



exhibitor
prospectus
exponhc.com

2018 Expo at the National Hurricane Conference

March 26-29, 2018 National
Hurricane Conference
March 27-28, 2018 Expo NHC

Hilton Orlando
6001 Destination Parkway
Orlando, Florida 32819

www.exponhc.com

EXHIBIT INFORMATION

The National Hurricane Conference invites your company to join us for the 2018 Expo NHC, March 27-28, 2018, at the Hilton Orlando. The National Hurricane Conference is the nation's forum for education and professional training in hurricane and disaster preparedness. With more than 1,500 attendees from around the country, the Conference covers all major aspects of hurricane preparedness, response and recovery, which will provide your company with a unique opportunity to show your wares to a large audience of interested decision-makers. The Exhibit Hall is always a center of activity and enthusiasm and it is a marketing opportunity your company cannot afford to miss!

ExpoNHC will be held in the Orlando Ballroom of the Hilton Orlando. Tuesday morning and afternoon coffee breaks and the Wednesday morning coffee break will take place in the Exhibit Hall to insure maximum exposure for your company.

We hope to see you there!

Exposition Dates & Hours*

Monday, March 26, 2018

2:00 p.m. – 7:00 p.m. Exhibit Installation

Tuesday, March 27, 2018

9:30 a.m. – 5:00 p.m. Exhibit Hall Opens

5:30 p.m. – 6:30 p.m. Welcome Reception (Make sure booth is staffed.)

Wednesday, March 28, 2018

9:30 a.m. – 3:30 p.m. Exhibit Hall Opens

10:00 a.m. – 1:00 p.m. Dedicated Exhibit Hall Time for Attendees

3:30 p.m. – 6:00 p.m. Dismantling

* Schedule subject to change

ASSIGNMENT OF SPACE Exhibit space is anticipated to sell out quickly. Booths will be assigned on a first-come, first-assigned basis upon the receipt of a completed application and payment of the booth space. Every effort will be made to assign booth location in accordance with exhibitor's preference, but no guarantee can be made. Exhibit management reserves the right to make adjustments to the floor plan and/or reassign an exhibitor's location as deemed advisable and for the overall good of the exhibition or for safety issues. Affected exhibitors will be notified in such situations.

CANCELLATION/REDUCTION OF SPACE Cancellations and requests for reduction of space must be made in writing to Conference Management Associates. Written cancellations and reductions of space received by **Friday, February 16, 2018**, will be subject to a cancellation fee equal to one half the price of the booth or booths canceled. No refunds will be given for space canceled after **Friday, February 16, 2018**.

EXHIBITOR REGISTRATION Each exhibitor is entitled to **one** Full Conference registration per booth purchased, allowing access to all sessions and events for the entire Conference. Additional booth staff badges are \$50 each and allow entrance to the exhibit area only and do not allow admission to other functions of the Conference. Additional company personnel wishing to attend sessions and events must register and pay the appropriate registration fee.

OFFICIAL DECORATOR & EXHIBIT SERVICE KIT The official general services contractor is Freeman. The Exhibitor Service Kit containing information for ordering services such as labor, shipping and material handling, furnishings, utilities and other services exhibitors may require will be emailed once your contract is received and processed by the exhibit management staff.

Freeman will maintain a service desk on the exhibit floor during installation, throughout the Expo and during dismantling.

Booth Fees

10' x 10' inline \$1,900

10' x 10' corner \$2,100

Booth Fee Includes:

- Draped 10' back wall
- Draped 3' side partitions
- 6' foot draped table (unless otherwise selected)
- 2 chairs
- Waste basket
- **One** complimentary conference registration
- Listing in Exhibit Guide
- 24-hour perimeter security
- Access to the attendee list following the conference

EXHIBIT MANAGEMENT

Conference Management Associates

2952 Wellington Circle

Tallahassee, FL 32309

Phone/Fax (850) 906-9221

beth@hurricanemeeting.com or

phillip@hurricanemeeting.com

OFFICIAL DECORATOR

Freeman

Exhibitor Services Department

1601 Boice Pond Road

Orlando, FL 32837

Phone: 407-816-7900

Fax: 469-621-5605

freemanorlando@freemanco.com

ADVERTISE in the Conference Program and/or Exhibitor Directory

The Conference Program and Exhibitor Directory provide valuable information including a floor plan, exhibitor listings and conference schedules. They are used by attendees on the show floor and also serve as year-round reference guides, which increases your exposure. Advertising in the Conference Program and/or Exhibitor Directory reminds buyers about your technology, products and services every time they look for any technology, product or service. Don't miss out on this great opportunity for high-quality, targeted advertising. Ad cancellations must be made in writing. Written cancellations of ad purchases will be subject to a cancellation fee equal to one half the price of the ad. **No refunds will be given for ads canceled after Monday, February 12, 2018.**

