



Concession & Hospitality Expo

Trade Show

July 16-17

2014



Denver Marriott City Center

The Trade Show will be held on
Wednesday, July 16th and Thursday, July 17th
(12:30 p.m. – 4:00 p.m.) (2:00 p.m. – 4:00 p.m.)

NAC Trade Show attendees are experienced and proven directors of concessions & operations from facilities such as:

Amusement Parks • Arenas • Movie Theatres • Ball Parks • Expo Centers • Race Tracks
Zoos/Aquariums • Colleges/Universities • Stadiums • Bowling Centers • Festivals • Foodservice
Contractors • Ice & Roller Skating Rinks • Flea Markets/Swap Meets • Park/Recreation
Departments • Family Entertainment Centers • Water Parks • Fairs • Historical Sites • Tourist
Attractions • Performing Arts Centers • Concert Venues • Pari-Mutuel Facilities • Outdoor Facilities

Exhibiting at the NAC Trade Show...

... puts your company's products and services in front of an incredible variety of concessions buyers.

... gives you valuable publicity and awareness in NAC publications, brochures and NAConline.org.

... includes your company information in the Expo Exhibit Guide, a valuable post-show reference tool.

... affords you the chance to showcase your products and services.

... offers you the opportunity to network with industry leaders at expo events.

Here's what some attendees and exhibitors have to say:

"I ran out of time. Great Show!"

"Personal and intimate setting allowing for real 'face to face' time with exhibitors."

"Nice size and a nice tone. I had no problems talking to vendors, both the new ones and my existing partners."

"I found that the NAC trade show and meeting times were much more personalized and focused rather than the quick visits and meetings that tend to be the norm at the larger expos."

For more information, please go to www.NAConline.org

NAC Expo Sponsorship Levels and Benefits

Platinum Level (\$10,000 and above)

- Logo recognition and major prominence on every expo page on the NAC web site throughout the year;
- Recognition in all pre-expo marketing, both in print and via email;
- Company name and logo noted in program, and special thank-you folder given to all expo registrants;
- Recognition in pre- and post-expo press releases;
- Signage at event;
- Thank you announcement and invitation to address attendees at event;
- Invitation for two to invitation-only board/sponsor VIP party on Monday, July 14th.
- Seated on dais and recognized as major sponsor at NAC Membership Luncheon on Thursday, July 17th.

Gold Level (\$5,000 to \$9,999)

- Logo recognition and major prominence on every expo page on the NAC web site throughout the year;
- Recognition in all pre-expo marketing, both in print and via email;
- Company name and logo noted in program, and special thank-you folder given to all expo registrants;
- Recognition in pre- and post-expo press releases;
- Invitation for two to invitation-only board/sponsor VIP party on Monday, July 14th.
- Seated on dais and recognized as major sponsor at NAC Membership Luncheon on Thursday, July 17th.

Silver Level (\$2,500 to \$4,999)

- Logo recognition and major prominence on every expo page on the NAC web site throughout the year;
- Recognition in all pre-expo marketing, both in print and via email;
- Company name and logo noted in program, and special thank-you folder given to all expo registrants;
- Recognition in pre- and post-expo press releases;
- Signage at event;
- Invitation for two to invitation-only board/sponsor VIP party on Monday, July 14th.

Bronze Level (\$1,000 to \$2,499)

- Recognition in all pre-expo marketing, both in print and via email;
- Company name and logo noted in program, and special thank-you folder given to all expo registrants;
- Recognition in pre- and post-expo press releases;
- Signage at event.



The Concession & Hospitality Expo

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Denver Marriott City Center
Denver, CO



TERMS AND CONDITIONS:

1) Contract for Space. This application for space in the Exhibit area of the NAC Concession & Hospitality Expo (Exhibit Area), subsequent formal notice of assignment by National Association of Concessionaires (NAC) and the full payment of rental charge constitute a contract for the right to use exhibit space (Space). In the event of fire, strike, or other uncontrollable circumstances which render the Exhibit Area unfit or unavailable for use or cause the NAC Concession & Hospitality Expo to be canceled, this contract will be binding and any payments on account of Space rental will be refunded. Management reserves the right in its discretion to make such modifications to the size or configuration of each Space as may be necessary, but any adjustment shall be made equitably to each Vendor affected thereby.

2) Payment for Space. Applications for Space must be accompanied by a deposit in U.S. Funds for a minimum of 50% of the full amount contracted for and made payable to National Association of Concessionaires (which will be credited when Space has been assigned). Payment for all remaining balances is due on or before June 30, 2014 for contracted space. Full payment must accompany application for Space made after June 30, 2014.

3) Cancellation Policy. If Space is canceled by Vendor after June 30, 2014, no payment will be refunded. Cancellation after May 1, 2014 and prior to June 30, 2014 will receive 50% refund of total payment or the entire deposit if the vendor has not fully paid for the Space.

4) Rental Space Usage. All exhibits shall conform to all fire and building codes in the city of Denver and the state of Colorado. Exhibits and exhibitors shall not do anything of a nature or operation that will disturb fellow exhibitor's right to exhibit.

5) Agreed upon space. All booths and combination of booths available on a first come basis. Single booths are 8' x 10' and will consist of back and side drapes, (1) skirted table, (2) chairs and a waste basket and a standard company identification sign. Electrical is not provided, but can be obtained through the Denver Marriott City Center.

6) Exhibitors shall not assign or sublet its space without prior written permission of NAC. All activities, sales or demonstrations shall be done in agreed rental space.

7) NAC reserves the right, at its discretion, to prohibit anything which it determines objectionable that will deter the overall expo.

