



Presented by
the International
Factoring Association,
this is the world's
largest conference
dedicated solely to
companies which
offer financing
through Factoring
or the purchase of
Accounts Receivables.

2012 Exhibit Opportunities



April 18-21, 2012

Hyatt Regency Resort & Spa
Huntington Beach, CA

Join us at the 2012 Factoring Conference!



The Factoring Conference offers the opportunity to showcase your products and services to an exclusive market of Banks and Commercial Factors.

EXHIBITOR BENEFITS

- Exhibit Hall is centrally located to all conference sessions
- Continental breakfast, breaks and lunch held in the Exhibit Hall on both days
- Two complimentary conference registrations for booth personnel
- Attendee registration list for advance marketing opportunities (available in April)
- Link on the Factoring Conference web site to your web site
- Listing in the official Conference Program
- Booth activity will also be enhanced by daily Conference Passport drawings

Attendee Demographics



Exhibitor Installation

Wednesday, April 18th 3:00 - 10:00 pm
and Thursday, April 19th 5:00 - 7:30 am

All exhibits must be ready for show by 7:30am on Thursday, April 19th.

Exhibitor Dismantling

Friday, April 20th 4:00pm
No exhibit may be dismantled before 4:00pm on Friday, April 20th.

Show Hours

Thursday, April 19th 7:30am - 4:00pm
Friday, April 20th 7:30am - 4:00pm

Exhibit Fee Includes

- two complimentary registrations for exhibitor representatives
- 8' x 10' exhibit booth
- 6' skirted table
- chairs (2)
- wastebasket
- vendor identification sign
- advance attendee registration list (available in early April)
- free link on the Factoring Conference web site (www.factoringconference.com) to your company web site

Fees & Deadlines

The exhibit booth fee is \$2,900. Two complimentary registrations are included with each exhibit booth reserved. As a conference registrant, you will receive entry to all conference sessions and meal functions. Additional personnel may register at a cost of \$945 each. Full payment is required within 15 days of reserving booth space. Booth reservations will be confirmed only for those firms submitting payment with the attached contract.

Official Contractor

All decorating and exhibit furniture will be handled by GES Exposition Services. GES will email the Exhibitor Kit directly to all exhibitors. The kit contains information about shipping, ordering furniture, carpeting, electrical and phone needs, additional labor, etc.

2012 Factoring Conference, April 18-21

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Sponsorship Opportunities

Increase your visibility at the Factoring Conference by sponsoring one of the following items:

Logo Name Badge Neck Cords.....	Sold
Personalized Hotel Keys	Sold
Continental Breakfast (2 available).....	\$5,000.00 each
Speakers (two available)	\$7,500.00
Tote Bags.....	Sold
Tote Bag Stuffer.....	\$200
Conference Mobile Application	\$1,500
CD of Speakers	\$5,000
Lunch (2 available)	\$2,500 - \$10,000.00
Opening Reception.....	Sold
Dessert Reception	Sold
Hospitality Suite.....	Sold
Banquet Dinner.....	Starting at \$5,000
Small Factor Lunch (2 available).....	Sold
Wall Street Journal Drop	\$2,500
Activity Sponsorship	call for more information

For more information about these or any other sponsorship ideas you may have, please contact the IFA at info@factoring.org or 800-563-1895.

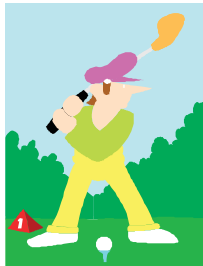
Sponsorship Recognition

Sponsors will receive recognition as follows:

- Recognition in the Conference Program book
- "Sponsor" Ribbons
- Verbal recognition during the opening speech

Speaker Sponsors

- A three minute presentation to attendees about your company



Advertising Opportunities

Advertising in the Conference Program or the conference issue of the IFA's magazine, *The Commercial Factor*, can help you reach prospective clients during and after the conference.

Rates for ads in the Conference Program are \$500.00 for a 1/2 page ad; \$800.00 for a full page.

Rates for ads in The Commercial Factor can be obtained by contacting Lisa Rafter at lisarafter@rw-assoc.com or (215) 765-2646.

The deadline for receiving all ads is February 28, 2012. For more details, please contact Bert Goldberg at info@factoring.org or 800-563-1895.

Sign up early for premium ad space!



