

YOUR BEST CHOICE IN 2011

TO REACH 4,000 INFORMATION MANAGEMENT DECISION MAKERS



ARMA INTERNATIONAL'S 56TH ANNUAL CONFERENCE & EXPO

JOIN US! OCTOBER 17-18



2011 CONFERENCE & EXPO

The Primary Candidate

The ARMA International Annual Conference & Expo is the ultimate opportunity to reach your information management constituents, develop your campaign slogan, build your brand, and generate leads and political advantage over your competition.

ARMA International wants YOU to take advantage of the Annual Conference & Expo's powerful reputation to help achieve your business goals.

- **Reach the largest range of records and information management professionals possible.**
- **Introduce and advance new products and services.**
- **Access industry leaders.**
- **Gain exposure to top decision makers in the government, public, and private sectors.**

The ARMA International Conference & Expo is the premier event in information management, drawing more than 4,000 professionals worldwide. Attendees find, compare, and evaluate products and services for their organizations, prior to making the final decision on which candidate to chose.

Before your target casts his or her vote in the ballot box of decision making, make them aware of your message at the Annual Conference & Expo through crucial face time with the people who put your products, services, and ideas to work. When you exhibit, YOU have the unique opportunity to influence an organization's purchasing decisions.

Exhibitor Advantages

The ARMA International Conference & Expo provides many opportunities for vendors to maximize their investment and connect with information management decision makers. Ensure you win the business through:

- **Two Days of vendor interaction**
Attendees say they value their time in the Expo Hall as a way to stay current on technology and see product demos. Dedicated Expo-only hours keep business flowing.
- **Vendor education sessions**
Education sessions in the Expo Hall offer vendors the opportunity to showcase expertise and connect with attendees in a comfortable setting.
- **Sponsorship opportunities**
Opportunities to connect with professionals are nearly limitless as a sponsor. See the enclosed sheet of current programs and select the one that ideally positions your organization.
- **Marketing support**
Maximize your exhibit time with support from ARMA International lists, collateral material, advertising, and sales counsel. The Annual Conference & Expo is the biggest and most publicized event on ARMA International's calendar.

97% of Conference & Expo attendees said they would attend again and would recommend the event to their peers.



The Exhibit Hall was a wealth of information as I was able to ‘shop’ for my specific needs all in one place and ask questions and get to know who I would be buying from. I was able to enjoy myself while learning and getting to know others in the industry.

Cheryl Dorman, Project Coordinator

There is no question, the annual ARMA Conference is a must. From the leadership-pre-conference sessions, to the education sessions and workshops, the lunch meetings, networking events and of course the Exhibit Hall – I have yet to attend a conference where I didn’t come back energized!

Andrew J. SanAgustin, Records and Conflicts Manager

I get to see products and compare with other like products and you just can’t beat that. I can count on getting the latest education and information every year.

