distribute prize coupons is through the *InspectionWorld Coupon Book* (see page 9) for more details.

In an effort to continue to draw attendees into the Expo Hall throughout the conference, ASHI will be holding regularly scheduled \$200 prize drawings at the ASHI booth. The prize drawing schedule will be announced when the overall program is finalized.

Please note that the President's Gala, Thursday evening from 6:30 – 10:00 p.m. is not included in the Exhibitor Package. Tickets will be available at the Registration Desk at an additional charge.

Our Host City: Atlanta, Georgia

Atlanta is one of the largest cities in the South. It is host to numerous sports teams, has many well-known visitor attractions, is a great city for dining and entertainment, and is extremely easy to get to — by air and by car. ASHI is pleased to be visiting this city for InspectionWorld 2011 — and we hope you, too, will find your visit to be worthwhile, before, during and after our conference and trade show.

ATLANTA'S NEIGHBORHOODS.

The separated skyscrapers of **Downtown**, **Midtown**, and **Buckhead** make Atlanta's three skylines, and the size of any one of these districts could rival the center of any other city in the South. All of the neighborhoods are packed with excellent restaurants — which are great for entertaining clients.

Downtown (*Five Points, Centennial Park, Sweet Auburn, Hotel District, Castleberry Hill*) This central, downtown Atlanta neighborhood includes the state capitol, the CNN Tour, Georgia Aquarium, the World of Coca-Cola and the Hilton Atlanta.

Midtown (*Midtown, Atlantic Station*) Just north of Downtown, this is main business district with tall skyscrapers, and a popular nightlife area.

Buckhead Located north of Midtown, Buckhead is the center of Atlanta's nightlife.

DINING IN ATLANTA

You will be amazed at the variety and easy walking access of restaurants within a short distance from the Hilton Atlanta. From steakhouses to seafood, there is something for every taste.



ATTRACTIONS IN ATLANTA

The variety is almost infinite. As an exhibitor, you may wish to entertain clients at one of these locations, or extend your stay and see the city yourself. Here are just a few of Atlanta's offerings.

Philips Arena is home to world class concerts, events, the NBA Atlanta Hawks and the NHL Atlanta Thrashers.

Atlanta History Center features exhibitions on subjects such as the Civil War, African-American heritage and Southern folk art.

Atlantic Station offers a city within a city feeling with a walkable streetscape-style setting with great boutiques and restaurants.

Shop Buckhead for more luxury than ever with the addition of the new Neiman Marcus wing at Lenox Square.

The Fox Theatre is an opulent historic landmark presenting shows by Broadway in Atlanta and Theater of the Stars.

The Georgia Aquarium is the world's largest aquarium! With the largest collection of aquatic animals, you are sure to see things you've never seen before.

High Museum of Art offers a broad, diverse selection of 19th/20th century, modern and contemporary art.

Inside CNN Atlanta is a 55-minute guided walking tour with behind the scenes views of CNN studios and a glimpse of news and broadcasting in action.

Martin Luther King Jr. National Historic Site & Sweet Auburn District features the birth home of Dr. Martin Luther King, Jr., a visitor center, the historic Ebenezer Baptist Church and The King Center.

Underground Atlanta is a marketplace that offers historic guided tours, 100+ specialty stores, exciting nightlife and restaurants.

World of Coca-Cola includes a 4-D theater, a restored 1880s soda fountain, and an opportunity to sample nearly 70 different beverages from around the world.





Our Host Hotel: **Hilton Atlanta**

All InspectionWorld 2011 activities will take place in the Hilton Atlanta, conveniently located in Downtown Atlanta. The hotel offers many features, which will make your stay a simple and enjoyable one. The Hilton is also connected by an extensive series of elevated walkways to neighboring hotels and shopping districts. The Downtown area is lively and is worth exploring before, during and after the conference. With InspectionWorld concluding on a Friday afternoon, you may want to extend your stay into the weekend.