Comments from 2011 EXHIBITORS

"Great opportunity to meet new people" -Stuart Papavaseliou, ABF Journal

"Caliber of speakers, quality of sessions, and networking opportunities were excellent! One of the best conferences I have attended." - Melissa Morrissey, CSC

"Highest ever attendance and firmer market conditions meant higher footfall at the booth" - John Smiith, RiskFactor Solutions

"This was such a great conference" - Kerry Prata - Smyyth

Airline Travel

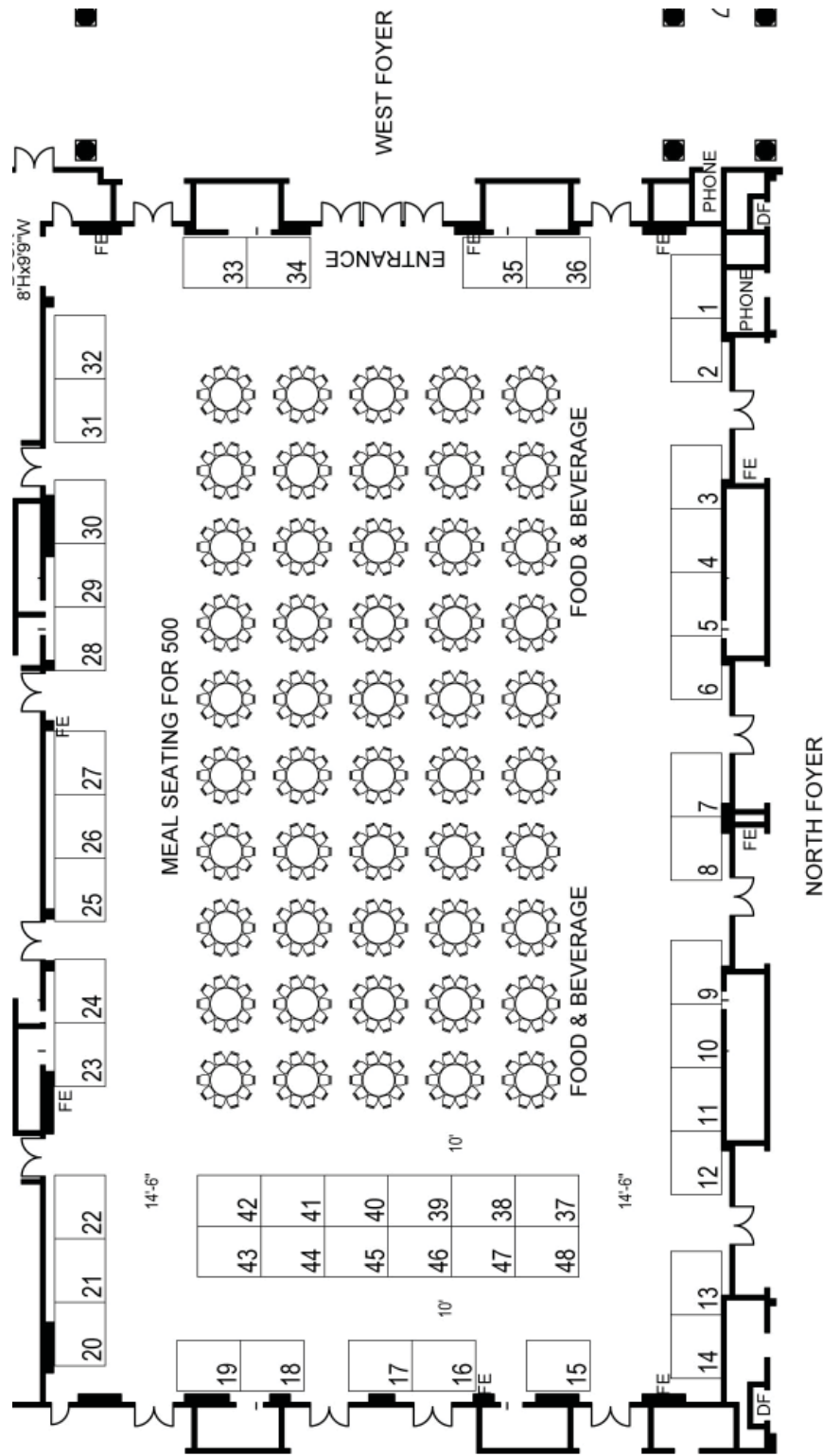
American Airlines has been designated as an official airline for the conference and is offering a group rate on all flights. To take advantage of the discount call American Airlines at 800-433-1790. Refer to the following: Auth Number: 8142BJ

