

EXHIBITOR OPPORTUNITIES

Reserve Now...Space is limited



CONCRETE
SUSTAINABILITY
CONFERENCE

APRIL 13-15, 2010 - TEMPE, AZ



Make sure you exhibit at the event attended by top concrete professionals.

Join the National Ready Mixed Concrete Association and the School of Sustainable Engineering and the Built Environment at Arizona State University for the 2010 Concrete Sustainability Conference, April 13-15, in Tempe, AZ. The fifth annual Concrete Sustainability Conference* will provide learning and networking opportunities on the latest advances, technical knowledge, continuing research, tools and solutions for sustainable concrete manufacturing and construction.

Researchers, academics, students, engineers, architects, contractors, concrete producers, public works officials, material suppliers and concrete industry professionals will attend this symposium to learn and discuss innovative and state of the art developments on concrete sustainability.

Topics include:

- ◆ Low Impact Development
- ◆ Urban Heat Island Reduction
- ◆ Carbon Footprint and Embodied Energy
- ◆ Sustainable Development Initiatives
- ◆ Recycled Materials
- ◆ Performance-based Concrete
- ◆ Government Initiatives
- ◆ Private Initiatives



Exhibitors receive comprehensive exposure. The 2010 Concrete Sustainability Conference exhibitor package includes:

- ◆ 10' x 8' exhibit space
- ◆ Names and contact information of attendees
- ◆ Recognition and listing in the conference program
- ◆ One conference registration

Exhibit space is priced to deliver a great ROI.

- ◆ NRMCA members, Sponsors, Organizational Partners and their members: \$1250
- ◆ Non-members: \$1,750

Space is limited....make your reservation early!

Reserve your space now by completing and returning the attached form. There are only 12 exhibit spaces available and spaces are assigned on a first-come, first-serve basis, so don't delay!

For additional information contact NRMCA's Frank Cavaliere at 240-485-1141 or fcavaliere@nrmca.org.



* The Concrete Sustainability Conference was formerly known as the Concrete Technology Forum.

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Exhibit Space Application and Fee

Exhibitor shall pay NRMCA 100% of the exhibit fee to reserve the exhibit space. Each Exhibitor is limited to two (2) 10 foot wide by 8 foot deep Exhibit Spaces at the 2010 Concrete Sustainability Conference. **No assignment of space will be made until the FULL exhibit payment along with a signed Exhibitor Registration Form is received.**

Assignment of Space

Assignment of space is on a first-come, first-serve basis. Whenever possible, Exhibit Space assignments will be made by NRMCA with the preference requested by the Exhibitor. However, NRMCA does not make any guarantees in connection with such requests, and reserves the right to make final determination of all exhibit space assignments. A maximum of two Exhibit Spaces are available per Exhibitor. Exhibitor shall not share, assign or sublet any part of the space without the written consent of NRMCA. NRMCA reserves the right to adjust the floor plan to meet the needs of the Conference.

Exhibit Space Package

The Exhibit Space offered at the Conference includes the following:

- ♦ Booth space that is 10 feet wide by 8 feet deep.
- ♦ Rental fee includes the use of that space.
- ♦ 8 foot high back wall drape and 3 feet high side drape.
- ♦ One 6 foot x 30 inch skirted table, two side chairs, and trash can.
- ♦ One company identification sign to hang from the back drape.
- ♦ One (1) Conference registration.

Exhibit Space Cost

Exhibit Space cost for NRMCA members, Conference sponsors, Conference Organizational Partners and their members is \$1250 per 10 ft. x 8 ft. space (maximum 2 spaces per exhibitor). Exhibit Space cost for non-members is \$1,750 per 10 ft. x 8 ft. space (maximum 2 spaces per exhibitor). Exhibit Space includes one Conference registration per space. Exhibitors desiring more than one Conference registration must pay the Conference registration fee of \$395 on or before March 18, 2010 and \$495 after March 18, 2010, per additional attendee.

Exhibit Set-up and Tear-down

Exhibitors may begin to set-up in the exhibit hall at **1:00 p.m. Monday, April 12, 2010**. The Exhibitor agrees to have his/her exhibit ready for inspection by NRMCA by **4:00 p.m. Monday, April 12, 2010**. The Exhibitor furthermore agrees not to begin teardown of the exhibit until **11:00 a.m. Thursday, April 15**. The Exhibitor agrees to have all exhibit material removed from the exhibit hall by **1:00 p.m. Thursday, April 15**. NRMCA is not responsible for exhibit material left in the exhibit hall after that time.

Exhibitor Services

Exhibitor services for this event will be provided by Brede Exposition Services.

