



# 2009 NAID<sup>®</sup> Annual Conference Exhibitor Prospectus

## NAID 2009 Conference & Expo April 1 - 3, 2009

### Hilton New Orleans Riverside

NAID (*National Association for Information Destruction*) is the non-profit trade association of the information destruction industry. Its mission is to:

- **Educate** business, industry and government of the need to destroy discarded information in a secure manner
- **Promote** the use of contract information destruction services
- **Advance** the standards and ethics of its member companies

**NOTE: For additional savings, return your contract and payment by September 8, 2008.**

**This will also provide you the additional exposure of being listed in the Conference Brochures and in NAIDnews quarterly journals, as well as on the association's website.**

### Exhibit Fee

A 10' wide x 8' deep **IN-LINE** booth rental is \$1,900 for NAID members and \$2,900 for non-members if payment is received on or before the September 8, 2008 early registration date.

After September 8, the rental is \$2,150 for members and \$3,150 for non-members.

A 10' wide x 8' deep **CORNER** booth rental is \$2,200 for NAID members and \$3,200 for non-members if payment is received on or before the September 8 early registration date.

After September 8, the rental is \$2,450 for members and \$3,400 for non-members.

A 10' wide x 6' deep **FOYER** booth rental is \$2,000 for NAID members and \$3,000 for non-members if payment is received on or before the September 8, 2008 early registration date.

After September 8, the rental is \$2,250 for members and \$3,250 for non-members.

Payment and a signed contract must be received by NAID prior to booth assignment.

### Exhibit Fee Includes

- One Full Conference registration or Two Booth Staff registrations per booth space.
- Exhibit space as detailed below
- Brief description of your product or service in the onsite Conference Program received by December 31, 2008.
- Acknowledgement in the Conference Brochure
- Add'l booth representatives may register at a discounted price
- Advance registration lists

### Exhibit/Booth Space Includes

- 7" x 44". one-line Company identification sign
- 10' draped back wall and 3' draped side rails
- Furnished with one 6' x 30" skirted table, two (2) side chairs and one (1) wastebasket

### Registration

One full Conference registration or two booth registrations are included in your exhibit fee for each booth space.

Additional booth personnel may register as an Exhibitor Representative for a minimum fee (\$200 in 2008 per representative). This registration fee enables your booth personnel to attend exhibit hall activities, including

breakfasts, receptions and breaks. All other food and social function tickets can be purchased separately.

### Application for Space

Application for exhibit space must be made in writing and submitted on the Exhibit Space Contract. To apply for exhibit space:

1. Study the floor plan and all materials enclosed.
2. Identify three choices for the location of your exhibit.
3. Complete and return the contract.
4. Full payment must be received by NAID to finalize exhibit space assignment.

### Set up and Dismantle

Exhibitors will have access to the exhibit hall beginning on Tuesday, March 31, 2009. All installations must be completed by 5:30 pm Wednesday, April 1. Exhibits must be staffed during all show hours.

If booth space is not occupied one hour prior to the exhibit hall opening, NAID shall have the right to use such space as necessary to eliminate empty spaces in the exhibit hall and may do so without notification or any obligation on the part of NAID for any refund or compensation whatsoever.

Exhibits will be dismantled on Friday, April 3 from 1:30 – 6:00 pm. No display will be dismantled or packing begun prior to 1:30 pm, April 3, 2009.

Any early dismantling or packing shall be considered a breach of this contract.

## Weight & Dimension

### Limitations

The exhibit hall floor has weight limitations of 100 lbs per sq. ft. and doorway/entrance dimension limitations of 10'1" wide x 10'5" high. It is the responsibility of the exhibitor to check these prior to delivery and set-up of their booth

### Use of Space

- Interference with the light, space, or sound quality/level of other exhibitors is prohibited.
- Exhibit areas must be staffed during exhibit hours by persons prepared to effectively explain all products and services on display. Each exhibitor representative must wear an official identification badge while in the exhibit area.
- All representatives, including models or demonstrators must be properly registered, wear badges and be properly and modestly clothed. Scanty or revealing clothing is not permitted. So-called "barkers" or "pitchmen" are strictly prohibited.
- It is understood that no rooms, suites or other space in the conference hotel will be used for exhibit purposes, workshops or other exhibitor sales-related use, except as approved by NAID prior to the conference. Invitational cocktail parties, open houses and similar exhibitor-sponsored affairs are discouraged. Social affairs of all kinds should be scheduled so as not to conflict with conference events.
- All demonstrations or other promotional activities must be confined to the exhibit space.
- No exhibitor shall assign, sublet or share the space allotted.
- Exhibitors must show only goods manufactured or dealt with by them in their regular course of business.
- Alcoholic beverages are not permitted in the exhibit hall, except as provided by NAID during receptions and/or breaks.

- Any persons under the age of 21 will not be allowed in the exhibit hall during receptions or events when alcohol is present.
- No smoking will be allowed in the exhibit hall.

### Sales, Samples and Souvenirs

Exhibitors may provide samples and souvenirs may be given away; however, not in such a way as to block the aisles or in any way impair other exhibitors or the flow of exhibit hall traffic.

