

Exhibitor Packet

We are excited to see you and your company at our conference this year! We have exciting events and opportunities, a streamlined schedule and sponsorship and advertising opportunities for you. Please read through this packet carefully. You will find a detailed Exhibit Schedule in the brochure.

Packet Contents

Enclosed you will find the information listed below for your review and use.

- Vendor Opportunities
- General Information for Exhibitors
- Exhibit Hall Layout
- Exhibit Agreement
- Exhibit Terms and Conditions
- Name Badge Form

Registration Instructions

1. **Complete and return all the forms and payment.**

Forms you need to return to NOWRA Headquarters before we can assign your booth:

- Completed **Exhibit Agreement** (2 pages)
- Signed and dated **Exhibit Terms and Conditions**.
- Completed **Exhibitor Name Badge Form** for your booth representatives.
- Form of payment – **check or credit card, Visa and MasterCard only**. Exhibit registration is not complete until your payment is received.

2. Make a note of all deadlines that may affect you.

3. Keep a copy for your records.

Upon Receipt of Your Registration

We will send to you:

1. Your Booth Assignment
2. Email Confirmation / Receipt
3. Detailed Exhibit Schedule
4. Exhibitor Kit will come from GES.

Vendor Opportunities

Exhibiting

Gain great exposure and connect with new buyers by exhibiting at our 18th Annual Conference. This is a great show to get intimate with your buyer and an excellent opportunity for you to expand your market and increase sales.

Member Cost: \$1,295

Non Member Cost: \$1,495

For more information please refer to the General Information for Exhibitors and the Exhibitor Agreement sections.

Conference Program Advertising

The conference program is handed out to 300+ attendees during the registration process and provides an opportunity for business members to include advertisements promoting their businesses.

For more information, please contact NOWRA Headquarters or visit our website at www.nowra.org.

Conference Sponsorship

Sponsoring a particular item or event is another excellent way for your business to gain exposure to the 300+ attendees at NOWRA's 18th Annual Technical & Education Conference.

For more information, please contact NOWRA Headquarters or visit our website at www.nowra.org.

General Information for Exhibitors

Milwaukee Midwest Airlines Center-Milwaukee, WI

April 6-8, 2009

Detailed Exhibit Schedule

Please note times are subject to change. We will make a final schedule available to you at the conference.

Monday April 6, 2009

Exhibitor Setup 12:00pm-6:00pm

Tuesday April 7, 2009

Exhibitor Setup 7:00am-9:00am

Exposition Inspection/Walk-Thru 9:00am-10:30am

Exposition Hours 10:30am-6:30pm

Free Time – Poster Viewing in Exhibit Hall 10:30am-12:30pm

Lunch provided in Exhibit Hall 12:30pm - 1:30pm

Opening Reception in Exhibit Hall 4:30pm-6:30pm

Wednesday April 8, 2009

Continental Breakfast in Exhibit Hall 7:00 am-9:00am

Contractor Open House All Day 7:00am-4:00pm

Exhibition Hall Free Time with Beverages Provided 9:30am-10:30am

Exposition Breakdown 4:00pm

Exhibit Fees Include

- 10' x 10' booth
- 2 Full Registrations
- 1-7" x 44" one-line, black on white identification sign
- 1-8' x 30" skirted table
- Booth back drapes, 8' high with two 36" – high side dividers, supported by steel framework
- 2 chairs & wastebasket

Exhibit Services

GES Expositions Services is our official decorator and drayage company. You will receive an exhibitor packet approximately 6 weeks prior to the convention. We will send more details about contacting GES in your confirmation packet.

Electrical Outlets, Internet, & Phone

GES Exposition Services will handle all of your electrical, internet, and telephone requirements. We will send more details about contacting GES in your confirmation packet.

Hotel

Hilton Milwaukee
509 W. Wisconsin Avenue
Milwaukee, WI 53203

Conference Rates

Single/Double Room - \$123.00

Deadline for reserving at conference rates is March 8, 2009.

Attendee List

We will make the attendee list available to you 2 weeks prior to the convention and a final list 2 weeks after the convention.