Sandra Hanna, CRM, Director of Records and Information Management

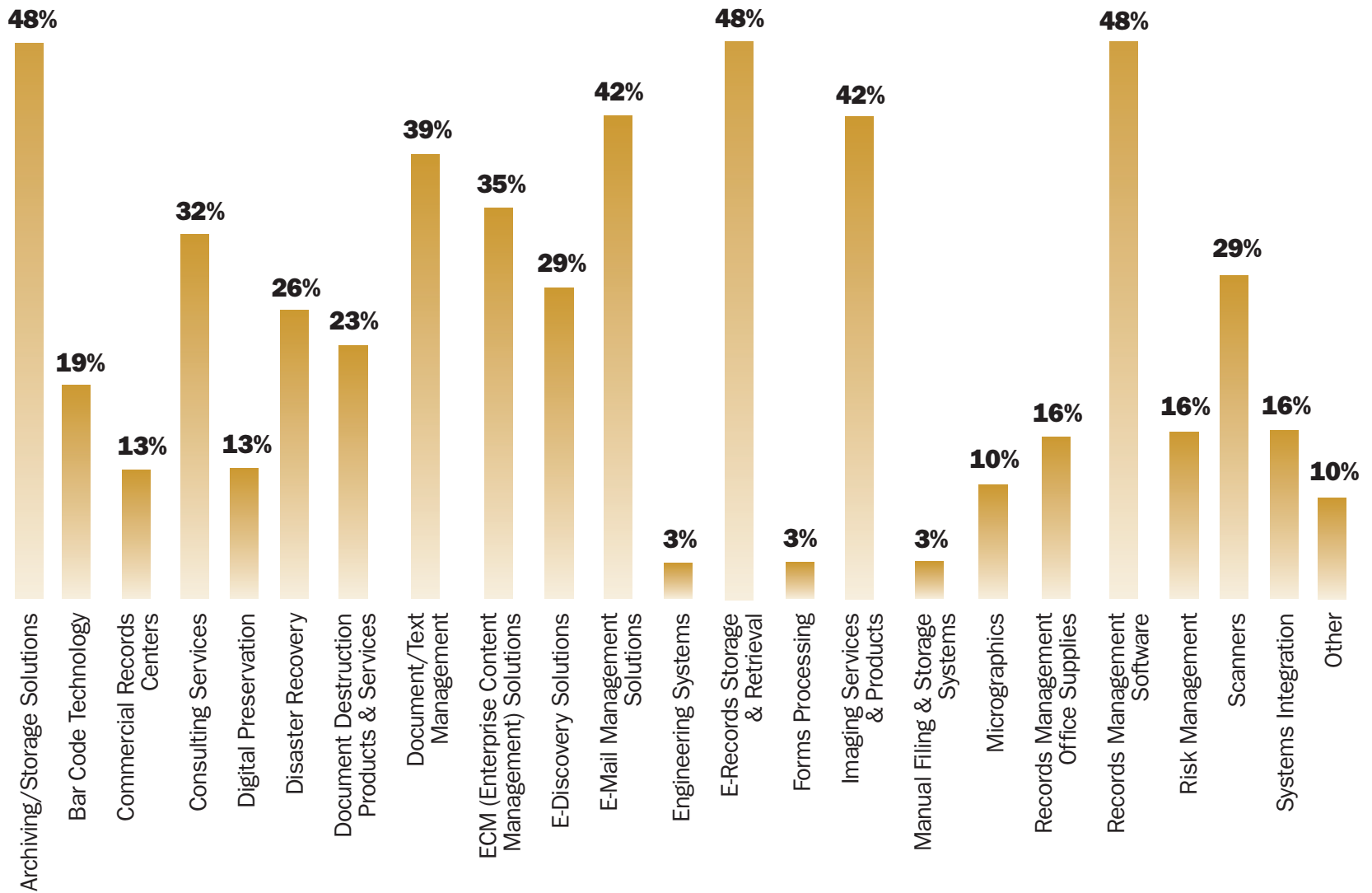
The conference helped increase my knowledge in many processes and best practices. It also afforded me the opportunity to meet a large variety of professionals and vendors in one short week. I’m looking forward to next year’s conference.

