

# 2010 Annual Conference: Exhibit Contract

Hyatt Regency Atlanta  
Atlanta, Georgia

Conference Dates:  
Dec. 4-8, 2010

Exhibit Dates:  
Dec. 6-7, 2010

Please complete and return this application by April 30, 2010 in order to receive the \$50 discount on the exhibit booth fee. Send Exhibit Contract along with credit card information or a check payable to NSDC to: NSDC, 504 S. Locust Street, Oxford, OH 45056.

## EXHIBITOR (PLEASE PRINT)

EXHIBITING FIRM \_\_\_\_\_  
(as you would like it to appear on your sign)

CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE (\_\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_\_) \_\_\_\_\_

E-MAIL \_\_\_\_\_

**Cost of Exhibit Space:** The fee is \$1,299 for inline booths and \$1,499 for premium corner booths for each 10' x 10' booth. One-half the booth rental fee is due with this application. The balance is due upon notice of booth assignment. Failure to make payment by Oct. 15, 2010 will subject exhibitor to cancellation of contract and forfeiture of deposit. Full payment is due with all applications mailed after Oct. 1, 2010.

Number of Booths \_\_\_\_\_ Preferred Booth Location (See the exhibit map on page 3 and note space number)  
 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_ 5) \_\_\_\_\_

Description of Exhibit (no more than 30 words). Please note that the description you submit may be edited. It must be received by Oct. 15, 2010 to be included in onsite conference materials.

Use the same information and description as last year.

\_\_\_\_\_  
 \_\_\_\_\_

## PAYMENT (CHECK ONE)

A CHECK is enclosed with this form.  
(Make check payable to NSDC.)

VISA

MasterCard

Please charge:

Full amount now  1/2 of booth rental fee

Card account number \_\_\_\_\_

Expiration date \_\_\_\_\_ 3-digit security code \_\_\_\_\_

Billing address \_\_\_\_\_  
 \_\_\_\_\_

## PRIZE DONATIONS

Please donate a prize for the drawings offered as an incentive to attract conference participants to the exhibit hall. Please complete and return this form by Nov. 1, 2010, so you will be listed in onsite conference materials as a prize donor.

Prizes to be Donated: (3 maximum)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Please bring the prize with you to the conference and hold it in your booth. The recipient will be directed to pick it up from you there. Thank you for participating in this incentive effort.

## DEADLINES:

**April 30, 2010**  
Last day to receive \$50 discount on exhibit booth fee

**April 30, 2010**  
Ads due for Annual Conference Program

**Oct. 1, 2010**  
Ads due for December 2010 issue of JSD

**Oct. 15, 2010**  
Final payment due for booth rental

## Return completed forms and fees to:

NSDC Business Office  
504 S. Locust Street  
Oxford, OH 45056  
800-727-7288  
Fax 513-523-0638  
www.nsdcc.org

## For additional information:

Renee Taylor  
Assistant Director of Business Services/Exhibits & Sponsors  
800-727-7288 x929  
renee.taylor@nsdc.org



## TO BE COMPLETED BY NSDC:

SPONSOR?	ACCEPTED BY NSDC	DATE	SPACE ASSIGNED	TOTAL COST	DEPOSIT RECEIVED	CHECK NO.	AMOUNT DUE
<input type="checkbox"/> YES							
<input type="checkbox"/> NO							

NSDC 42nd  
Annual Conference  
Dec. 4-8, 2010  
Hyatt Regency Atlanta  
Atlanta, Georgia

**SPACE AND SERVICE INFORMATION** Global Experience Specialists, Inc. (GES) is NSDC's official decorating company. All services customarily required by exhibitors will be obtained through GES. Service kits containing shipping instructions and information regarding furniture rental, electrical work, drayage, etc. will be e-mailed to confirmed exhibitors in October 2010.

