

2012 Company Equipment /Product Auction Commitment

Announcement and Response Form

Join the effort to auction equipment/products to benefit AES research funds
AES has taken up the mission of fundraising because we are facing a new reality— funding sources that we once relied on for research and training grants are now no longer available. By some accounts, epilepsy has lost as many as 20 fellowships and training grants. AES is empowering research and energizing education and training by providing grants to support the most promising areas of research and the exploring the critical answers that still need to be answered.

Through the generous support of our members and corporate partners, AES has become one of the largest non-government funders of epilepsy research in America. In 2011, AES awarded \$450,000 in research grants and fellowships. To effectively support our focus on improving or eliminating epilepsy, our research grants range from training awards that attract young investigators into the field of epilepsy to multi-year fellowships and post-doctorate programs. Funds including the Lennox and Lombroso Trust and the Susan S. Spencer Fund target specific research and programmatic needs in basic and clinical research.

The AES Equipment/Product Auction allows you to join this cause-related marketing promotion that can help meet your business objectives. The AES Equipment/Product Auction program, now in its third year, is currently enlisting new companies to join this innovative program and forge a new win/win partnership with AES and support a cause that is important to your company.

Your company - To participate in the Equipment Auction you/your company will:

1. Determine the product(s) you would like to auction and send in the following commitment form to AES.
2. Set up a bid announcement, invitation and spec sheet (including all pertinent configuration and option details on the equipment being auctioned, and specify exactly what is included).
3. Include a company contact person on all bidding materials.
4. Clearly indicate the bid rules, process, payment terms, conditions, warranty and delivery process on bidding materials.
5. Indicate on the invitation that the proceeds are to support the AES Research Funds.
6. Send the invitation draft and spec sheet to AES for review and approval before you send it out.
7. Market to and manage the auction with current and/or potential qualified customers.
8. Create a press release on the auction participation for AES to post
- 9. Run the auction (120 days is suggested), and end it no later than October 1, 2012**
- 10. Notify AES of the winning bidder and winning bid amount by October 15, 2012.**
11. Present a check (in the AES exhibit hall) of the proceeds received from the auction to AES at an agreed to date and time.

American Epilepsy Society: To support and recognize the company participation, AES will:

1. Review auction materials to make sure that references to AES are correct.
2. Regularly publicize your auction with company name, auction item(s) and direction to access bidding information.
3. Include the proceeds in the company recognition level.
4. Recognize the company in Annual Meeting materials.
5. **NEW** – recognize the companies participating in the auction program on signage in the Annual Meeting registration area (where no other company names and logos are normally allowed).
6. Arrange for an individual time for the company to publically present a check to the AES President in the exhibit hall. We will announce the check presentation to everyone in the exhibit hall.
7. **Although AES is the beneficiary of proceeds of the auction, the company will be notified of names and profiles of 2013 grant recipients. Grant recipients will be told that proceeds from the named company auction given to AES at the 2012 Annual Meeting helped support their award. The recipient will also be given the name of the contact person at the company so that they can contact and thank them for their support.**

To participate, please complete and return the following auction participation commitment to Jeffrey Melin, M.Ed., Director of Education: email: jmelin@aesnet.org or fax: 860-586-7550. Questions to jmelin@aesnet.org or call 860-586-7505 ext. 562.

Company Contact Name: _____

Company : _____

Address: _____

State/Province: _____ Zip _____ Country: _____

Tel: _____ E-mail: _____

Item(s) to be auctioned: _____

Retail Value of Item(s): _____

On behalf of _____ (company) I am authorized to and do commit the company to hold an equipment/product auction with the proceeds going to AES. I agree with and will abide by the guidelines written above.

Name: _____ Date: _____