



March 19, 2013

## I. Schedule

The event will begin during late morning on Thursday July 25<sup>th</sup> and conclude in the afternoon of Friday July 26<sup>th</sup>. As we are continuing to add speakers to the agenda, the specific schedule will be finalized to accommodate all of the presentations around April 1. Please anticipate a 20-30 minute time slot for your presentation as well as a short question and answer period. Additional time can be scheduled if your content is likely to exceed this slot – if so, please advise us ahead of time.

## II. Travel

Harper will cover the cost of airfare or mileage, hotel, meals and on-site transportation, for arrival into Buffalo, NY at the earliest on July 24<sup>th</sup> and departure from Buffalo at the latest on July 27<sup>th</sup>. If the speaker desires to arrive or depart soon/later, the speaker will be responsible for hotels, meals and transportations, and any additional cost of the flight versus the arrival/departure dates noted above.

Harper will arrange for all travel through our corporate agency. Approximately eight weeks in advance of the event, a Harper representative will contact you to arrange flights if necessary. The speaker agrees to work with the representative to find the best reasonable flight option. The hotel has been pre-selected based on proximity to the event.

If you are in proximity to drive to the event, Harper will reimburse at the current standard GSA mileage rate of \$0.565 per mile.

If you require a U.S. visa to travel to the event, please notify us immediately so that Harper may supply any necessary supporting materials in a timely manner.

If you chose to bring a companion on the trip, Harper will not be responsible for the companion's cost of airfare, meals, hotel and transportation. However, we would be happy to assist with booking arrangements for the companion under an alternative payment method to ensure coordination with your itinerary.

## III. Presentation Delivery

Harper invites you to submit your presentation for feedback and internal review ahead of the event, however at the latest we request a completed soft copy approximately three weeks in advance (July 3<sup>rd</sup>), in order to develop handout materials for attendees. Harper will pre-load all presentations onto a computer and provide a screen and projector. Please advise if any other special presentation tools are required. Approximately four weeks before the event (June 26<sup>th</sup>), a Harper representative will contact you with a reminder of the presentation copy deadline.



#### IV. Advertising & Use of Information

Under agreement to speak at the event, Harper will publish your name, company/organization, biography and picture in various advertising materials. Harper requests your biography, picture, presentation title and 2-3 sentence summary to be sent to Diana Robbins at your earliest convenience, at the latest by March 28th.

Harper has planned an extensive marketing program which will commence with the launching of a website in early April, and include targeted PR, web, email, direct mail activities, and event promotion at SAMPE 2013. Harper will provide a list of confirmed attendees on a periodic basis to speakers, as well as updates on additional confirmed speakers.

As we approach the event, many more details will be communicated as appropriate.

We look forward to working with you. Please contact us at any time with questions or concerns.

Best regards,

Diana Robbins  
Director of Marketing