GUEST ACCOMMODATIONS



The hotel's 1,242 newly renovated stylish and chic guest rooms and suites feature warm, rich color tones and contemporary style. Their designers have combined function and form to create comfortable, serene and inviting guest rooms. Other features include:

- 32" High Definition (HD) flat panel television
- Hilton Serenity® Bed with plush duvets and down pillows
- Herman Miller® ergonomic chair with granite counter work desk
- Mobile desk
- High speed wired and wireless internet (fee)
- Coffee maker with complimentary Lavazza Italian coffee & tea
- Cable television with HBO, CNN, ESPN and on-command movies
- Remodeled bathroom with Kohler fixtures
- Night stand night lights with sensors

FITNESS CENTER

The fitness center features state-of-the art cardiovascular equipment and free weights.

BUSINESS CENTER

The Business Center offers everything from copying, and faxing, to shipping services, and computer workstations. They are ready to assist guests with all their business needs.



RESTAURANTS & BARS

MarketPlace Café

MarketPlace is a quick-serve café, located on the lobby level, serving gourmet food items, artesian sandwiches and salads, ice cream novelties, half-bottles of wine and premium beers. Starbucks® coffee is available, as well as meals-to-go.

Southern Elements Dining and Bar

Bask in chic and contemporary surroundings. Dine on traditional Southern Cuisine with a contemporary twist. Have a cocktail while relaxing in the distinguished Lobby Lounge or catch the latest news and sports on the large screen HDTVs.

Southern Elements Private Dining

Southern Elements has several options available for private dining experiences.

Trader Vic's Mai Tai Bar and Restaurant

The bar is adjacent to Trader Vic's on the lower level of the hotel and features refreshing Polynesian potables. Known as the creator of the world-famous Mai Tai, the restaurant has an extensive list of island-inspired cocktails, including the PeachTree Punch-a Trader Vic's signature cocktail created and inspired by the Atlanta location.

Nikolai's Roof

Located on the top floor of the hotel, Nikolai's Roof has been an Atlanta icon for over 30 years.

Point of View

Point of View is an ideal location for intimate gatherings, receptions, events and even just to view the breathtaking skyline of downtown Atlanta.

RENTAL AGREEMENT

The exhibit space rental application and these terms and conditions shall constitute the agreement between the American Society of Home Inspectors, Inc. ("ASHI"), the official show management organization, and the exhibitor and is hereinafter referred to as the application and/or agreement. Submission or acceptance of an Exhibitor Application does not guarantee the exhibit space will be assigned.

EXHIBIT SPACE PACKAGES

Exhibit Space Package Rates shall be: Standard: \$1175 (\$875 affiliate); Premium: \$2375 (\$2075 affiliate). The Standard package consists of one booth. Additional booths are \$500 each. Booth size is 10' deep x 10' wide. Each linear booth will be equipped with a standard 8'H draped back wall, 3'H draped side rails, one (1) 6' draped table, two (2) side chairs, one (1) 7" x 44" identification sign (ordered in advance), and one (1) wastebasket. The Premium Booth consists of a 10'x20' linear space, and contains features itemized in the Prospectus.

CONFERENCE REGISTRATION

Participation in the InspectionWorld conference and exhibits is open to registered conference attendees only. The exhibit booth fee (and any additional booth personnel badge fee) covers exhibitor badge and participation in the Opening Night Exhibitor Reception and breaks only. Breakfasts and lunches will be available for exhibitors and attendees on a cash basis, served in the Expo Hall. The President's Gala is NOT included in the exhibitor package.

PAYMENT TERMS AND BENEFITS

Applications submitted require full payment of the established exhibitor/sponsorship fees. In any event, full payment must be received on or before October 22, 2010, or exhibit/sponsorship will be cancelled and company will forfeit all funds and benefits. To be included in the conference brochure, a signed Application, and payment must be received by December 10, 2010. Full sponsorship benefits are given only to those companies that return the exhibitor/sponsorship application and payment by December 10, 2010. Sponsorships reserved after this date may receive partial benefits and recognition at the Annual Conference. Please call for more information.