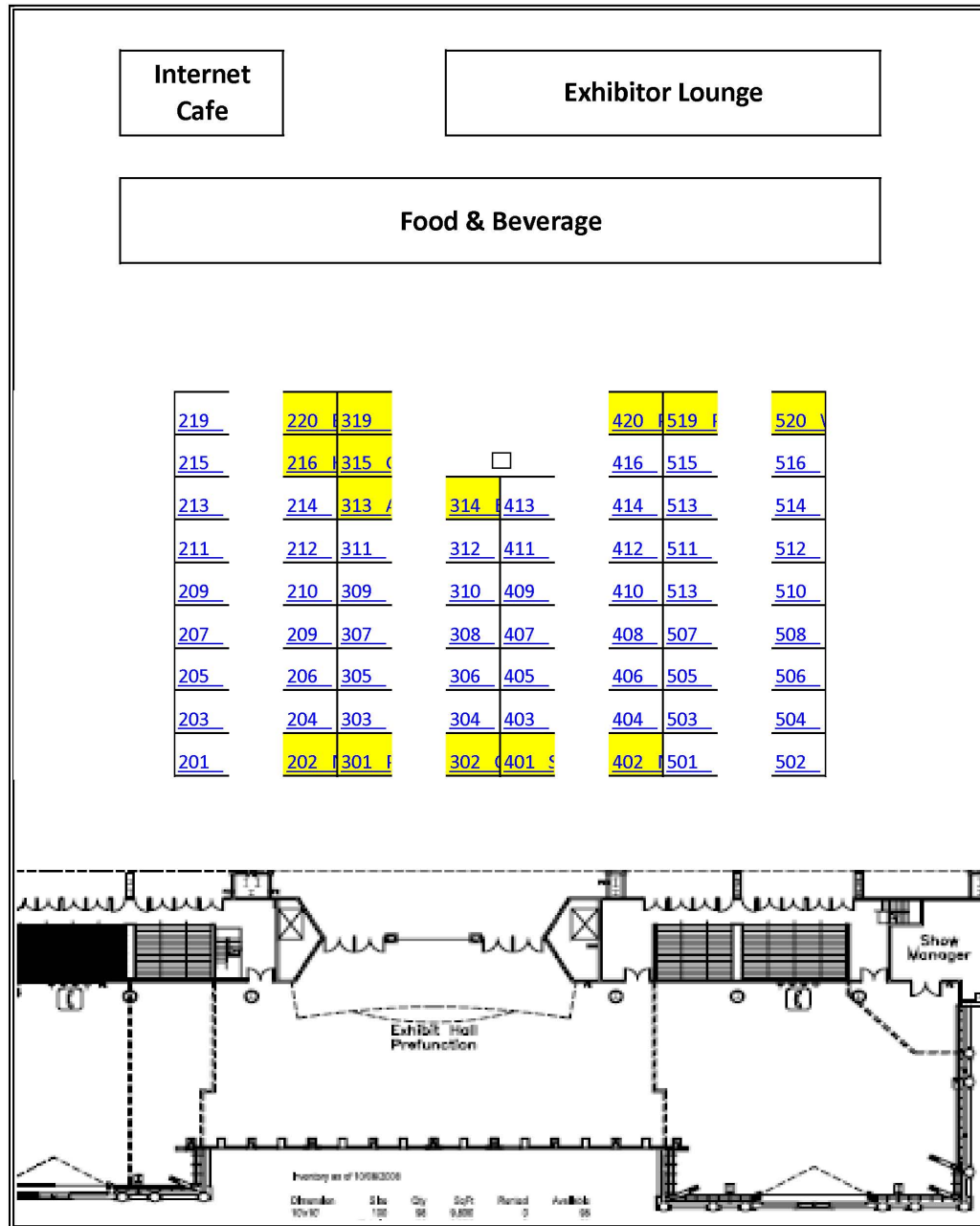
Booth Attendees/Name Badges - 2 per booth

Each booth includes 2 representatives. The cost of additional representatives is \$175 per person. There is no limit to the number of additional representatives.

This nominal charge is necessary in order for NOWRA to cover food and beverage costs.

Exhibit Hall Layout

Midwest Airlines Center - Exhibit Hall D



Book your booth now to ensure a prime spot.
 Go online to www.NOWRA.org to check out our virtual floor plan to see which booths are available.



