



Northwest Promotional Marketing Association

September 10-11 | **FALL SHOWCASE** 2009

MEYDENBAUER CENTER

BELLEVUE, WA

2 days of professional development, networking, and fun!

September 10: Professional Development Day
followed by Reception Hour

September 11: Trade Show exhibitors featuring
over 200 product lines!

For registration, exhibitor listing and complete show information

www.nwpma.org

Exhibitor Application and Contract



NWPMA Fall Showcase Booth Inclusions & Schedule of Events

The standard exhibit booth price includes:

- ✦ 10 square feet of exhibit space (10' wide by 10' deep)
- ✦ 8' high, two-color, draped back wall and 3' high, one-color side rail drape
- ✦ One 8' draped table
- ✦ One 500-Watt electrical outlet
- ✦ 7" x 44" exhibitor identification sign
- ✦ Company listing in the Official Show Program
- ✦ 24-hour security services from move-in through move-out
- ✦ Aisle and booth carpeting
- ✦ Nightly general exhibit area cleaning
- ✦ Post-show attendee listing
- ✦ Box Lunch Day of Show for all booth personnel

Your 1st booth package also includes:

- One Entertainment Night Admission*
- One Networking Breakfast Admission*
- Thursday night hotel room**

*While the Thursday night room stay is included in the 1st booth package, you must make your own reservation. See details on registration form.

Showcase Product Donations:

Prize and product donations for the show are welcome! To make a donation, check the appropriate box on the registration page and a committee member will contact you.

Exhibitor Move In - Meydenbauer Center

Thursday, September 10 Noon – 5:00 pm

Fall Showcase Hours - Meydenbauer Center

Friday, September 11 9:00 am – 3:00 pm

Other Fall Showcase Events:

Thursday, September 10

Professional Development.....9:00 am – 4:00 pm

Entertainment Night 6:00 – 9:00 pm

Friday, September 11

Networking Breakfast 8:00 – 9:00 am

Official Show Contractor and Service Kits

GES Exposition Services is the official full-service show contractor. Shipping and handling of show materials, furniture, labor drayage, electrical, signs, and other booth furnishings may be ordered from GES. Once your exhibitor contract is received, NWPMA will email you with a link to the Exhibitor Services Kit.

Booth Fees:

1 st Booth	\$850
2nd Booth	\$700
Additional Booths	\$650
Non-Member Fee	\$125

Sponsorship Opportunities

Let us help you reach additional show attendees with sponsorships. Your company will be visible to hundreds of attendees at the NWPMA Fall Showcase, generating increased booth traffic and creating excitement for your company and product.

All sponsors will be recognized in show-related publications such as the on-site program, Spotlight Newsletter, signage and the NWPMA Website.

Professional Development Day Breaks \$250
(Up to two Sponsors)

Catch the attention of up to 50 professional development attendees by providing a brochure piece or sample to be distributed to all attendees.

Entertainment Night\$250
(up to four sponsors)

Tradeshow Food & Beverage Stations \$250
(Two available)

This sponsorship includes signage next to the beverage station as well as logo placement on website and sponsor banner.

Networking Breakfast.....\$250
(Two available)

Two of your representatives may attend this event which is a great opportunity to network with over 100 key distributors. You will have the opportunity to provide a brochure piece or sample to be placed in every chair prior to the breakfast. Your company will also receive four reserved seats.

Questions on Sponsorships or Exhibiting? Call Jane at 1-888-431-6854.

APPLICATION AND CONTRACT FOR EXHIBIT SPACE

1. Exhibitor Information

Company _____ UPIC Code _____
 Address _____
 City _____ State _____ Zip _____
 Contact _____ Title _____
 Phone (____) _____ Fax (____) _____
 Web Site Address _____ E-mail Address _____

Confirmation letters, invoices, service kit link, and all other materials will be sent to the contact name listed above

Name for Booth Sign _____

We prefer NOT to exhibit next to the following companies _____

We prefer to exhibit next to the following companies _____

2. Persons Attending and e-mail addresses

(Please check off each event that each person is planning to attend)

Name	Email Address	Hotel Rm.	Prof. Dev. \$29	Dinner	Breakfast	Show First 2 FREE additional \$30
_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	_____		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	_____		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	_____		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	_____		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Hotel Reservations

Thursday night room stay is included in 1st booth package. **You must, however, make your own reservation.** Please mention that you are a supplier exhibiting at the NWPMA Fall Showcase (give them the dates), to get our group rate. The reservations department will not know about the comp room. NWPMA sends them a list of rooms that should be comp for Thursday the 10th which they compare to their reservation list. Anyone who does not make a reservation directly with the hotel, will not get credit for the comp room. **Reservations must be made by Monday, August 10** to guarantee you a room. Additional nights are charged at a rate of \$129.