PAYMENT AND CANCELLATION/ SPACE REDUCTION CHARGES

Payment in full must be made at the time completed Application is received in order to provide proper arrangements for your exhibit space, sponsorship, or advertisement to appear in the final program. It is understood that exhibit space will be assigned first on the initial assignment basis (outlined in the Exhibitor Prospectus), and thereafter on the basis of a completed Application with required payment, in the order received. All cancellations must be made in writing. Booth cancellations received on or before October 22, 2010 will be charged a penalty equal to 50% of the total cost of the booth. Booth cancellations received from October 23, 2010 until November 19, 2010 will be charged a penalty equal to 75% of the total cost of the booth. Booth cancellations received on or after November 20, 2010 will be charged a penalty equal to 100% of the total cost of the booth. Booth size reductions received on or before October 22, 2010 will be penalized 50% of the total booth space released. Booth size reductions received on or after November 20, 2010 will be penalized 100% of the total booth space released. *Booth size reductions may result in a change in location.

SPACE ASSIGNMENTS

Booth space preferences are indicated on the Exhibitor Application. Initial booth space assignments will be made on July 16, 2010, with exhibitors notified on July 23, 2010. Assignments made after that date will be made on an as-available basis, in consultation between ASHI and each exhibitor. ASHI reserves the right to rearrange exhibitors or adjust the floor plan. Proper notification will be provided to all affected exhibitors.

SUBLETTING SPACE

No exhibitor shall assign, sublet or apportion the whole or any parts of the space assigned, or have representatives, equipment or materials from companies other than its own firm in the exhibit without prior written consent from ASHI.

SECURITY AND INSURANCE

All property of the exhibitor is understood to remain under their custody and control, in transit to, within, or from the confines of the exhibit area. Exhibitors are advised to carry floater

insurance to cover exhibit material against damage and loss. It is recommended that exhibitors take precautionary measures of their own such as the securing of small or easily portable articles of value. Security service will be provided during move-in, show hours, and move-out, as well as after daily exhibit hours. ASHI, the Hilton Atlanta, the official exhibit contractor, Global Experience Specialists (GES) and the contracted security company are NOT responsible for any loss or damage to exhibitor property.

STORAGE

Hilton Atlanta does not have storage for excess material while on site. ASHI management will not accept any responsibility for packing, shipping or storing exhibit items. The exhibit contractor, GES, will provide warehouse space and will advise you of procedures to receive your shipped materials.

SETTING UP DISPLAYS

Exhibitor move-in is scheduled to begin at 7:00 AM on Tuesday, January 25, 2011. All exhibits must be in place and open materials, cartons and refuse removed from the aisles by 1:00 PM on Tuesday, January 25, 2011. Any space not claimed and occupied prior to 1:00 PM and for which no special arrangements have been made, may be resold or reassigned by ASHI without obligation for refund by ASHI. All exhibit materials and decorations must be completely clear of Hilton Atlanta by 10:00 PM, on Thursday, January 27, 2011.

USE OF THE ASHI NAME AND LOGOS

Exhibitors may use the supplied InspectionWorld logo on Exhibitor material (including business promotions) subject to written approval by ASHI. No exhibitor shall print the name of the American Society of Home Inspectors, its Logo, or "ASHI," on the Exhibitor's material or elsewhere (including business promotions) without prior written approval by ASHI.

UTILITY CHARGES AND SUPPLEMENTARY EXHIBITION SERVICES

Exhibitors will be responsible for all utility/service charges and supplementary exhibition services related to their displays. According to the contract between ASHI, GES and Hilton Atlanta, charges for the following will be assessed to the individual exhibitors: drayage, placement, or storage of display-related equipment;

labor (i.e. carpenters, electricians, booth guard service, elevator operators, etc.); phone lines, any internet connection access, special lighting, audio-visual equipment, floral, booth food & beverage, electrical power. Charges for the additional services will be billed to the individual exhibitor. You will receive information on purchasing these services in the GES Exhibitor Manual.

EXHIBIT LABOR

Exhibitors have the option of utilizing GES, or qualified display houses (see EAC paragraph below), or personnel from their own companies to install and dismantle displays. All rigging and sign hanging must be performed by the Hilton Atlanta exclusive service contractor.

