



Northwest Promotional Marketing Association

March 10-11 **SPRING SHOWCASE** 2009

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**THE BIG GREEN SHOWCASE:  
The Business of Knowing, Showing and  
Growing Green**

THE OREGON  
CONVENTION CENTER  
P O R T L A N D , O R

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**2 days of professional development, networking, and fun!**

**March 10:** Professional Development Day  
followed by Reception Hour

**March 11:** Trade Show exhibitors featuring  
over 200 product lines!

**The NWPMA Spring Showcase will feature more than  
200 product lines and 90 booths!**

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For registration, exhibitor listing and complete show information  
**[www.nwpma.org](http://www.nwpma.org)**

Exhibitor Application and Contract

**[EXHIBITOR PROSPECTUS]**



# THE OREGON CONVENTION CENTER

March 10-11 **SPRING SHOWCASE** 2009  
P O R T L A N D , O R

## NWPMA Spring Showcase Booth Inclusions

### The standard exhibit booth price includes:

- + 100 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

### Your 1<sup>st</sup> booth package also includes:

- One Networking Reception Admission
- One Networking Breakfast Admission
- Tuesday night hotel room \*

\* While the Tuesday night room stay is included in the 1<sup>st</sup> booth package, you must make your own reservation. See details on registration form.

### Booth Fees:

1 <sup>st</sup> Booth.....	\$850
Second Booth .....	\$700
Additional Booths .....	\$650
Non-Member Fee Additional .....	\$125

### Exhibitor Move In - Oregon Convention Center- Hall E

**Tuesday, March 10** ..... Noon – 5:00 pm

### Spring Showcase Hours - Oregon Convention Center

**Wednesday, March 11**.....9:00 am – 3:00 pm

### Other Spring Showcase Events:

#### Tuesday, March 10

Professional Development..... 10:00 am – 5:00 pm

Networking Reception .....6:00 – 9:00 pm

#### Wednesday, March 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, we will send you an email with a link to the Exhibitor Services Kit.

## Sponsorship Opportunities

Let us help you reach additional show attendees with sponsorships. Your company will be visible to hundreds of attendees at the NWPMA Spring 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 Lunch..... \$250 (Up to two Sponsors)

Catch the attention of up to 100 professional development attendees by providing a brochure piece or sample to be distributed at the luncheon.

### Networking Reception ..... \$500 (Unlimited)

This event will include sumptuous food, beverages, and fun. By associating your company name with this event, you'll receive 10 drink tickets, and two additional event tickets to give to your distributors or company staff.

### Networking Breakfast..... \$250 (Up to two Sponsors)

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 two reserved seats.

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

This sponsorship will include napkins and cups with company logo. 2 stations will be located on the tradeshow floor.

**Questions on Sponsorships or Exhibiting? Call Dana 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 \_\_\_\_\_

Multi-line Reps - only three lines are allowed per booth. Please note here what lines you will be exhibiting:

2. Persons Attending and e-mail addresses

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

Table with 6 columns: Hotel Rm., Prof. Dev., Dinner, Breakfast, Show. Includes a row for (Free Room\*) and four empty rows for additional attendees.

3. Hotel Reservations

Tuesday night room stay is included in 1st booth package. You must, however, make your own reservation. Please mention that you would like a reservation in the Northwest Promotional Marketing Association Room Block (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 Tuesday 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 Saturday, February 14 to guarantee you a room. Additional nights are charged at a rate of \$129.

Reservations: Doubletree Hotel Portland-Lloyd Center, 1000 NE Multnomah Portland, OR 97232
800-996-0510

4. Booth and Event Fees

Table listing fees: 1st Booth (\$850), Second Booth (\$700), Additional Booths (\$650), Non-Member Fee Additional (\$125), Networking Reception (\$30), Extra Breakfast(s) (\$20), Professional Development Day (\$29), Sponsorships (Professional Development Day Lunch \$250, Networking Reception \$500, Networking Breakfast \$250, Tradeshow Food & Beverage Stations \$250), Total.

5. Payment method:

Check enclosed (Payable to NWPMA) [ ] Visa [ ] MasterCard [ ] Amex [ ]

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, P.O. Box 2016, Edmonds, WA 98020-9516 | Fax 425-771-9588

## 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 Spring Showcase at the Oregon Convention Center, on March 10-11, 2008. 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 provided that our written notice of such cancellation is received by NWPMA before February 1, 2009.

It is understood that the hotel room with this package must be confirmed with the hotel by Saturday, February 14 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 (Saturday, February 14, 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 the Oregon Convention 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 Oregon Convention 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 with the exception of Multi-Line Representatives.

The space furnished by the Association will consist of an area approximately 10' 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, oversized, or designed in a manner which will require special hookup, installation, or other advance technical assistance, such proposed plans must be submitted to the Oregon Convention Center and show management 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. Multi-Line Representatives:** you may only exhibit three of your lines per booth, and you must note on the contract which lines you will be exhibiting.
- 17. No exhibitor may secure space to exhibit wares outside of the contracted exhibit space with NWPMA. Violation of this policy will be grounds for removal off of show floor**
- 18. 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**