

EXHIBITOR AND/OR SPONSORSHIP APPLICATION
2012 PLANNING FOR THE GENERATIONS SYMPOSIUM

Company Name (as it should be listed on printed materials):

Address _____

City, State, Zip _____

Company Website _____

Contact Name _____ Contact Phone Number _____

Contact Email _____

Booth Type: Table Top Display Floor Display Pull Up Banner(s)

Other: _____

Booth Dimensions: Width _____ Height _____ Depth _____

Method of Payment: Check Visa MasterCard AMEX

Make checks payable to WealthCounsel and mail to Post Office Box 44403, Madison, WI 53744

Name on Credit Card _____

Billing Address _____

City, State, Zip _____

Credit Card Number _____

Exp. Date. _____ Verification Code: _____ Amount to be charged: \$ _____

Please describe the product(s) and/or service(s) that you intend to showcase at your exhibit:

2012 PLANNING FOR THE GENERATIONS APPLICATION

Please Check the Box or Boxes to Indicate Your Level of Participation

PREMIUM SPONSOR: \$15,000

Luncheon Sponsor: \$10,000

Reception Sponsor: \$7,500

Materials Sponsor: \$4,500

Tote Bag Sponsor: \$3,500

Breakfast Sponsor: \$3,500

Break Sponsor: \$3,000

Room Key Sponsor: \$2,500

Door Hanger Sponsor: \$2,000

Lanyard Sponsor: \$2,000

Chair Massage Sponsor: \$1,500

Internet Sponsor: \$1,000

Breakout Session Sponsor: \$500

Tote Bag Insert: \$300

Program Guide Advertisement:

\$275 (1/4 page) \$425 (1/2 page)

T-Shirt Sponsor:

Company Logo: \$200

Company Name: \$150

EXHIBIT BOOTH

- \$1,725, by 8/31/2011
- \$1,775, by 1/31/2012
- \$1,900, by 03/30/2012
- \$2,000, after 03/30/2012
- \$2,500, after 06/15/2012

PERSONNEL

Exhibit fee includes exhibit hall admission for up to two (2) company representatives and one complimentary Symposium tuition registration per company. Luncheon and Reception Sponsorship fee includes exhibit hall admission to up to four (4) company representatives and two complimentary Symposium tuition registrations per company. The fee for each additional representative is \$150. Complimentary attendee registration must be completed by June 15. Complimentary registrations will not be processed after 06/15/2012. Please list your personnel below.

Representative 1 _____

Representative 2 _____

Sponsor Representative _____

Sponsor Representative 4 _____

Additional Representative (\$150 fee) _____

Additional Representative (\$150 Fee) _____

2012 PLANNING FOR THE GENERATIONS AGREEMENT

Completion of this form does not guarantee exhibit space. Booth space and location will be assigned based upon availability and in the sole discretion of the WealthCounsel Companies. Confirmation will not be given without full payment.

All requests for cancellation of booth space must be received in writing. Cancellations received prior to May 15, 2012 will be refunded, less 50% of the exhibit fee paid. No refunds will be made after May 15, 2012.

The WealthCounsel Companies do not guarantee or warrant individual exhibitor results.

All events held by exhibitors or Symposium participants at the headquarters hotel during The Planning for the Generations Symposium, July 18-20, 2012, must be pre-approved by the WealthCounsel Companies.

Exhibit booth representative names must be provided no later than July 2, 2012. Name badges will be issued and must be worn by booth representatives while on the exhibit hall floor.

Please complete the accompanying application and return with payment. Applications may be sent by mail, email or fax, as follows:

Mail: Planning for the Generations, Post Office Box 44403, Madison, WI 53744

Email: lori.berry@wealthcounsel.com

Fax: 608-237-2340

SELECTION OF EXHIBITORS AND SPONSORS

The submission of an Exhibitor/Sponsor Application does not guarantee selection as an Exhibitor or Sponsor. All Applications are subject to approval, and must be accompanied by representative exhibit materials and information as to the nature of the applicant's business. The WealthCounsel Companies reserve the right to reject the Exhibitor/Sponsor Application of any firm or organization for any reason.