Delta is offering a 2% - 7% discount off all eligible published fares for travel to the Washington area from: April 10 through April 19, 2012. Simply call Delta at (800) 328-1111. Refer to the following: Ticket designator number NY2CS

Hotel Information

The Hyatt Regency will serve as the host for this year's conference. For room reservations, please call (714) 698-1234 and identify yourself as a Factoring Conference attendee. You will receive a room rate of \$235 per night. **Discount Reservations can be made at this rate up to March 30, 2012 or until the block is full.** Reservations made after this date will be accepted on a space and rate available basis.

Exhibit Hall Layout



Continental Breakfast, Breaks and Lunch will be held inside the Exhibit Hall

2012 Factoring Conference, April 18-21

2012 Exhibitor Application/Contract

Company Name _____
(This is how your company's name will appear in all publications and signage)

Contact's Name _____ Email _____

Address _____

City/State/Zip or Postal Code _____ Country _____

Phone _____ Fax _____

Company Web site _____

Attendee's Name _____ Email _____

Attendee's Name _____ Email _____

Attendee's Name _____ Email _____

Booth Location:
First Choice: _____ Second Choice: _____ Third Choice: _____

Booths will be assigned on a first-come, first-served basis. The cost is \$2,900.00 per booth and includes two conference registrations. Please add \$945.00 for each additional attendee. Payment in full is required within 15 days of reserving booth space.

I am interested in Sponsoring _____

Payment Method: Mastercard Visa American Express Discover

Card No. _____ Card Expires _____

Name on Card _____

Check enclosed Bill me (*payment is required within 15 days*)

Please include a description of your product and company for the Conference Program; not to exceed 50 words. Attach a separate sheet if necessary.

Exhibitor hereby designates the products listed above as those which shall be displayed or demonstrated and agrees to notify the International Factoring Association in writing of any changes prior to the Conference.

We (Exhibitor) agree that this application is an offer which is subject to the absolute right of the International Factoring Association to accept or reject. Upon acceptance of this application, we (Exhibitor) agree to the conditions set forth in this brochure.

Authorized Signature _____ Title _____ Date _____

Exhibit Booth Fee	\$2,900.00
Additional Attendees (\$945 per person)	_____
Sponsorship	_____
Total	_____



Please return to:
International Factoring Association
2665 Shell Beach Road, Suite 3,
Pismo Beach, CA 93449
or Fax to: 805-773-0021

2012 Conference Exhibitor Agreement



1. ASSIGNING BOOTHS

Booth locations are assigned on a first-come, first-served basis. The International Factoring Association (IFA) reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

2. CONFERENCE SCHEDULE

Setup: April 18, 12:00-5:00pm. Exhibit hall will remain open April 19 from 7:30am - 4:00pm, and April 20 from 7:30am - 4:00pm.

Breaks and Lunch will be held in the exhibit hall at: 7:30 - 8:30am; 10:30 - 11:00am; 12:30 - 2:00pm, 3:30 - 4:00pm

Teardown: April 20, 4:00pm.

3. INSTALLATION & REMOVAL

All exhibits shall be operational through 4:00pm, April 20, 2012. Thereafter, packing and removal shall be done as quickly as possible. Exhibitors shall not deface or harm the property in which the exhibits are housed. Nothing shall be tacked, nailed or screwed to walls, floors, columns or other parts of the hotel without the permission of the IFA and the hotel.

4. STORAGE

Crates, boxes and packing materials shall be stored away from the display area. Packing materials must be kept in the crates and boxes. Materials in violation of this rule will be considered refuse and discarded. Fire regulations must be strictly followed.

5. HANDLING

Exhibitor shall make its own arrangements for shipment, delivery, receipt and storage of all materials and empty crates. IFA and the owners and managers of the hotel will not accept or store display materials or empty crates.

6. USE AND CARE OF EXHIBIT SPACE

No part of an exhibit shall obstruct the view of adjacent exhibits. Exhibits shall not be unduly noisy, glaring, or otherwise objectionable. Audiovisual and other sound effects will be permitted only where and when they do not interfere with activities in adjacent booths. The Exhibitor shall maintain his exhibit in good order at his own expense. Exhibitors shall comply with any municipal, state, and federal laws, rules and regulations, including, but not limited to, fire and safety codes, building codes, the requirements of the Americans with Disabilities Act, and all laws relating to access by disabled persons.