Exhibit Space Regulations

The following guidelines must be adhered to by all Exhibitors to protect the general appearance of the Conference but also to maintain due regard to other Exhibitors.

- ♦ Custom freestanding displays will be allowed.
- ♦ No exhibit or exhibit material may exceed a height of 8 feet, 3 inches, a width of 10 feet, or a depth of 8 feet.
- ♦ Up to one additional draped table will be allowed per Exhibit Space (i.e., two table maximum per Exhibit Space).
- ♦ Rental arrangement for additional furniture and A/V equipment must be made through **Brede Exposition Services** at additional cost to the Exhibitor.
- ♦ Electrical, telephone and internet service must be made through The Tempe Mission Palms Hotel at addition cost to the Exhibitor.
- ♦ Costs of shipping and drayage of Exhibitor displays and materials to and from the Conference are the responsibility of the Exhibitor.
- ♦ For those displaying printed materials, the table used must be placed within the 10 ft. x 8 ft. Exhibit Space.
- ♦ Any audio-visual stands must be set back at least 3 feet from the front of the Exhibit Space.
- ♦ No sightlines can be obstructed.
- ♦ Tabletop units when placed on the table may not exceed a height of 8 feet, 3 inches.
- ♦ Tabletop units and freestanding displays may not obstruct Exhibit Spaces

to the right or left of the Exhibit Space.

- ♦ No small items can be placed on the floor within the confines of the Exhibit Space.
- ♦ Easels may be used. The maximum size of display objects cannot exceed 3 feet by 3 feet.
- ♦ The draped backdrops can be used by Exhibitor as long as nothing is glued, pasted, tacked, nailed, screwed or otherwise permanently attached to the back walls. However, Exhibitor may use hooks to mount lightweight signage to back walls.
- ♦ Signage mounted to back walls cannot exceed the height limitation of 8 feet, 3 inches.
- ♦ Tarps and other heavy display items are not allowed.
- ♦ Exhibitor may wish to remove side rails between booths with the agreement of any Exhibitor sharing said side rails. Exhibitor Space regulations as stated above will still apply.
- ♦ Exhibitor may not exhibit, hang additional signage or distribute literature outside their 10 ft. x 8 ft. assigned Exhibit Space.
- ♦ A noise level of 10 DBA above the ambient level in the exhibit hall is the maximum sound permitted.
- ♦ Exhibitor is responsible for informing their personnel and their authorized representatives of the requirements of these rules and regulations.

Permitted Activities

Within the Exhibit Space (as defined by the 10 ft. x 8 ft. Exhibit Space) Exhibitor may:

- ♦ Distribute literature, including catalogs, circulars, newsletters, folders, fact sheets and other information about its services, facilities, products and/or equipment.
- ♦ Display and demonstrate products, equipment, small models, and/or videos.
- ♦ Take orders for its products, services and/or equipment.

Promotional Giveaways

Exhibitor may not give away promotional products that in the opinion of NRMCA can be distracting (i.e. whistles). Exhibitor may not give away any items, promotional or otherwise, that are above \$5.00 per unit cost or provide any food or beverage items. Exhibitor is responsible for any and all state, county and/or local taxes.

Character of Exhibit

NRMCA reserves the right to approve all exhibits and may reject, in whole or in part and at any time, any exhibit or individual that in its opinion contains objectionable features or otherwise detracts from the general character of the Conference. NRMCA, its officers, directors and agents shall not be liable for any loss, damage, cost or expense resulting from such rejection or disapproval.

Booth Violation Policy

The Exhibitor agrees to have his/her booth ready for inspection by NRMCA by 4:00 p.m. Monday, April 12, 2010. If NRMCA finds the booth to be in violation of any of the Exhibitor Rules and Regulations, the exhibitor will be cited. Should the exhibitor be unwilling or unable to correct the violations, then NRMCA will find them in violation and will issue any and all of the following penalties:

- ♦ Exhibitor will be forced to dismantle said booth.
- ♦ Exhibitor will pay a violation fee of no less than 20% of the Exhibit Space cost.
- ♦ Exhibitor will forfeit exhibiting eligibility in 2011.

Cancellation Policy

NRMCA will refund Exhibit Space fee less \$250.00 administration fee per Exhibit Space if cancelled on or before February 12, 2010. After February 26, 2010, the entire amount of the Exhibit Space fee shall be retained by NRMCA. This cancellation policy does not depend upon whether the Exhibit Space is resold or re-assigned.