8) Restrictions in Operations of Exhibits. NAC reserves the right, in its sole discretion, to restrict any exhibit which may, because of noise, method of operation, materials, or any reason become objectionable, and also to prohibit any exhibits which, in the opinion of NAC, may distract from the general character of the NAC Concession & Hospitality Expo.

9) Care of Building & Equipment. Vendors and its agents shall not injure, deface or damage hotel property that houses the NAC Concession & Hospitality Expo. If such damage appears, Vendor is liable to the owner of the property so damaged.

10) The NAC Concession & Hospitality Expo has exclusively contracted with GES to assist you and provide exhibitor services for all vendors. NAC will allow vendor to build booth in prescribed space as long as all laws and codes are followed.

11) Liability. Vendor is required to maintain a Certificate of Insurance, with a minimum of \$1,000,000 liability coverage, including property damage. NAC, Denver Marriott City Center and GES must be named as additional insureds.

12) Circulation & Solicitation. Distribution of circulars or promotional materials may be made only in the Space assigned to the Vendor presenting such materials. Any organization or individual not assigned space in the Expo will not be permitted to solicit business within the Expo. Vendors are requested to inform NAC of their knowledge of such occurrence.

13) Amendments & Waivers. This agreement (consisting of these terms and conditions), formal notice of assignment of Space, and the full payment of the rental charge constitutes the entire Agreement between NAC and the Vendor relating to the NAC Concession & Hospitality Expo. No term or condition may be modified except as specifically made in writing signed by the party against whom enforcement is sought. No express or implied waiver by NAC of any default hereunder shall in any way be, or be considered to be, a waiver or any future or subsequent default whether similar in kind or otherwise. If any provision of this Agreement is declared invalid by any tribunal, then such provisions shall be deemed automatically adjusted to the minimum extent necessary to conform to the requirements for validity as declared at such time and, so adjusted, shall be deemed a provision of this Agreement, as though originally included herein. In the event that the provision invalidated is of such a nature that it cannot be adjusted, the provision shall be deemed deleted from this Agreement as though such a provision had never been included herein. In either case, the remaining provisions of this Agreement shall remain in effect.

14) Governing Law. This agreement shall be governed by the laws of the state of Illinois, applicable to agreements made and to be wholly performed within. In the event any disagreement arises between the parties to this agreement pertaining to the subject matter hereof, the parties agree that the disagreement shall be settled by arbitration in accordance with the rules of the American Arbitration Association. Such arbitration shall take place in Chicago, Illinois. Any award made by the arbitrator(s) shall be final and binding upon the parties hereto, and judgments thereon may be entered in any court of competent jurisdiction. The prevailing party in any such arbitration, as determined by the arbitrator(s) shall be entitled to its reasonable attorney's fees and costs.

NAC Signature: _____ Date: _____

Vendor Signature: _____ Date: _____

Vendor Company: _____

For more information, please go to www.NACOnline.org



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The NAC Trade Show will be held on the afternoons of
Wednesday and Thursday, July 16-17, 2014.
You may guarantee your spot by making a commitment to
NAC Convention sponsorship at a silver level or above.

— Booth Registration Prices —

	Before 5/3/14	After 5/3/14
8' X 10' Standard Booth*	▼	▼
NAC Member Companies	\$1,250	\$1,400
Non-Member Companies	\$1,750	\$2,000

* includes complimentary invitation to
Tuesday Opening Night Reception and Silent Auction.

**By becoming an NAC member, you will save on your booth and
reap the other considerable benefits of NAC membership!
The First Year Membership is only \$180!**

A deposit of 50% is due at the time of the booth application. The remainder of the booth fees are due by June 30, 2014.
All booths include one 6-foot skirted table, two chairs, one wastebasket, back and side drapes, existing carpet, one booth
identification sign, and free trade show passes for your customers. The company will be listed under the name provided.

Company _____
Contact Name _____ Title _____
Address _____
City _____ State _____ Zip _____
Telephone _____ Fax _____
Email _____ Website _____

Description of products/services: _____

☐ I would like to participate in Product Presentations (new exhibitors only)

Each booth will have the opportunity to purchase one full NAC Expo registration at a rate of \$495. This registration will include
all educational programs, three breakfasts, two lunches, refreshment breaks, two outstanding evening events and the opportunity to
network with buyers outside of the trade show floor. Additional expo registrations can be purchased at the prevailing rates.

One Full expo registration @ \$495:

Name: _____ Email _____

Address (if different than above) _____

Booth Selection (diagram on previous page - please list 6 choices): 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____

_____ I want to save my booth location by making a expo sponsorship commitment at the following level:
(DO NOT include payment for sponsorship - You will be contacted to discuss your sponsorship options)

☐ Platinum (\$10,000 +) ☐ Gold (\$5,000 - \$9,999) ☐ Silver (\$2,500 - \$4,999) ☐ Bronze (\$1,000 to \$2,499)

TOTALS:

Total booth registration:\$ _____

One total full expo registration @ \$495:\$ _____

GRAND TOTAL:\$ _____

Cancellation Policy. If Space is canceled by Vendor after June 30, 2014, no payment will be refunded. Cancellation after May 1, 2014
and prior to June 30, 2014 will receive 50% refund of total payment or the entire deposit if the vendor has not fully paid for the Space.

Payment Information

MAIL THIS FORM & CHECK PAYABLE TO: National Assn. of Concessionaires (Payable in U.S. funds only, drawn on a U.S. bank.)
180 N Michigan Ave., #2215, Chicago, IL 60601; OR Fax to (312) 236-7809; Charge to: ☐ Visa ☐ MasterCard ☐ Am. Ex.

Total Amount to be charged: \$ _____ **Questions? Call (312) 236-3858 or email info@NACOnline.org**

Cardholder Name _____

Acct. No. _____ Exp. Date _____ Verification Code _____

Billing Address _____

Signature _____