EXHIBITOR AGREEMENT

<i>For Office Use Only</i>
Date Received _____
Date Processed _____
Booth #s _____
Processed by _____

Business Benefit Program
You can save over 50% on exhibiting and advertising by joining the BBP Program.
Contact Jessica Finney (Executive Director) at jessica@btfenterprises.com for more information.

Date _____

10' x 10' 1st Booth @ \$1295 _____
 Additional Booths (10' x 10') _____ @ \$1195 _____
 Non-Member Booth @ \$1495 _____
 Non-Member Additional Booth @ \$1395 _____
 Additional Booth Representative(s) @ \$175 _____
TOTAL DUE _____

Check enclosed Bill my credit card: VISA MasterCard

Number _____ - _____ - _____ - _____ Exp. date _____

Signature of cardholder _____

Check our on-line [exhibitor showroom floor plan](http://www.NOWRA.org) for booth location availability at www.NOWRA.org

Booth Choice: 1 _____ 2 _____ 3 _____ 4 _____ 5 _____ (first paid, first placed)

Company _____

Primary Contact _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Web Page _____ E-mail _____

Product/Service _____

INFORMATION FOR PRINT - Check here if this is the same as above.

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Web Page _____ E-mail _____

CANCELLATIONS: Written cancellations received prior to **March 6, 2009** shall be subject to a \$150 admin fee charge. No refunds will be made for cancellations after **March 6, 2009**.

PRINTING DEADLINE: Applications received after **February 13, 2009** may not make the printing deadline for the program.

COMPLETED PAPERWORK: Please sign and date all required documents and send to NOWRA.

2009 NOWRA EXHIBIT AGREEMENT (CONT'D)

In reserving exhibit space for our organization, I understand that NOWRA reserves the right to make all booth assignments but will do so as equitably as possible. I understand that Exhibit fees must accompany this agreement in order to receive a booth assignment.

BOOTH ASSIGNMENTS: Following the first choice of Business Benefit Partners, booths are assigned based on the order in which **payments and completed applications** are received at NOWRA. If you would like to be a Business Benefit Partner, please contact Alan Gale @ NOWRA at (831) 464-4884.

PAYMENT Either full or 50% of the required payment for booth space must be received with the signed contract either through credit card or business check, remaining payment must be received before March 2, 2009.

NOWRA WILL PROVIDE: A 10' x 10' x 8' fully draped booth, one eight-foot draped table, a 7" x 44" sign, two chairs and a wastebasket. **All items associated with the booth must stay within the confines of the booth. Exhibitors wanting to exceed the 8 ft height limit must get preapproval from NOWRA Headquarters and your booth will be placed in an accommodating space.**

MULTIPLE BOOTH SPACES: If more than one booth space is purchased, the first booth will always be at the rate of **\$1295** and additional booths at the rate of **\$1195**.

LIABILITY: It is agreed that NOWRA and/or the Milwaukee Midwest Airlines Center will not be responsible for any loss, damage, or injury that may occur to the exhibitor, exhibitors' employees, or the exhibitors' property, from any cause whatsoever, prior to, during, or subsequent to the period covered by this agreement.

IT IS THE ENTIRE RESPONSIBILITY OF THE EXHIBITOR to protect, indemnify, defend and hold harmless NOWRA, the Milwaukee Midwest Airlines Center, and all related parties from all damages and claims resulting from the use of the exhibition premises except where the claim results from the negligence of NOWRA, the Milwaukee Midwest Airlines Center, and all related parties. Exhibitors acknowledge that the Exhibitor carries general liability insurance and that will issue a certificate of insurance naming NOWRA as additionally insured for the duration of the convention and three days before and after set up and breakdown.

REMOVAL: No part of the exhibit shall be removed during or prior to the final exhibit session of the convention without specific written permission of NOWRA. **Dismantling a booth and/or vacating the Exhibit Hall before the end of the last exhibit session will result in a \$500 booth surcharge for subsequent conventions.**

DAMAGE: No signs or articles may be affixed, nailed or otherwise attached to walls, doors, or other facility property. No attachments may be made to the floor by nails, screws, or other devices that would cause damage. All space is leased subject to these restrictions. Violations could result in voiding this contract.