Liability

Neither NRMCA, ASU, the Tempe Mission Palms Hotel, nor their respective agents or employees shall be liable for any damage to the property or loss of business to the Exhibitor or for any loss by theft, or damage by fire or other means, or for any injuries to the Exhibitor, its employees, agents, customers or guests, arising from any cause or matter whatsoever, even though



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occasioned, caused or contributed to by negligence of NRMCA, their employees or agents. Neither NRMCA nor their agents or employees will be responsible for the loss of or damage to shipments of materials consigned en route to or from the Conference. No shipment will be accepted if consigned to NRMCA. All materials must be consigned to the Exhibitor and must be prepaid.

Protection of Property

Nothing shall be pasted, tacked, taped, nailed, screwed or otherwise attached to columns, walls, floor or other parts of the building or furniture. The Exhibitor violating this regulation shall be responsible for any and all damages to the premises and the exhibit space caused by the acts of Exhibitor or Exhibitor's agent, employees, patrons or guests, whether accidental or otherwise; and Exhibitor further agrees to leave the Conference property in the same condition as existed on the date possession commenced. The Exhibitor agrees to reimburse NRMCA or owners of the property such sums as may be necessary to restore or repair any such damaged property space, or for removal of any unusual or excessive amounts of debris.

Right of Entry and Inspection

NRMCA in its absolute discretion shall have the right at any time to enter the Exhibit Space occupied by Exhibitor or otherwise inspect the Exhibitor's materials.

Exhibitor Property Sold

If an Exhibitor's property/organization changes management or is bought by another company, the Exhibit Space becomes the asset of the new company.

Insurance

Each Exhibitor shall be responsible for the safety of his/her exhibits and other property against robbery, fire, accident or any hazard whatsoever without limitation. Each Exhibitor agrees to defend, hold harmless and indemnify NRMCA from and against any and all claims for omissions or negligent acts.

Each Exhibitor further agrees to furnish to NRMCA proof of public liability and property damage insurance.

Music Licenses

Exhibitor agrees that it will not permit music, either live or reproduced mechanically, to be played during the Conference without first having obtained all requisite licenses from the copyright owner or agent of the copyright owner. The Exhibitor will post all such licenses in the Exhibit Space; licenses will be available for inspection by representatives of NRMCA and of the American Society of Composers, Authors and Publishers (ASCAP) and/or Broadcast Music, Inc. (BMI). Exhibitor hereby indemnifies and holds NRMCA harmless from and against any and all claims damages, losses, liabilities, costs (including attorneys' fees and court costs, without limitation) arising out of, or in any way connected with the use by Exhibitor of any material which may be subject to, or covered by, any State or Federal copyright laws, or infringement upon any person's or entity's rights which may arise from any such State or Federal copyright laws.

Inability to Perform

If NRMCA should be prevented from conducting the Conference by any cause beyond its reasonable control or if it cannot permit the Exhibitor to occupy his/her space due to circumstances beyond its reasonable control, NRMCA will refund to the Exhibitor the amount of the rental fee paid, less a proportionate share of the Conference expenses, and NRMCA shall have no further obligation or liability to the Exhibitor.

Amendments

Any and all matters or questions not specifically covered by this Agreement and by the Exhibitor Rules and Regulations of this Agreement may be amended by NRMCA and any such amendment shall be binding on the Exhibitor as though it were originally a part of the Agreement or the Exhibitor Rules and Regulations, provided, however, no amendment shall be made which materially affects the rights of an Exhibitor without his/her consent.

Exhibit Hall Schedule

APRIL 12

1:00 pm - 4:00 pm
5:00 pm - 7:00 pm
6:00 pm - 7:00 pm

Exhibit Set-up
Registration Desk Open
Reception in Exhibit Hall

APRIL 13

6:30 am - 7:00 pm
7:00 am - 7:00 pm
7:00 am - 8:00 am
8:00 am - 10:00 am
10:00 am - 10:30 am
10:30 am - 12:00 pm
12:00 pm - 1:30 pm
1:30 pm - 3:00 pm
3:00 pm - 3:30 pm
3:30 pm - 5:00 pm
6:00 pm - 7:00 pm

Registration Desk Open
Exhibit Hall Open
Breakfast in Exhibit Hall
General Session
Break in Exhibit Hall
Technical Sessions
LUNCH
Technical Sessions
Break in Exhibit Hall
Technical Sessions
Reception in Exhibit Hall

APRIL 14

6:30 am - 7:00 pm
7:00 am - 7:00 pm
7:00 am - 8:00 am
8:00 am - 10:00 am
10:00 am - 10:30 am
10:30 am - 12:00 pm
12:00 pm - 1:30 pm
1:30 pm - 3:00 pm
3:00 pm - 3:30 pm
3:30 pm - 5:00 pm
6:00 pm - 7:00 pm