BOOTH ASSIGNMENTS

Booths will be assigned on a first-come, first-served basis with priority placement granted to Symposium sponsors. Booth space will be assigned at the discretion of the WealthCounsel Companies. The WealthCounsel Companies reserve the right to relocate the exhibit hall or any booth assignment at any time.

PAYMENT FOR EXHIBIT SPACE

Checks for exhibit space shall be made payable to WealthCounsel and mailed to Post Office Box 44403, Madison, WI 53744. Credit card payments can be made by Visa, MasterCard, American Express or Discover. No other credit cards will be accepted. The full payment shall be included with this registration/agreement upon submission. Full payment must be received by imposed deadlines to secure discounted savings and/or ancillary exposure opportunities. Exhibit fees will increase as the Symposium date draws nearer. See prospectus for further details.

CANCELLATIONS

All requests for cancellation of booth space must be received in writing. Cancellations received prior to May 15, 2012 will be refunded, less 50% of the total booth fee paid. No refunds will be made after May 15, 2012.

COMPLIANCE

Failure to comply with all regulations may result in the removal of an exhibit, refusal of access to the exhibit hall, or cancellation of a sponsorship or exhibitor registration. The WealthCounsel Companies also reserve the right to restrict or prohibit all or any portion of any exhibit which the WealthCounsel Companies, in their sole discretion, determines to be objectionable or not in keeping with the character and tone of the exhibit hall. In the event of such a restriction or prohibition, the WealthCounsel Companies will not be liable for reimbursement of any expenses incurred by the Exhibitor and will not refund any portion of the exhibit fees.

TYPES OF EXHIBITORS AND NON COMPETITIVE ACTIVITIES

Only exhibitors offering products, equipment, and or services that are related to the interest and educational values of Symposium attendees may obtain exhibit space at the Symposium. The WealthCounsel Companies reserve the right to determine, in their sole discretion, the eligibility of an applicant as an exhibitor or sponsor. Companies with products or services which directly compete with the products and services provided by the WealthCounsel Companies will not be permitted to exhibit at the Symposium. Should registration be accepted prior to knowledge of the competitive product/service, the exhibitor will be rejected for participation and a full refund will be issued, less an administrative fee of \$250. If an approved exhibitor subsequently promotes a product or service from the exhibit hall floor which competes with the products and or services provided by the WealthCounsel Companies, the exhibitor will be asked to depart the exhibit hall floor. The exhibit fee will be forfeited and no refund will be issued. The WealthCounsel Companies will not be liable for any consequential damages, costs, expenses, loss of profits or any other damages whatsoever, which are incurred by the exhibitor as a result for dismissal from exhibit hall floor for non-compliance.

BOOTH OPERATION

Exhibitor shall confine all of its activities to the space for which it has contacted. Exhibitor is not permitted to use strolling entertainment or to distribute literature, samples, etc. except from its own booth space. Distributing literature or novelties is permitted from the exhibit space by only entities that are exhibitors at the Symposium. The WealthCounsel Companies reserve the right to prohibit the distribution of items in which they deem to be illegal, offensive, objectionable or unrelated to the interests and educational value of the WealthCounsel Companies or the Symposium attendees.

INSURANCE AND LIABILITY

The exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims. The exhibitor further assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save the WealthCounsel Companies and its employees and agents harmless against all claims, losses and

damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's transportation, installation, removal, maintenance, occupancy, display or use of exhibits, or of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the WealthCounsel Companies.

In addition, Exhibitor acknowledges that the WealthCounsel Companies and the Hyatt Regency Denver Hotel does not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor. All property of the Exhibitor is understood to remain under its custody and control, in transit to, within, or from the confines of the exhibit hall, subject to the rules and regulations of the Exhibition. It is recommended that Exhibitors take precautionary measures of their own property such as securing small or easily portable articles of value including laptop computers, PDAs, cell phones, etc.