**Reservations: Sheraton Bellevue Hotel, 100 - 112th Avenue NE, Bellevue, WA 98004
866-837-4275**

4. Booth and Event Fees

1 st Booth	\$850	
2nd Booth	\$700	
Additional Booths	\$650	
Non-Member Fee	\$125	
Addition Booth Staff (after TWO FREE).....	\$ 30	
Professional Development.....	\$ 29	
Entertainment Night (1 included with booth package)	\$30	
Extra Breakfast(s) (1 included with booth package)	\$20	
Sponsorships:		
Professional Development Day Break (up to 2 sponsors).....	\$250	
Networking Breakfast	\$250	
Tradeshow Food & Beverage Stations (up to 2 sponsors)	\$250	
	Total	

5. Payment method:

Check enclosed (Payable to NWPMA) Visa MasterCard American Express

Account number: _____ Exp. Date: _____

Cardholder's name: _____

Signature: _____

PLEASE COMPLETE AND SIGN CONTRACT ON BACK SIDE

Mail or fax signed contract and payment to:

NWPMA FAX - 425.771.9588

P.O. Box 2016, Edmonds, WA 98020-9516

EXHIBITOR CONTRACT

This contract is submitted by the undersigned, an authorized agent of exhibiting company or organization.

Date _____ Name _____

Exhibiting Company _____

Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____

E-mail Address _____

Signature _____ NWPMA Signature _____

The company listed above is hereinafter referred to as "Exhibitor," for the NWPMA Fall Showcase at the Meydenbauer Center, on September 10-11, 2009. This offer is subject to written acceptance by Exhibitor and the Northwest Promotional Marketing Association, hereinafter referred to as "NWPMA." Both parties are contractually bound to the terms of this entire document, including the regulations set forth.

Enclosed is the required booth space fee. We understand that we may cancel this reservation and receive a refund (minus \$200 reservation fee) provided that our written notice of such cancellation is received by NWPMA before July 10, 2009.

It is understood that the hotel room with this package must be confirmed with the hotel by Monday, August 10 to guarantee lodging. No refunds will be made on hotel rooms not used by exhibitor or rooms that cannot be obtained after the room block cutoff by the hotel (Monday, August 10, 2009).

Service Information: The official decorator is GES Exposition Services, 800-475-2098 (Email: csrseattle@ges.com). All services required by exhibitors will be available. Information regarding furnishings, utilities, shipping instructions and freight handling will be forwarded from GES Exposition Services to contracted exhibitors through an email link at least six weeks prior to the showcase. It is agreed that exhibitors, using the services of GES Exposition Services, will sign an authorization to Provide Materials Handling Services with GES and abide by the Limits of Liability and Responsibility presented by GES Exposition Services. Instructions for advanced freight shipments will be included in the Exhibitor Kit.

Regulations: Upon acceptance, the regulations printed here become terms and conditions of the contract. **Please read these regulations with care; if you have any questions about them, contact NWPMA.**

- 1. Space Variations:** The floor and space descriptions are as accurate as possible, but changes and modifications are sometimes necessary; when space change or modification occurs, exhibitors will receive equitable adjustments as determined by management.
- 2. Cancellation:** In the event the Showcase is cancelled for reasons beyond control of management, money advanced by exhibitor will be refunded in full. In such cases, management shall be free from any claim for damages which exhibitor alleges to have suffered as the result of such cancellation.
- 3. Installation and Dismantling:** Set up times and tear down times will be provided by show management at least 60 days prior to the show. Exhibitors must staff exhibit for the entire show period. Goods and materials used in any exhibit (except bona fide samples) shall not be removed from the exhibit area until the exposition has officially been closed. Any exception to this rule must have the approval of the Show Manager.
- 4. Storage of Packing Boxes and Cases.** Exhibitor will not be permitted to store empty packing boxes or cases in designated area during the exhibit period. When properly marked for identification and upon Fire Marshal approval, these items may be stored at owner's risk and expense elsewhere in the building. If allotted building storage space is not Fire Marshal approved, exhibitors must contact GES for alternate instructions.
- 5. Liability Insurance:** Neither the Northwest Promotional Marketing Association nor the service contractor nor the management of Meydenbauer Center, nor any officers and/or staff members of the above will be responsible for loss or damage to property of exhibitors from thefts, strikes, damage by fire, water, storm, vandalism or other causes, but they will take all reasonable precautions to protect the exhibitors from such loss or damage. The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment, and other property brought upon the

Meydenbauer Center premises, and shall indemnify, defend, and hold harmless the NWPMA, the service contractors and any officers and/or staff members of the above, Meydenbauer Center, its owners, affiliated companies, agents, servants and employees from any and all such losses, damages and claims. None of the above shall provide insurance coverage for loss or damage from such causes, and it is thus expected that exhibitors will provide their own floater insurance coverage as needed.

- 6. Fire Protection:** All decorations must be flame-proofed, and all hangings must clear the floor. Electrical wiring must conform to National Electrical Code Safety Rules. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise creates a fire hazard, the right is reserved to demand removal of all or such part of his/her exhibit as may be nonconforming or hazardous. The exhibitor is charged with knowledge of all local laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in this show. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Ceilings over exhibitors are not permitted if the exhibit is below a building sprinkler device. Any exhibits which propose to incorporate a ceiling or cover must be submitted to management, for prior approval by fire prevention authorities.