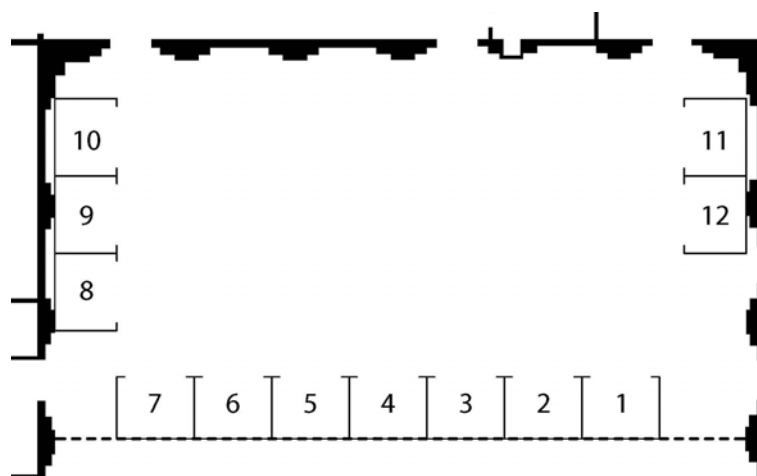
Registration Desk Open
Exhibit Hall Open
Breakfast in Exhibit Hall
Technical Sessions
Break in Exhibit Hall
Technical Sessions
LUNCH
Technical Sessions
Break in Exhibit Hall
Technical Sessions
Reception in Exhibit Hall

APRIL 15

6:30 am - 12:30 pm
7:00 am - 10:30 am
7:00 am - 8:00 am
8:00 am - 10:00 am
10:00 am - 10:30 am
10:30 am - 12:00 pm
11:00 am - 12:00 pm

Registration Desk Open
Exhibit Hall Open
Breakfast in Exhibit Hall
Technical Sessions
Break in Exhibit Hall
General Session
Exhibitor Tear-down

Exhibit Hall Floor Plan



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2010 Concrete Sustainability Conference ♦ Exhibitor Registration Form

Exhibitor Information

Primary Contact Name _____ Badge Name _____

Title _____ Company _____

Address _____

City _____ State _____ Zip _____

Country _____ Phone _____ Fax _____

E-mail Address _____ Website _____

Emergency Contact _____ Phone _____ E-mail _____

Additional Registrants from same company (see below for additional cost)

Name _____ Badge Name _____

Name _____ Badge Name _____

Name _____ Badge Name _____

Payment Information

Member (NRMCA member, sponsor, organizational partner member) Non-member

Exhibit Space cost, member*	Number of 10' x 8' Exhibit Spaces (2 max):	@ \$1250 ea. =	
Exhibit Space cost, non-member	Number of 10' x 8' Exhibit Spaces (2 max):	@ \$1750 ea. =	
Additional registrants on or before March 18, 2010	Number of additional registrants:	@ \$395 ea. =	
Additional registrants after March 18, 2010	Number of additional registrants:	@ \$495 ea. =	
TOTAL			

* Includes 1 Conference registration per Exhibit Space.

Payment Method (Please note: Exhibit Space WILL NOT be assigned until full payment is received.)

- Check** (payable to NRMCA) Check # _____
- Visa** **MasterCard** **American Express**

Credit Card Number _____ Exp. Date _____

Name as it appears on Credit Card _____

Signature of Cardholder _____



Exhibit Space Preference

Every attempt will be made to meet the space preferences you have requested to ensure your success at the 2010 Concrete Sustainability Conference Please list your space preferences below using the Exhibit Hall Floor Plan.

First Choice: _____ Second Choice: _____ Third Choice: _____ Fourth Choice: _____

Signature

We the undersigned Exhibitor have read and agree to comply by ALL terms, conditions and guidelines listed in the NRMCA 2010 Concrete Sustainability Conference - Exhibitor Rules and Regulations. Signature: _____

Date: _____

Hotel Reservations

Please make your hotel room reservations before March 18, 2010, to receive the conference rate of \$179 plus tax by calling the Tempe Mission Palms Hotel 60 East Fifth Street, Tempe, Arizona 85281 Phone: (800) 547-8705 Fax: (480)-968-7677 www.missionpalms.com. Mention "NRMCA" to receive the conference rate (on or before March 18, 2010). Make hotel reservations online at www.SustainabilityConf.org.

If paying by credit card Fax completed form to: (301) 565-8200, Attn. Meetings Dept.

If paying by check Fax form to: (301) 565-8200, Attn. Meetings Dept.
 Mail Check to: SunTrust Bank, c/o NRMCA
 P.O. Box 79433
 Baltimore, MD 21279



www.SustainabilityConf.org