Conference Program

Size	Dimension	Price
Full-Page Ad	8.375" wide x 10.875" tall	\$ 850
Half-Page Ad	3.375" wide x 9.5" tall	\$ 650 (vertical)
Half-Page Ad	7" wide x 4.625" tall	\$ 650 (horizontal)
Quarter-Page Ad	3.375" tall wide x 4.625" tall	\$ 500
Business Card Ad	1.6875" wide x 2.3125" tall	\$ 400

Position:

Inside Front Cover (full-page color)	\$ 1,300
Inside Back Cover (full-page color)	\$ 1,300
Outside Back Cover (full-page color)	\$ 1,600

Exhibitor Directory (3 ad spaces available)

Inside Front Cover (full-page color)	\$1,200
Inside Back Cover (full-page color)	\$1,200
Outside Back Cover (full-page color)	\$1,500

NOTICE TO ADVERTISERS: Deadline for insertion orders, camera-ready artwork* and full payment is **Monday, February 12, 2018**. Every effort will be made to accommodate requests for positioning. Please observe the ad sizes as outlined above. Detailed information on how to submit your artwork and on which formats are accepted will be sent once the contract is received and processed by exhibit management staff.

*** DO NOT SEND printed material or photocopies.** These cannot be used as camera-ready artwork for color advertisements.

Promotional Inserts, \$1,500 per Insert: Get your promotional material (brochure, calendar, magnet, etc.) in the hand of every Conference attendee. You provide the material and we will insert it in each attendee's conference bag.

SPONSORSHIP INFORMATION

Sponsorships Available

Conference Bags

Cost: \$15,000

The sponsorship of Conference bags is geared for a company that requires high visibility. This package ensures that your company's name stands out, not only at the time of the Conference, but also long after the event. Your company logo will appear on heavy-duty cloth bags distributed to all Conference attendees at registration. Benefits include:

- One Complimentary **Inline** 10' x 10' booth
- Signage provided in the registration area recognizing your company's sponsorship
- Recognition from the Conference Chair during the General Session
- Sponsor Ribbon **for your company representative**
- Full-page color advertisement in the Conference program
- Your company's name and logo appear alongside other Conference sponsors in the conference program and on the NHC website with a link to your company website

Conference Name Badge Holders

Cost: \$15,000

All Conference and Exposition attendees are required to display their badge for entrance into sessions and the exhibit hall. These badges are worn throughout the week. Your company logo will appear on the front of these wallet style holders, which attendees can use year-round. Benefits include:

- One Complimentary **Inline** 10' x 10' booth
- Signage provided in the registration area recognizing your company's sponsorship
- Recognition from the Conference Chair during the General Session
- Sponsor Ribbon **for your company representative**
- Full-page color advertisement in the Conference program
- Your company's name and logo appear alongside other Conference sponsors in the conference program and on the NHC website with a link to your company website

Conference Notebooks

Cost: \$15,000

Attractive notebooks will be distributed to all Conference attendees and can display your company's logo. Attendees can use this handy tool to make important notes during the exposition and Conference. Benefits include:

- One Complimentary **Inline** 10' x 10' booth
- Signage provided in the registration area recognizing your company's sponsorship
- Recognition from the Conference Chair during the General Session
- Sponsor Ribbon **for your company representative**
- Full-page color advertisement in the Conference program
- Your company's name and logo appear alongside other Conference sponsors in the conference program and on the NHC website with a link to your company website

Hotel Key Cards

Cost: \$15,000

Have your company's logo appear on one of the most important items attendees will be carrying – their hotel room key cards. These key cards are distributed during hotel check-in at the Hilton Orlando, our headquarters hotel and will be carried by attendees who are staying at the Hilton Orlando for the duration of the Conference. This is a great way to be at everyone's fingertips! Benefits include:

- One Complimentary **Inline 10' x 10'** booth
- Signage provided in the registration area recognizing your company's sponsorship
- Recognition from the Conference Chair during the General Session
- Sponsor Ribbon **for your company representative**
- Full-page color advertisement in the Conference program
- Your company's name and logo appear alongside other Conference sponsors in the conference program and on the NHC website with a link to your company website