Additionally, no goods are to be sold for delivery on the floor, although orders may be taken for future delivery.

Any food or beverage dispensed or given away at your exhibit space must be purchased from, or have the consent of the Conference hotel.

### Acceptability of Exhibits

All exhibits shall serve the interest of the members of NAID and shall be operated so as not to detract from the other exhibits or from the conference, including noise level.

NAID determines acceptability of persons, things, conduct and/or printed matter and reserves the right to require the immediate withdrawal of any exhibit believed to be injurious to the purposes of the Association.

In the event of such restriction or eviction, NAID is not responsible for any refund of exhibit fees or other exhibit-related expense.

### Cancellation of Space

Cancellations of exhibit space received in writing by **December 31, 2008** will be assessed a **\$500 processing fee**.

Cancellations of exhibit space after December 31 will be refunded a percentage of the contracted space in the following schedule:

**January 1 – 31, 2009** will receive a **25% refund**

**February 1, 2009, and after NO refunds** will be given

### Cancellation of Conference & Expo

If NAID should be prevented from holding the expo by reason of any cause beyond its control (such as, but not limited to, damage to buildings, riots, labor disputes, acts of government or acts of God), or if it cannot permit the exhibitor to occupy the space due to causes beyond its control, then NAID has the right to cancel the expo with no further liability to the exhibitor other than a refund of space rental fee, less a proportionate share of exhibition expenses.

### Official Contractor

#### FREEMAN

Freight shipments will be coordinated by the official contractor. Freight instructions will be provided under separate cover. All decorating and exhibit furniture will be handled by the official contractor. Once available, the contractor will mail the exhibitor services kit to you after receipt of the completed exhibit space contract and payment.

Exhibitors are responsible for all freight, drayage, decorating and labor charges. The NAID selected official expo service contractor must handle all of these services.

### Care of Building

Exhibitors, or their agents, must not injure or deface the walls or floors of the exhibit hall. When such damage occurs, the exhibitor is liable to the owner of the property so damaged.

All materials used in decoration must be flame-proof. Electrical wiring must conform to applicable electrical code safety rules. Combustible materials or explosives are not permitted in the exhibit area.

## Liability

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold NAID and its employees and agents harmless against all claims, losses and damages to persons, property, government charges or fines and attorney fees arising from, or caused by, exhibitor's installation, removal, maintenance, occupancy or use of exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the conference hotel, its employees and/or agents.

## Insurance

The exhibitor acknowledges that NAID does not maintain insurance covering exhibitor's property.

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's display, equipment and/or other property brought upon the premises of the conference hotel and shall indemnify and hold harmless NAID from any and all such abuses, damages and claims.

## Music &/or Video Licensing

Exhibitors using copyrighted music or video during the expo, whether within the exhibit area, in hospitality space, or in any other way related to the conference and expo, shall obtain permission for such use from NAID. This requirement applies to all live and recorded music and video, including those accompanying presentations.

Any exhibitor using copyrighted music or video, as set forth above, assumes the entire responsibility for its use and for obtaining the appropriate permission and payment of any fees associated with its use.

The exhibitor further agrees to protect, indemnify, defend and hold NAID, the management of the meeting facility, the service contractors and their respective employees and agents harmless against all claims, losses or damages, government charges or fines and attorney's fees arising from, or caused by, the exhibitor's use of said copyrighted music or video.

## Security

A security guard will be provided and will conduct general surveillance of the exhibit hall (excluding individual booths).

## Compliance

The exhibitor agrees to abide by and comply with the rules and regulations, including any amendments that NAID may make in the future.

The exhibitor further assumes all responsibility for compliance with all pertinent laws, ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health, as well as the rules and regulations of the operators of and/or owners of the property where the expo is held.

## Floor Plan

The dimensions and locations shown on the floor diagram are as accurate as possible.

NAID reserves the right to make modifications to the floor diagram and change exhibit space assignments as may be necessary to meet the needs of the exposition and conference.

## Staffing

Booths are not required to be staffed except during the hours shown in the Preliminary Exhibit Hall Schedule. However, please note that the Exhibit Hall is opened for the day beginning with the first scheduled event through conclusion of last event of day.

## Truck & Exterior Exhibiting

In order to demo a truck or other equipment in the exterior expo, vendor must contract for a booth in the Exhibit Hall. Also, each Truck Exhibitor is responsible for providing and marketing their external truck and/or equipment demonstrations.