FREIGHT HANDLING

All work involved in the loading and unloading of all trucks, trailers and common and contract carriers from the facility docks, including empty crates, and the operation of material handling equipment, is under the jurisdiction of GES. Full-time employees of exhibiting companies may "hand carry" material provided they do not use material handling equipment. When exhibitors do choose to "hand carry" material, they may not be permitted access to the loading dock/freight door areas unless designated as a POV access zone. GES will not be responsible for any material they do not handle. All exhibitors are expected to comply with any union requirements in effect and as outlined in the "Show Site Work Rules" section of the GES Exhibitor manual.

GRATUITIES

GES work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). GES employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

ALWAYS HONEST HOTLINE

GES requires the highest standards of integrity from all employees. Please call the GES confidential Always Honest hotline at 866-225-8230 to report fraudulent or unethical behavior.

SPECIAL NOTICES

No tape or attachments are allowed on the exhibit floor carpeting. Anything applied to floors, carpets, furnishings, etc., must be approved by

Hilton Atlanta. All property destroyed or damaged by the exhibitors must be replaced to its original condition by the exhibitor at exhibitor's expense.

FIRE REGULATIONS

Exhibitor must conform to all standard fire codes of the host city, Atlanta, Georgia. Exhibitor shall not allow display to block the view of, or impede access to fire alarm boxes, fire exits, fire hose cabinets, fire extinguishers or other safety equipment.

RIGHT OF REFUSAL

ASHI reserves the right to reject, remove or require modification on any and all exhibits, sponsorships, advertising and activities, which ASHI feels is not in keeping with ASHI's standards, policies and principles.

LIABILITY

Exhibitor shall protect, save, and hold the American Society of Home Inspectors and its officers, directors, employees, and agents and Hilton Atlanta and all agents and employees thereof, and Show Management and its officers, directors, employees, and agents (hereinafter collectively called "Indemnities") forever harmless from any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, and further, exhibitor shall at all times protect, indemnify, save, and hold harmless the Indemnities against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any property, person, or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of or by reason of said exhibitor's occupancy and use of the facilities, or any part thereof.

EARLY REMOVAL OF EXHIBITS

No exhibitor shall be packed, removed, or dismantled prior to the closing of the exhibition at 4:00 PM Thursday, January 27, 2011 without written permission from ASHI. If the Exhibitor acts in breach of this provision it shall pay, as compensation for the distraction to the Exhibition's appearance, an amount equal to one-third of the total space for the exhibitor's allocated area in addition to all the sums otherwise due under this agreement. Additionally, breach of this provision could result in the loss

of the exhibitor's booth space in future conferences sponsored by ASHI. For security reasons, any equipment removed from the exhibit facility prior to the official closing shall require a special pass issued by ASHI.

EXHIBITOR APPOINTED CONTRACTORS (EAC)

Any exhibitor using an EAC agrees to notify ASHI and GES of such appointment and agrees to indemnify and hold harmless ASHI, GES, Hilton Atlanta, their respective officers, directors, staffs, employees, and their agents and all official contractors from any and all liability or losses for any act, complaint, damage, or loss to any other exhibitor, the exhibition hall, the property of any contractor or any consequential damages arising out of any such act or loss from the time the independent EAC first arrives at the hall until the final move-out is complete. The EAC must provide proof of insurance to both ASHI and GES 30 days prior to move-in. The exhibitor further agrees that ASHI and GES may prohibit the EAC from working in the hall if it does not fully comply with all rules and regulations set forth for it at this event. Any exhibitor using an EAC agrees to advise its EAC of all rules and regulations.

ERRORS AND OMISSIONS

ASHI assumes no responsibility or liability for any of the services performed or materials delivered by official conference or show contractors or other suppliers to the conference or show, their personnel, or their agents. Any controversies which may arise between exhibitors and official contractors or union representatives, or personnel of either, on the show premises shall be referred to ASHI for resolution and ASHI's decision shall be final and binding.