Conference Tervis® Tumblers

Cost: \$15,000

Your company name and logo is displayed on the 16 oz Conference Tervis® Tumbler received by every attendee to use throughout the Conference and beyond! Benefits include:

- One Complimentary **Inline 10'x10'** booth
- Signage provided in the registration area recognizing your company's sponsorship
- Recognition from the Conference Chair during the General Session
- Sponsor Ribbon **for your company representative**
- Full-page color advertisement in the Conference program
- Your company's name and logo appear alongside other Conference sponsors in the conference program and on the NHC website with a link to your company website

Conference Audio/Visual

Cost: \$7,500

Your company name and logo is displayed on all projectors in classrooms and general sessions before classes/sessions start. Your benefits include:

- One Complimentary **Inline 10'x10'** booth
- Signage will be provided at registration recognizing your company's sponsorship
- Recognition from the Conference Chair during the General Session
- Sponsor Ribbon **for your company representative**
- Half-page color advertisement in the Conference program
- Your company's name and logo appear alongside other Conference sponsors in the conference program and on the NHC website with a link to your company website.

Conference Pens **SOLD**

Cost: \$7,500

Your company name and logo is displayed on the Conference Pen received by every attendee to use throughout the Conference and beyond! Benefits include:

- One Complimentary **Inline 10'x10'** booth
- Signage will be provided at registration recognizing your company's sponsorship
- Recognition from the Conference Chair during the General Session
- Sponsor Ribbon **for your company representative**
- Half-page color advertisement in the Conference program
- Your company's name and logo appear alongside other Conference sponsors in the conference program and on the NHC website with a link to your company website.

Sticky Pads

Cost: \$7,500

Your company name and full-color logo is displayed on a 50-sheet Sticky Pad received by every attendee to use throughout the Conference and beyond! Benefits include:

- One Complimentary **Inline 10'x10'** booth
- Signage will be provided at registration recognizing your company's sponsorship
- Recognition from the Conference Chair during the General Session
- Sponsor Ribbon **for your company representative**
- Half-page color advertisement in the Conference program
- Your company's name and logo appear alongside other Conference sponsors in the conference program and on the NHC website with a link to your company website

Internet Café

Cost: \$7,500

The Internet Café has been a huge hit at past conferences! The Café will be located in a separate meeting room and will be equipped with one printer and 6 computers connected to the Internet. Attendees will be able to go online to check their emails, keep up with their offices and surf the Web. Benefits include:

- One Complimentary **Inline 10' x 10'** booth
- Signage provided in this area recognizing your company's sponsorship
- Your company's logo appears on the background screen and as the screen saver. Also, the home page will be set to your company's website address.
- Recognition from the Conference Chair during the General Session
- Sponsor Ribbon **for your company representative**
- Half Page color advertisement in the Conference program
- Your company's name and logo appear alongside other Conference sponsors in the conference program and on the NHC website with a link to your company website

Coffee Breaks

Cost: \$3,500

Coffee breaks are essential to any conference. Whether attendees need an extra pick-me-up or want to mingle with other attendees, a coffee break is a great way to get your name out. Benefits include:

- Signage provided in this area recognizing your company's sponsorship
- Your company's logo appears on signs based in front of and on/at coffee pour stations. Also, the home page will be set to your company's website address
- Recognition from the Conference Chair during the General Session
- Sponsor Ribbon **for your company representative**
- Quarter page color advertisement in the Conference program
- Your company's name and logo appear alongside other Conference sponsors in the conference program and on the NHC website with a link to your company website

Welcome Cocktail Reception

Cost: \$7,500

Sponsored by – Ernst & Young

SOLD



Business Relationship Support
Enterprise Support Services

Expo 2018 at the National Hurricane Conference
EXHIBIT SPACE, ADVERTISING AND SPONSORSHIP CONTRACT

- 1. YOU MUST SUBMIT FULL PAYMENT PER 10' X 10' SPACE WITH A SIGNED CONTRACT** to be assigned exhibit space. You will receive a confirmation email once space has been assigned. Applications without payment will not be assigned exhibit space until the full payment is received. Checks should be made payable to: **Conference Management Associates**.
2. Return contract with payment to: **Conference Management Associates, 2952 Wellington Circle, Tallahassee, FL 32309** or Fax to: **850.906.9224**. ALL FAXED COPIES MUST HAVE CREDIT CARD INFORMATION.
3. **Review Exhibit Terms and Conditions on the back of this form and make sure all sections are completed.**

COMPANY INFORMATION (Complete company name and address as you wish it to appear on all NHC materials.)