- 7. Use of Space:** All demonstrations or other promotional activities must be confined to the limits of the exhibit space. No exhibitor shall assign, sublet, or share the space allotted. The space furnished by the Association will consist of an area approximately 8' depth by 10' width. Backgrounds 8-foot high may extend out from the back line one-third the depth of the space and from that point to the aisle to a maximum height of 44 inches. Exhibitors building to these specifications must finish the back portion of their exhibit so it will not be objectionable to adjacent exhibitors. Management reserves the right to have such finishing done, billing the exhibitor for charges incurred. No built-up exhibits or other construction shall exceed 8 feet in background height including company name or other advertising, except for products, machines, etc., manufactured or distributed as part of exhibiting firm's regular course of business.

Distribution of circulars or promotional material may be made only within the space assigned to the exhibitor presenting such material. Solicitation of business must be confined to the exhibitor's own designated space. The exhibitor is charged with the knowledge of national, state, and local legal restrictions on any merchandising, advertising, or promotional scheme which involves attracting visitors to an exhibitor's location by any inducement which may be construed as an illegal lottery. Management is not responsible for any promotional activities by an exhibitor, but does require that drawings and announcements for special prizes be conducted within the exhibit hall, and that ticket-holders must be present at time of drawing as a condition of winning. Exhibits which involve any noise-producing equipment sufficiently loud that it may reasonably disturb adjacent exhibitors must give advance notice to management when contract is initially submitted, regarding this possibility; in such cases, management will endeavor to provide special arrangements and/or locations to accommodate the problem, but management shall not be bound to any contract in which the said noise problem cannot be controlled or abated.

- 8. Indemnification:** Exhibitor shall be liable to owners of the conference facilities for all damage caused by exhibitor, and shall hold harmless and indemnify management for any damage charged to management by owners.
- 9. Aesthetics:** Management reserves the right to prohibit and/or evict exhibitors whose presentation is in any manner deemed by management as offensive to conference attendees, by reason of bad taste,

questionable morals or controversial content. In event of such prohibition or eviction, management shall not be liable to exhibitor for refunds of exhibit fees.

- 10. Food Sampling:** While it is realized that some exhibitors find food sampling to be an effective means of creating interest in their products, the proposed distribution of food samples must not be carried to extremes as to result in unsightly and annoying conditions to other exhibitors. Those exhibitors who distribute samples must adhere to facility food sampling guidelines and confine their distribution within the limits of their designated space. Ample facilities must be provided by each exhibitor within the confines of his/her own designated area for the collection of refuse. Waste containers must not be placed in aisles.
- 11. Video Projection:** Projection machines are limited to sales demonstrations only and shall not be used for showings designed primarily to amuse visitors. All projection must be in accordance with the requirements of local fire prevention authorities, and in harmony with any agreements entered into between management, owners of the convention facilities, and labor unions. All plans for installation and operation of projection equipment must be approved by management before the showcase and identified when contract is initially submitted.
- 12. Union Jurisdiction:** Many services provided to exhibitors and contracted for by exhibitors are under local union jurisdiction. Official contractors assigned by management are normally subject to union regulations. Exhibitors must comply with applicable union requirements. When contracting for labor help, exhibitors must employ only from official contractors recognized and assigned by management. Further, no such charges may be paid without obtaining written invoices. The handling, placing, or setting out of merchandise that is to be displayed does not require union labor and may be done by the exhibitor.
- 13. Unusual Displays:** Whenever an exhibitor plans to utilize or construct displays that will be unusual, outsized, or designed in a manner which will require special hookup, installation, or other advance technical assistance, such proposed plans must be submitted to Meydenbauer Center at the earliest practicable time after this contract is executed, in no case less than ninety days before the showcase. Both management and owners of exhibit hall may deny such proposals; in any event, approval thereof may be obtained only by such advance submission, which shall be promptly considered and decided by management and where necessary, owners.
- 14. Definitions:** As used herein, the following definitions apply:
 - (1) "exhibitor" means that person, company, organization, or other entity that contracts to use one or more exhibit areas, upon the front side of this document;
 - (2) "management" means NWPMA;
 - (3) "owner" means that person, company, municipality, or other entity or any combination thereof, that bears the ultimate legal responsibility by virtue of leasehold or otherwise, for operation of the showcase hall, whether or not the same if legal owner thereof;
 - (4) GES is the Official Decorator of the show and therefore the coordinator of special or unusual types of exhibits.
- 15. Sales:** Exhibitors may not sell directly from their area.
- 16. Exhibits Outside of Expo Hall at Meydenbauer Center -** no exhibitor may contract with Meydenbauer Center for additional space without express written permission from NWPMA.
- 17. For questions,** please contact the show management at 888/431-6854. These regulations are considered terms and conditions of the contract when signed on the reverse.

PLEASE COMPLETE BOTH SIDES