**EXHIBIT INSTALLATION AND REMOVAL** Exhibitors may set up Sunday, Dec. 5, from 8 a.m.-6 p.m. and Monday, Dec. 6, from 8-10 a.m. Exhibits must be in place by 10 a.m., Monday, Dec. 6. Dismantle will be Tuesday, Dec. 7, from 6-8 p.m. Exhibits must be removed from the exhibit area by 12 midnight, Tuesday, Dec. 7. Materials not removed will be put in storage at the exhibitor's expense.

**PLEASE NOTE:** All exhibits must be staffed and must remain intact until the official closing hour. Exhibitors may not pack, tear down, or remove any portion of the exhibit prior to the official closing of the exhibit hall at 6 p.m., Tuesday, Dec. 7, 2010. Failure to observe this rule may result in a penalty and/or jeopardize the exhibitor's space assignment for the following year or the right to exhibit at a future NSDC conference.

## Exhibitor Rules & Regulations. **Dream.Dare.Do.**



**CANCELLATION** All cancellations must be in writing to the NSDC Business Office. If notification is received on or before Oct. 1, 2010, all monies less a \$100 (US) service charge will be refunded. Cancellations received after Oct. 1, 2010 obligate the exhibitor to full payment of the rental and forfeiture of all monies paid. **NO REFUNDS WILL BE MADE AFTER THIS DATE.** Failure to occupy the exhibit space in no way releases the exhibitor from the obligation to pay the full cost of the rental. If exhibit space is not occupied by 10 a.m., Monday, Dec. 6, 2010, NSDC exhibit management will have the right to use the space as it sees fit to eliminate empty spaces in the exhibit hall.

**USE OF SPACE** All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit to contain persons watching demonstrations and other promotional activities. No exhibitor shall assign, sublet, or share the space allotted without the knowledge and consent of management. In no case may the height along side dividers for the front half in from the aisle exceed four feet. Interference with the light and space of other exhibitors is prohibited. Management reserves the right to restrict exhibits that become objectionable because of noise, method of operation, materials, or for any other reason, and also to prohibit or to evict any exhibit that in the opinion of the management may detract from the general character of the NSDC exhibit as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that the management determines is objectionable. In the event of such restriction or eviction, NSDC is not liable for any refunds or other exhibit expenses.

**SALES** Exhibitors are permitted to make sales on the exhibitor floor. The exhibitor is responsible for obtaining tax requirements and agrees to comply with all state and local tax regulations. The exhibitor is also responsible for collecting and submitting payment of their own sales tax to the appropriate legal authority.

**LIABILITY** The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save NSDC, the Hyatt Regency Atlanta and its employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, attorney's fees arising out of or caused by the exhibitors installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof excluding such liability caused by the sole negligence of the Hyatt Regency Atlanta, its employees and agents. In addition, the exhibitor acknowledges that NSDC and GES do not maintain insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

**SECURITY** Exhibit management will provide security during hours the exhibit area is closed. However, the exhibitor is solely responsible for his own exhibit against loss or damage from theft, accident, vandalism, fire, or other causes. All property of an exhibitor is understood to remain in his care, custody, and control in transit to or from the confines of the exhibit area.

**CIRCULATION AND SOLICITATION** Distribution of advertising material and souvenirs must be confined to exhibitor's space. Canvassing in the exhibit area or distribution of advertising materials in other conference areas is prohibited. Failure to observe this rule may jeopardize the exhibitor's space assignment or the right to exhibit at a future NSDC conference.

**MUSIC LICENSING** Any music licensing fees incurred by the exhibitor are the sole responsibility of the exhibitor.

**MISCELLANEOUS** All materials used in decorations must be flame-proof. Balloons are not permitted in the Exhibit Hall.



*For additional information, contact:*

Renee Taylor  
Assistant Director of Business Services/Exhibits and Sponsors  
National Staff Development Council  
800-727-7288 x222 • 513-523-0638  
renee.taylor@nsdc.org