Company Name _____

Company Representative *(Person attending show)* _____

Address _____

City _____ State _____ Zip _____ Country _____

Telephone _____ Fax _____

Website _____ Email address _____

Exhibit Contact *(Prior to show, this person will receive the exhibit service kit and all related correspondence.)* Same as above

Name _____

Address _____

City _____ State _____ Zip _____ Country _____

Telephone _____ ext. _____ Fax _____

Email address _____

Additional Staff are \$50 each.

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |
| 7. _____ | 8. _____ |

Agreement

The individual signing this contract is an authorized representative of the company with the full power and authority to sign and deliver this contract. A signature on this application indicates understanding and agreement to comply with all policies terms and conditions in the Prospectus, including but not limited to the Exhibitor Terms and Conditions, and any others issued by NHC regarding the exhibits at the Conference.

Signature _____ Print Name _____

Title: _____ Date: _____

IMPORTANT

Please review floor plan and indicate booth preference(s).

Note that you are required to conform to the standards set forth by the IAEE (formerly known as the IAEM) regarding display rules and regulations.

Booth Choices:

- 1st Choice _____
2nd Choice _____
3rd Choice _____

Table Size - REQUIRED:

- No table (1) 6-foot (2) 4-foot

(Continued on next page)

Expo 2018 at the National Hurricane Conference * Exhibit Space, Advertising and Sponsorship Contract

Exhibit Booth Fees

Table with 4 columns: Description, Price, Quantity, and Total. Rows include: Number of booths (10'x10') inline @ \$1,900, Number of booths (10'x10') corner @ \$2,100, Additional Booth Staff @ \$50/each, and TOTAL DUE - EXHIBIT FEES.

Advertising Rates (deadline to receive camera-ready artwork is Monday, February 12, 2018)

Table with 4 columns: Description, Price, Ordered, and Total. Rows include: Conference Program (Full-page, Half-page, Quarter-page, Business card), Position (Inside Front Cover, Inside Back Cover, Outside Back Cover), Exhibitor Directory (Inside Front Cover, Inside Back Cover, Outside Back Cover), Promotional Inserts, and TOTAL DUE - ADVERTISING.

Sponsorships

Table with 4 columns: Description, Price, Ordered, and Total. Rows include: Conference Registration Bags, Conference Notebooks, Conference Badge Holders, Hotel Key Cards, Conference Tervis® Tumblers, Conference Pens, Conference Audio/Visual, Internet Cafe, Sticky Pads, Coffee Break, and TOTAL DUE - SPONSORSHIPS.

Payment Information

Total Due with Contract

- Check enclosed made payable to Conference Management Associates
Credit Card: Visa, MasterCard, American Express, or Discover

Summary table with 4 columns: Description, Price, Quantity, and Total. Rows include: Exhibit Fees (including Booth Staff fees), Advertising, Sponsorships, and Total Amount Due.

Form fields for Credit Card #, Exp. Date, Security Code, Signature, and Print Name of Card Holder.

(PLEASE MAKE A COPY FOR YOUR RECORDS)

Exhibitor Terms and Conditions

ADHERENCE TO TERMS/CONTRACTUAL AGREEMENT

As a condition of exhibiting, and when applying for space, the exhibitor agrees to adhere to all conditions and regulations outlined. Exhibitors or their representatives who conduct themselves in an unprofessional manner may be dismissed from the exhibition without refund or appeal. The National Hurricane Conference (NHC) and Exhibit Management reserve the right to amend any and all rules and regulations at any time.

ELIGIBILITY TO EXHIBIT

The National Hurricane Conference reserves the right to determine acceptability of applications for exhibit space. Applications and proposed exhibits will be accepted or rejected based on criteria including but not limited to the products' or services' professional or educational benefit to the attendees; products or services consistent with the mission, purpose, and goals of NHC; and spatial constraints in the exhibit hall.

EXHIBIT DISPLAY AREA

Exhibit display areas should be arranged in such a manner as not to obstruct sight lines of neighboring exhibitors.

SPACE ASSIGNMENT

Exhibit space will be assigned according to the date the Exhibit Space Application & Contract is received, the number of booths requested, and the proximity of space to competitors and special exhibit requirements with preference given as outlined in the Exhibitor Prospectus. When possible, Exhibit Management will try to accommodate the exhibitor's booth choices in order of preference. Notwithstanding the above, Exhibit Management reserves the right to make and/or change location assignments at any time as it may in its sole discretion deem necessary.