ATTENDEE LIST

A list of Symposium registrants will be provided to exhibiting and sponsoring companies following the event. By accepting delivery of this list, you (and your company) agree to the terms outlined below.

1. Attendee names and addresses are made available to users for communications by mail which are germane to the professional, consumer, or community interests of Symposium attendees.
2. Attendee names and addresses may be used only for mailing purposes and may not be used for telephone or personal contact.
3. The Planning for the Generations, WealthCounsel, ElderCounsel or The Advisors Forum names or logos may not be used on any material mailed by user.
4. User may use attendee names and addresses for an approved use one time only. User will not copy, replace, or duplicate the names and addresses or any portion thereof or extract or retain any information there from. User will not at any time permit any attendee names and addresses to pass into the hands of any other person, association, organization or company. Any prohibited or unauthorized use by user shall constitute a material breach of this Agreement.
5. User will hold the provider harmless against any damages or claim of damage, costs and reasonable attorney fees, arising out of any actual or alleged impropriety or illegality of mailed matter or infringement of trademark, trade name or copyright belonging to others.
6. User agrees to forward within (30) days following receipt, any letters or other documents (or copies thereof) containing complaints by attendees regarding the user's mailing, the matter transmitted therein, or the offered product or service.
7. The user is solely responsible for determining that the information provided is sufficiently accurate for the user's purposes.

ACTS OF GOD

In the case of cancellation of the Planning for the Generations Symposium, or unavailability of the exhibit hall, due to Acts of God, war, threats or acts of terrorism, governmental authority, fire, strike, labor disputes, or any other cause beyond the control of the WealthCounsel

Companies, this agreement shall terminate, and the WealthCounsel Companies shall not be responsible for any damages or expenses incurred by the Exhibitor in connection therewith.

SHIPPING/RECEIVING TO HYATT REGENCY DENVER

Hyatt Regency Denver has no storage facilities for exhibit or show material. All freight must be consigned to an exhibit/drayage company. Shipments that arrive directly to the hotel may be refused. Any shipments that may be received by the hotel, "in care of" the Drayage/Exhibit Company, will not be released without a form of payment.

Due to limited availability of storage space, the hotel does not offer storage of materials for Vendors or Exhibitors. This includes, but is not limited to AV cases, Truss, lifts, crates, exhibit cases, shipping cartons and Decorator materials. Arrangements for storage are the responsibility of the vendor. The Hyatt Regency Denver will make every effort to secure space once notification is given, but is under no obligation to provide such space. If space is available, the vendor will be charged applicable room rental. At no time shall items be stored in back of house, service hallways, backstage or in exhibit booths.

Individual Guest packages: The Hotel's receiving entrance is open from Monday through Friday during normal business hours. Any materials sent to the Hotel must be labeled as follows:

Hold for Arrival – Attn: Guest's Name, Organization Name
Complete Return Address
Hyatt Manager's Name
Number of Boxes (example: Box 1 and Box 2 of 2)

Address Package to Hotel as follows:

Hyatt Regency Denver
Hold For: Guest Name, Organization
Hyatt Manager Contact
650 15th Street
Denver, CO 80202

Due to limited storage capabilities, please do not ship materials more than two (2) days prior to the start of your convention. Only meeting planner materials will be accepted. Vendor or exhibit freight will not be accepted through the hotel. Contact your Hyatt Manager to guarantee receiving and storage arrangements. A range of \$10.00+ per box to \$200.00 per pallet handling fee will be charged for shipments received and handled by the Hyatt Regency Denver. The Hyatt is not authorized to move or deliver shipments from the hotel to the Colorado Convention Center.

POLICY ACKNOWLEDGEMENT

In consideration of receipt of the booth(s) and/or sponsorships assigned to the Exhibitor/Sponsor, Exhibitor/Sponsor agrees to the terms and conditions contained in the Exhibitor/Sponsor Regulations, receipt of a copy of which is hereby acknowledged. By signing below, the applicant company attests that they have read, understand and agree to abide by the terms and conditions set forth in the agreement/application.

Company Representative Signature

Print Name

Date