## *PRELIMINARY*

## **EXPO SCHEDULE**

### **Tuesday, March 31, 2009**

2:00 pm – 6:00 pm Setup for exhibitors

### **Wednesday, April 1, 2009**

8:00 am – 5:30 pm Setup for exhibitors

3:00 pm Truck Expo Opens

6:30 pm Exhibit Hall Opens

6:30 pm – 8:30 pm Opening Reception  
(incl Food & Bev)

8:30 pm Exhibit Hall &  
Truck Expo Close

### **Thursday, April 2, 2009**

10:00 am Exhibit Hall &  
Truck Expo Open

10:00 am – Noon Exhibit Hall &  
Truck Expo  
Morning Reception  
(incl Beverages)

Noon – 1:30 am Exhibit Hall  
CLOSED for Lunch

3:20 pm – 4:20 pm Sessions Break  
(incl Beverages)

5:00 pm Exhibit Hall Closes

### **Friday, April 3, 2009**

9:30 am Exhibit Hall &  
Truck Expo Open

9:30 am – 11:00 am Continental  
Breakfast &/or  
Refreshment Break  
(incl Beverages)

Noon – 1:30 pm Expo Lunch  
(incl Food & Bev)

1:30 pm Exhibit Hall Closes  
for Conference

2:30 pm Truck Expo Closes  
for Conference

1:30 pm – 6:00 pm Dismantle of  
exhibits

**NAID® 2009 EXHIBIT SPACE CONTRACT**  
*Hilton New Orleans Riverside April 1-3, 2009*

<b>COMPANY</b>	
<b>REPRESENTATIVE</b>	<b>Rep Title</b>
<b>Rep Email</b>	<b>Rep Phone</b>
<b>ADDRESS</b>	
<b>PHONE</b>	<b>FAX</b>
<b>Sales/marketing E-MAIL</b>	<b>WEBSITE</b>

The Undersigned hereby authorizes NAID to reserve Exhibit Space for use by the company or organization listed above during the NAID Conference. By signing below, the undersigned represents and warrants that he/she has been duly authorized to execute this binding contract on behalf of the named Exhibitor. The undersigned acknowledges receipt of and agrees to abide by the rules and regulations that are stated in the Exhibitor Prospectus and therefore, made a part of this agreement. The undersigned acknowledges that space will be assigned on a priority point system based on the history of participation, as well as receipt date of contract with first-in, first-assigned. Assigned space shall be acceptable unless NAID is notified in writing within (30) days from the date of space assignment as noted.

Authorized Signature _____	Title _____	Date _____
<b>In-line &amp; Corner booth spaces are 10ft wide x 8ft deep and Foyer spaces are 10ft wide x 6ft deep; ceiling height is 12 ft.</b>		
<b>Number of Booths Requested:</b> _____ <b>Type of Booth(s) requested (Corner, In-line &amp;/or Combo, or Foyer)</b> _____		
<b>Booth Preference(s):</b>		
<b>1<sup>st</sup> Choice:</b> _____	<b>2<sup>nd</sup> Choice:</b> _____	<b>3<sup>rd</sup> Choice:</b> _____
<b>4<sup>th</sup> Choice:</b> _____	<b>5<sup>th</sup> Choice:</b> _____	<b>6<sup>th</sup> Choice:</b> _____

<u>2009 EXHIBIT SPACE FEES</u>		<u>ON/BEFORE SEPT. 8, 2008</u>	<u>AFTER SEPT. 8, 2008</u>
<b>NAID Member</b>	<i>In-line:</i>	\$1,900 & Add'l In-line \$1,300	\$2,150 & Add'l In-line \$1,600
	<i>Corner:</i>	\$2,200 & Add'l Corner \$1,900 &/or Add'l In-line \$1,300	\$2,450 & Add'l Corner \$2,200 &/or Add'l In-line \$1,500
	<i>Foyer:</i>	\$2,000	\$2,250
<b>Non-Member</b>	<i>In-line:</i>	\$2,900 & Add'l In-Line \$1,850	\$3,150 & Add'l In-Line \$2,150
	<i>Corner:</i>	\$3,200 & Add'l Corner \$2,900 &/or Add'l In-line \$1,850	\$3,400 & Add'l Corner \$3,100 &/or Add'l In-line \$2,150
	<i>Foyer:</i>	\$3,000	\$3,250

**COMPANY DESCRIPTION:**

Please **EMAIL** the company description directly to **conferences@naidonline.org** by December 31, 2008. A company description is a 75 words or less summary about your company to be used in conference printed materials.

**LIST COMPANIES YOU WOULD LIKE TO BE ASSIGNED NEXT TO:** \_\_\_\_\_

**LIST COMPANIES YOU DO NOT WISH TO BE ASSIGNED NEXT TO:** \_\_\_\_\_

**RETURN TO NAID**

Attn: Caroline Bell, 1951 W Camelback Rd Ste 350, Phoenix, AZ 85015 Phone: 602-788-6243 X207 Fax: 602-788-4144

Check Included: # \_\_\_\_\_ for \$ \_\_\_\_\_

Charge Credit Card: \_\_\_ VISA/MC \_\_\_ AmEx Acct # \_\_\_\_\_ Exp. Date \_\_\_/\_\_\_/\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

<b>NAID Use Only</b>				
Received: ___/___/___ [ ___ ]	Spreadsheet: ___/___/___ [ ___ ]	Layout: ___/___/___ [ ___ ]	Booth Assgnmnts: _____	
Member#: _____	CB: _____	Payment: \$ _____	Discount: \$ _____	Total Payment: \$ _____