PAYMENT TERMS

Full payment of the total contracted amount is required with submission of the Exhibit Space Application & Contract or space is not guaranteed. Applications submitted without payment will not be assigned space until the appropriate payment is received.

FAILURE TO OCCUPY SPACE

In the event an exhibiting company has not arrived three (3) hours prior to the hall opening, Exhibit Management reserves the right to re-assign that space as it sees fit with no obligation of a refund. If exhibit material has been delivered to the booth but has not been assembled, Exhibit Management reserves the right to remove the material and place it in storage. If the exhibitor arrives after the material has been stored and would like the material brought back to the show floor, a drayage fee will be charged. Failure to occupy exhibit space does not relieve the Exhibitor from their obligation to pay the full booth rental fees.

BOOTH SPACE CANCELLATIONS/REDUCTION OF SPACE

Notification of cancellation or reduction of booth space must be in writing. Deadline dates are outlined in the Exhibit Prospectus. There will be no refund for exhibitors who for any reason do not exhibit and have not submitted a written cancellation request prior to stated deadlines. Any space not claimed and occupied for which no special arrangements have been made prior to the exhibition opening may be resold or reassigned by Exhibit Management without obligation on the part of Exhibit Management for any refund whatsoever.

INSTALLATION AND DISMANTLE

Installation and Dismantle dates and hours are outlined in the Exhibit Prospectus. All exhibits must be fully operational one half hour prior to opening. Exhibitors are prohibited from dismantling booths prior to official close of exhibit hours. **Any exhibitor breaking down early without permission from Exhibit Management will not be allowed to exhibit at future conferences.** Tear down and removal of exhibits shall begin promptly after the close of exhibits.

BADGES & ADMISSION TO HALL

Badged exhibitors may enter the exhibit hall one hour before show opening and remain in the hall one hour after show closing each day. If further access is required, special permission must be secured from Exhibit Management. Trading of badges with other exhibitors or attendees is strictly prohibited. Each exhibitor must wear the official exhibitor badge at all times while at the show site.

EXHIBIT CONDUCT

- Distribution of promotional or educational materials may be conducted and circulated only within the booth assigned to the exhibitor.
- Exhibiting companies must open their exhibit on time and staff the booth at all times during the exhibit hours. **No packing of equipment or literature or dismantling of exhibits is permitted until exhibit closing time.**
- Exhibitors must conduct exhibits in a dignified and professional manner.
- Aisles may not be obstructed at any time because of excessive crowding in the exhibit booth.
- No exhibitor may sublet, assign or share exhibit space.
- Noise from electrical or mechanical apparatus or presentations within the booth must not interfere with other exhibitors.
- Exhibit Management reserves the right to determine at what point sound constitutes interference with others.
- Order taking is permitted when conducted in a professional manner.

LIABILITY AND INDEMNIFICATION

Exhibitors must surrender the space occupied in the same condition as received. Exhibitors are required to strictly comply with all terms of their agreement as contained in the Exhibit Prospectus, the Exhibitor Service Kit, the Exhibit Space Application/Contract, and exhibitor correspondence as well as all applicable terms and conditions contained in the agreement between the National Hurricane Conference and the HILTON ORLANDO.

Exhibitor shall indemnify and hold harmless the National Hurricane Conference and the HILTON ORLANDO and its servicing agents from all liability (damage, accident, or loss) which might ensue from any cause resulting or connected with the transport, placement, removal or display of any materials or equipment. Further, the exhibitor shall assume responsibility for any claims arising out of the use of meeting space of the HILTON ORLANDO for exhibits/table top display purposes.

The Exhibitor agrees to indemnify and defend the National Hurricane Conference, HILTON ORLANDO and its owners, agents and employees against any claims or expenses arising out of the use of the premises for EXHIBITS/DISPLAYS purposes.

SECURITY

National Hurricane Conference provides security of the periphery of the exhibition hall on a twenty-four hour basis starting at the end of move-in and continuing through the exhibition closing. Security service is not provided to individual booth spaces.

CANCELLATION OF THE NATIONAL HURRICANE CONFERENCE

It is mutually agreed that in the event the NHC is cancelled due to disaster, strike, labor dispute, governmental intervention, malicious damage, acts of war, or other causes which would prevent its scheduled opening or continuance, then and thereupon the agreement will be terminated and Exhibit Management shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible, after due consideration of expenditures and commitments already made.