Paul McCulley, Records Supervisor

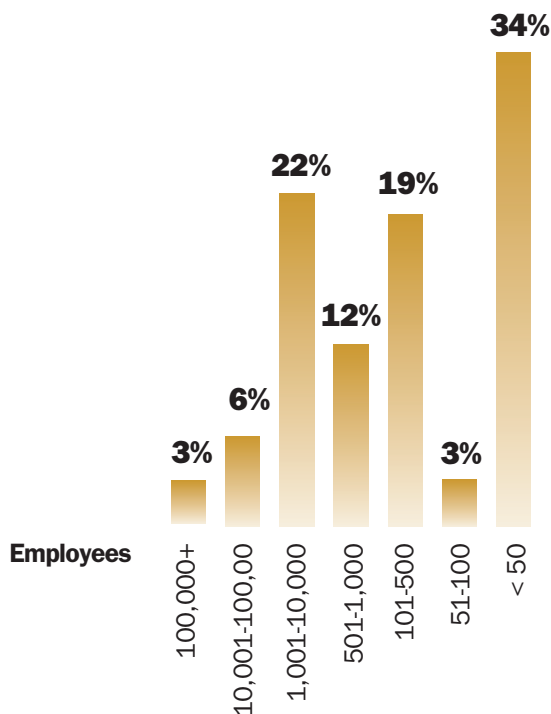


PINPOINTING YOUR INFORMATION MANAGEMENT AUDIENCE

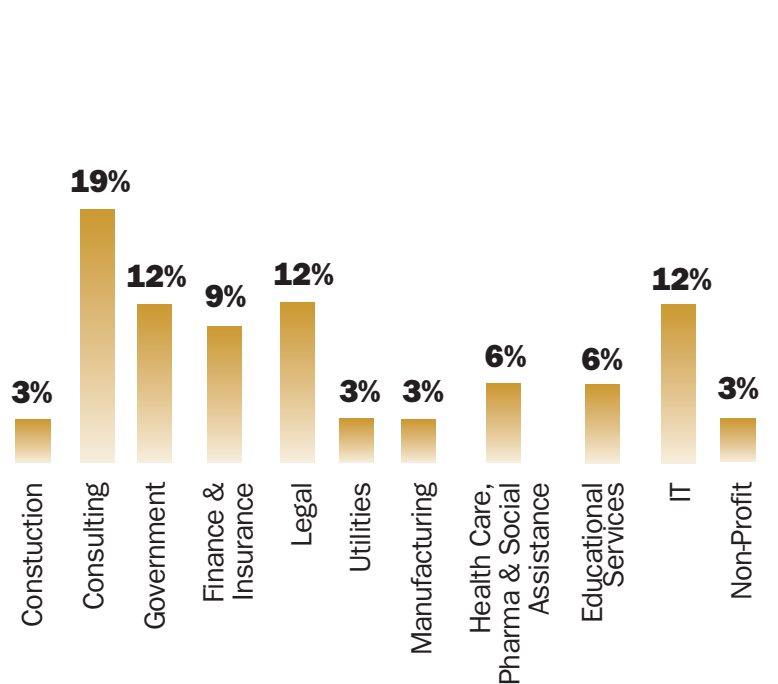
Services or Products Sought in the Expo Hall by 2009 ARMA International Conference Attendees



Organization Size of 2009 Attendees



2009 Attendee Industry Concentrations



Previous Vendor Listing

4 Digital Books
a.k.a.® by Synercon
ABBYY USA
Access Information Management
Access Sciences Corporation
AccessData
Advanced Processing & Imaging Inc.
AINS
Alfresco Software Inc.
Andrews Software Inc.
AnyDoc Software
Artus Labs
Atiz Innovation Inc.
Autonomy
Axyon Consulting
BancTec
Bay Path College
BELFOR Property Restoration
Biomist Technology Co. Ltd.
BMS CAT
BÖWE BELL + HOWELL
Canon USA Inc.
Cintas Document Management
Cohasset Associates Inc.
Computing System Innovations
Commvault
Corovan Records Management
Cornerstone Records Management
Cranel Imaging
Crescendo Systems Corporation
Crowley Company
D4 LLC
Dalhousie University
Datacap Inc.
DataRealm Inc.
Daegis
Daybreak Software Inc.
Dell
DHS Worldwide Software Solutions
Digitech Systems Inc.
Diversified Information Technology
DocuDATA Software Inc.
DocuLex Inc.
Document Reprocessors
Duff & Phelps
Eastman Kodak Company
ECM Connection
ECOMPEX Inc.
eFileCabinet
e-Image Data Corp.
Elite Storage Solutions Inc.
EMC Corporation
Enterprise Informatics
EPSON
ENTIUM Technology Partners LLC
Ernst & Young LLP
Eye Communication Systems
FCS Information Governance
FileTrail Inc.
Fontis International
Foxit Corp.
FUJIFILM Recording Media USA Inc.
GiD Inc.
Gimball Group
Global 360
Global DCC Inc.
GRM Information Management
Services
H5
HP
Huron Consulting
Hyland Software Inc.
IBM Corp.
iCONNECT
ibml
iDatix Corp.