CONFLICTING MEETINGS & SOCIAL EVENTS

In the interest of the entire conference, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of attendees, exhibitors, or invited guests from the education sessions or exhibit hall during the official hours of the sessions or conference.

COMPLIANCE WITH ADA

Exhibits must comply with the requirements for public accommodations imposed by the Americans with Disabilities Act and all other pertinent laws and ordinances.

RESTRICTIONS

1. Exhibitors must confine their activities to the space for which they have contracted. 2. No tables, signs or fixtures may extend beyond the defined booth space. 3. No signs or fixtures will block the view of adjoining booths between the front of the booth and one-half the distance to the rear wall of the booth. 4. Maximum allowable height for all display fixtures is 8'. No booth fixture will be visible from the other side of the 8' H drape. 5. All sound must be contained within the display space assigned to the exhibitor. 6. Distribution of advertising material of any description is permitted ONLY from the booth exhibit. 7. Distribution of advertising material of non-exhibitors is strictly forbidden. 8. Exhibitors may not make any public announcements in the general meeting or exhibit areas regarding their products or services.

CONFERENCE ONSITE PROGRAM ADVERTISEMENT

ASHI does not guarantee or agree to place the advertisement in a specific position in the InspectionWorld onsite program, unless Advertiser reserves a specific position and is approved by ASHI. Service charges will be applied for requests to modify advertisement materials. Advertiser agrees to be solely liable for the content of its advertising.

ENFORCEMENT OF REGULATIONS

ASHI has full power to interpret and enforce all regulations of the exhibit and exhibit hall and the power to make amendments and/or further regulations, orally or in writing, that are considered necessary for the proper conduct of the exhibition. Such decisions shall be binding on exhibitors. Failure to comply with these or any other regulations or amendments may be sufficient cause for ASHI to require the immediate removal of the exhibit and/or the offending exhibitor at the expense of the exhibitor. Such removal shall be without any liability of any kind to ASHI. In addition, all exhibitors agree to be bound by the terms of ASHI's agreement with the facility in which the conference is held. Failure to comply with all applicable rules may also result in the forfeiture of all further rights to exhibit at future shows. ASHI may lease any space so forfeited to any other exhibitor and retain all revenues collected.

AGREEMENT TO EXHIBIT

By signing the Exhibitor Application form, exhibitor shall abide by the terms and conditions exactly as outlined in the InspectionWorld Exhibit Terms and Conditions included with the Exhibitor Prospectus and on the reverse of the Exhibitor Application form.

COMPLAINTS

Complaints of any violation of the contract terms and conditions, or otherwise, are to be made promptly in writing to ASHI.

FORCE MAJEURE

In the event that the performance by ASHI or the facility or any part of the utilized area is unavailable whether for the entire event, or a portion of the event, as a result of fire, flood, tempest, inclement weather, or other such cause or as a result of governmental intervention, malicious damage, acts of God, war, strike, lock-out, labor dispute, riot, curtailment of transportation, or other cause or agency over which ASHI has no control, or should ASHI decide that because of any such cause that it is necessary to cancel, postpone or re-site the event, or reduce the move-in and installation time, show time or move-out time, ASHI shall not be liable to refund, indemnify, or reimburse the exhibitor in respect of any fees paid, damage or loss, direct or indirect, arising as a result thereof. In addition, should ASHI cancel InspectionWorld for any other reason, ASHI shall return all deposits paid by exhibitor and ASHI shall not be liable or responsible for any losses incurred by or anticipated by exhibitor.

AMENDMENTS

Any and all matters not specifically covered herein and in the GES Exhibitor Manual are subject to the decision of ASHI. ASHI shall have the full power to interpret, amend, and enforce these Terms and Conditions for Exhibitors, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for itself and its employees, agrees to abide by the foregoing Terms and Conditions for Exhibitors and by any amendments or additions thereto in conformance with the preceding sentence.

LAWS APPLICABLE

The laws of the State of Illinois shall govern this contract.

January 25-28, 2011 | Hilton Atlanta | Atlanta, Georgia | www.inspectionworld.org

The Conference for Home Inspectors
InspectionWorld
ATLANTA



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