EXHIBIT SALES: Sale of items from an exhibit booth is prohibited. You are welcome to take orders, but not exchange products for compensation.

Company: _____ Signature: _____

Date: _____ Name: _____

NOWRA TERMS & CONDITIONS

FOR EXHIBITING AT THE NOWRA ANNUAL CONFERENCE

The following terms and conditions shall be part of the vendor's agreement to exhibit at the NOWRA Annual Technical & Education Conference. These conditions are not negotiable. All vendors are required to sign the agreement and accept these terms and conditions before a booth is assigned. Violation of the terms and conditions of this policy will result in review and action by the NOWRA Board of Directors including denial of exhibit space or removal of exhibit.

1. No alcohol is to be distributed by exhibitors in the Exhibit Hall.
2. Exhibits are to stay within the designated booth area. Booths are 10 ft. deep, 10 ft. wide and 8 ft high. You must obtain permission to exceed the height and your booth will be strategically placed.
3. Booths are not to have solid sides that would impede or restrict the vision of neighboring booths. No display or other construction at an 8' height is allowed to extend outward at the sides of a booth more than half the full booth dimension from the booth back wall, this rule also applies to end cap booths.
4. Exhibits are not to infringe on other vendors' space. This includes, but is not limited to, noise level, hanging props, laser equipment, UV lights, and/or flashing lights.
5. Exhibitors are not to arrange, plan, or otherwise involve attendees, themselves or their company in any activities on the same day as or in conflict with any scheduled NOWRA event during the Convention. Any individual violating this policy will be asked to leave the convention and will be put on probation (restricted from attending any NOWRA function) for at least one or more years.
6. Only one Exhibitor and/or vendor is allowed to exhibit per booth. No subleasing or sharing of booths.
7. All labor required for installation or dismantles; decoration or use of equipment must be ordered through the official service contractor.
8. Vendors and their personnel are to treat all convention attendees, convention center staff, and NOWRA personnel involved with the convention in a professional and courteous manner. Argumentative and disruptive behavior is unacceptable and will not be tolerated.
9. All promotional materials are to be distributed or handed out at the vendor's booth only. Vendors are not allowed to have employees stationed at any other location in the exhibit hall distributing their material or handouts.
10. A vendor's booth(s) shall be occupied at all times when the exhibit hall is open. Vendors are not to close down their booth(s) prior to the designated time. Violators will pay a \$500 retainer to exhibit at future shows.
11. Children under the age of 18 years old, entering the exhibit hall during show hours must be accompanied by a parent or guardian at all times. The parent or guardian assumes all risk and responsibility for child(ren). Children are not allowed in the hall during move-in and move-out.
12. Vendors are to adhere to all rules and regulations of the contracted expo company and facility.
13. All labor required for installation or dismantles; decoration or use of equipment must be ordered through the official service contractor.
14. Vendors shall follow all rules and adhere to all restrictions communicated by NOWRA or the facility management group.
15. Vendors agree to adhere to the *NOWRA Ethical Standards and Conference and Tradeshow Expositions Adopted Policies and Procedures*, at all times during the NOWRA events. These may be viewed on the NOWRA website at www.nowra.org.

Company: _____ Signature: _____
Date: _____ Name: _____

TERMS & CONDITIONS FORM MUST BE SIGNED AND BE RETURNED WITH A SIGNED EXHIBIT AGREEMENT AND PAYMENT.

EXHIBITOR NAME BADGE FORM

NOWRA 2009 ANNUAL TECHNICAL EDUCATION CONFERENCE & EXPOSITION

COMPLETE AND RETURN WITH PAYMENT.

- **Each booth includes 2 representatives. The cost of additional representatives is \$175 per person. There is no limit to the number of *additional* representatives.**
- Please complete the form by filling in the names of your 2 booth representatives and any additional representatives.

Company Name: _____ Booth Number(s): _____
(To be filled out by NOWRA)

Booth 1
1.
2.

Booth 2
1.
2.

Booth 3
1.
2.

Booth 4
1.
2.

Additional Representatives @ \$175 each
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Total Number of Extra Reps: _____ @\$175 = _____ (total)

Payment Method: VISA MasterCard Check Enclosed

Number: _____ - _____ - _____ Exp. Date ____/____

Name on Card _____

Check # _____