IMERGE Consulting Inc.
Impact innovation Systems
Incisive Media
Index Engines
InfoCurrent
Infolinx System Solutions
Information Network International
Information Requirements
Clearinghouse
Informative Graphics
Infovision Software Inc.
Iron Mountain
KnowledgeLake
Kroll Ontrack
Laserfiche
LuciData Inc.
Martin Yale
McLaren Software
Messaging Architects
Microsoft
Millican & Associates Inc.
Mimecast
Munters Moisture Control Services
NextPage
nextScan
NIRMA
Océ Business Services
OmniRIM Solutions Inc.
O'Neil Software Inc.
Open Text Corporation
Opex Corp.
Optical Image Technology – DocFinity
Oracle
Paige Company, The
Paragon Solutions
PDF/A Competence Center
Perceptive Software Inc.
Pitney Bowes Management Services
Plustek Technology Inc.
PRISM International
PSS Systems Inc.
RCO
REB Storage Systems International
Recall
Recommind
RecMan
Redweld
Renew Data Corp.
RSD
SAIC
San José State University
Scanning America Inc.
Serco
Shred-it
Sitrof Technologies, Inc.
Smarsh®
Smead Manufacturing Co.
StoredIQ
Sturdi Packaging Inc.
Symantec
TAB Products Co. LLC
THEBOXCOMPANY.COM
Trinity Technologies Corporation
Trusted Edge, a FileTek company
Underground Archives
Underground Vaults & Storage Inc.
UNICOR/Services Business Group
Vanguard Systems
VaporStream Inc.
Vital Path
Vital Records Control
Wicks and Wilson Limited
Zapproved
Zasio Enterprises, Inc.
ZL Technologies

Industry Membership



Support the information management profession through Industry Membership. Learn more about the benefits of being an industry member at www.arma.org/join.

- Usage rights to the ARMA International industry member logo for your website
- ARMA-provided signage acknowledging membership inside your exposition booth at the ARMA International Expo

Go to www.arma.org/join and select "Industry Membership" or call 888.279.7378.

Pricing and Booth Information

All linear booths are 10' x 10' unless otherwise noted. All rates below include 10' x 10' booth, one standard booth sign, one education session pass per 10' x 10' booth, and a standard listing in the *Conference Guide* if contracted before publication date

ARMA International does provide island booths sized 20' x 20' or larger. Pricing is based on the per-square-foot rate outlined below.

- **Early bird rate**
\$32/sq. ft. or \$3,200 per 10' x 10'
Hurry, this rate ends January 7, 2011.
- **Previous exhibitor rate**
Discount rate of \$36/sq. ft. or \$3,600 per 10' x 10'
This rate is for organizations who have exhibited at least once in the past three years.
- **Regular rate**
\$38/sq. ft. or \$3,800 per 10' x 10'
For best space selections, book today!
- **Industry Member rate**
\$32/sq. ft. or \$3,200 per 10' x 10'

For complete booth details, see the rules and regulations on the back of the enclosed contract.

Who Attends

- Archivists
- Attorneys
- CIOs
- Consulting
- Contracting
- Education
- Energy
- Financial Services
- Government
- Health Care
- Industry Consultants
- In-House Counsel
- Insurance
- IT Managers
- IT Developers
- Legal
- Legal Assistants
- Manufacturing
- Records Analysts
- Records Managers
- Utilities



56TH ANNUAL CONFERENCE & EXPO • OCTOBER 17-19, 2011
GAYLORD HOTEL & CONVENTION CENTER • WASHINGTON, DC



EXHIBITOR CONTACT:

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