8. PROHIBITED ACTIVITIES

Except within the rented exhibit area, the following activities are prohibited by any Exhibitor: sale of any gift of intoxicating beverage; sale of goods or taking orders for sale of equipment, products, services or supplies; conducting lotteries, raffles or drawings except when gratis to persons registering; drawings that require IFA conference registrants to be present to win or distribution to delegates and visitors of printed matter, samples,

souvenirs, and the like.

9. SUBLETTING SPACE

Exhibitors may not sublet or assign any part of their exhibit space, nor advertise or display goods or services other than their own. Exhibition advertisements and displays must conform to the statement in the Exhibitor's application describing displays.

10. FAILURE TO OCCUPY SPACE

Unless prior approval for delayed occupancy is received from the IFA, any exhibit booth not occupied by 7:00am on April 19, 2012 will be forfeited by the Exhibitor, and may be reassigned or used by the IFA without refund to the Exhibitor.

11. SOCIAL FUNCTIONS

Exhibitors may not conduct social functions in the exhibit area or in public areas of the hotel during the conference. Exhibitors may conduct social functions in 'hotel suites' with the written approval of the IFA. Social functions shall be scheduled at a time which will not interfere with IFA scheduled conference activities.

12. SECURITY

Exhibitors shall exercise reasonable care for the protection of their materials and display in the designated exhibit area. IFA officers, directors, members and staff are not responsible for the safety of the exhibitor, his agents, or employees, or harm or damage to such persons resulting from theft, fire, accident, or any other cause. Exhibitor is required to provide all insurance and/or policy riders necessary to cover all exhibits.

13. CANCELLATION OR RELOCATION OF CONFERENCE

If the IFA fails to hold its conference as herein provided, relocates its conference site to another hotel or city, or fails to furnish Exhibitor exhibit space as stated herein, it shall refund to Exhibitor any charges paid hereunder. Such refund shall be accepted by Exhibitor in full settlement of any loss or damage suffered or claimed by Exhibitor.

14. CANCELLATION BY EXHIBITOR

If the Exhibitor notifies the IFA in writing by February 13, 2012, that it will not occupy the exhibit space stated herein, the exhibitor will be liable for 50% of the exhibit fee. Exhibitor will be responsible for 100% of the exhibit fee if such notice is received after that date.

15. LIABILITY AND INDEMNITY

Exhibitor agrees to assume sole responsibility and liability for all damages and injuries arising out of, resulting from, or in any manner connected with its exhibit (including installation and dismantling) that may be suffered by (a) Exhibitor and his employees and representatives (b) other Exhibitors and their employees or representatives, (c) conference participants, guests or visitors, (d) the hotel and the owners, employees and representatives thereof, and (e) any other persons lawfully on or about the conference premises.

Exhibitor agrees to indemnify and hold harmless the IFA, its members, directors, officers, employees, agents, affiliates, successors and assigns, from and against any and all liabilities, obligations, losses, damages, penalties, actions, judgments, suits, costs, expenses, including reasonable attorneys' fees, or disbursements of any kind or nature whatsoever, which may be imposed on, incurred by, or asserted against the IFA in any way relating to or arising out of this Agreement and/or Exhibitor's use of exhibit spaces at the Conference. The Exhibitor further agrees to obtain, maintain and pay for general insurance coverage in amounts sufficient to insure against liability assumed pursuant to the provisions of this section.

The IFA shall not be liable for failure to deliver exhibit space to an Exhibitor as contracted for herein due to causes beyond the IFA's control. In such event, the IFA will reimburse fees paid hereunder, less expenses incurred by the IFA including advertising, administration and related expenses.

16. VIOLATIONS

In the event of violation of this Agreement, the IFA may evict Exhibitor from the exhibit space and/or have exhibit materials removed. No fees will be returned to Exhibitor and the Exhibitor shall be liable to the IFA for the costs associated with such eviction, less fees paid.

In addition to the remedies provided in this Agreement, the IFA shall have and may exercise all other remedies afforded to it by law for costs or damages suffered on account of such violations.

17. GENERAL RULES

Exhibitors must confine their activities to their contracted space. Exhibitors shall follow all rules and regulations of the conference hotel and the IFA relating to the Conference.

18. OTHER

The IFA reserves the right to exclude any

