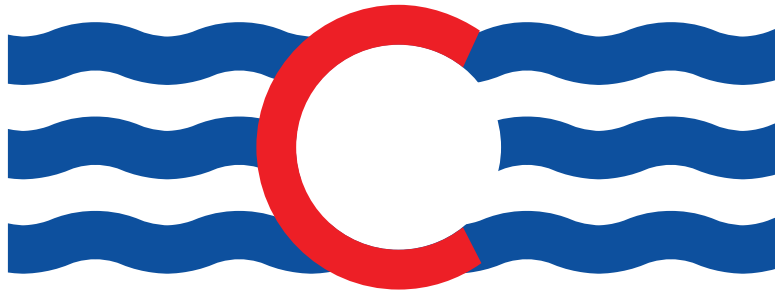




# Concession and Hospitality Expo



## Trade Show

Hyatt Regency Cincinnati and the Duke Energy Convention Center



The Trade Show will be held on Wed., July 22nd (1:00 p.m. – 4:00 p.m.) and Thurs., July 23rd (2:30 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 • Airports
- Expo Centers • Race Tracks • Zoos • Aquariums • Colleges/Universities
- Stadiums • Bowling Centers • Festivals Casinos • Foodservice Contractors
- Ice & Roller Skating Rinks • Flea Markets/Swap Meets
- Park/Recreation Departments • Family Entertainment Centers • Water Parks
- Historical Sites • Tourist Attractions • Performing Arts Centers
- Concert Venues • Pari-Mutuel 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:

- "It was my first time attending and I met new friends and learned new things. It was a great event that helped me expand my reach to concessionaires and meet new contacts."*
- "Business sessions were the best ever. Nice balance of new folk in the trade show. Phenomenal Expo! A must attend event!"*
- "Always get a lot out of the event. From panel discussions to one on one conversations. The Expo is one of the best opportunities to showcase new products and make connections with my customers."*
- "Appreciate the opportunity to network with industry leaders. Still the show to attend if you want to work with theaters."*

For more information, please go to [www.NAConline.org](http://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;
- Participation in NAC EXPO Concession Stand & Access to EXPO Classroom
- 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 20th.
- Seated on dais and recognized as major sponsor at NAC Membership Luncheon on Thursday, July 23rd.
- Access to Sponsors Lounge on EXPO Floor
- Place sample product in EXPO Lobby Display Case

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

- Logo recognition and major prominence on every expo page on the NAC web site throughout the year;
- Participation in NAC EXPO Concession Stand & Access to EXPO Classroom
- 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 20th.
- Seated on dais and recognized as major sponsor at NAC Membership Luncheon on Thursday, July 23rd.
- Access to Sponsors Lounge on EXPO Floor
- Place sample product in EXPO Lobby Display Case

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

- Logo recognition and major prominence on every expo page on the NAC web site throughout the year;
- Participation in NAC EXPO Concession Stand & Access to EXPO Classroom
- 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 20th.
- Access to Sponsors Lounge on EXPO Floor
- Place sample product in EXPO Lobby Display Case

## 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.



# Concession and Hospitality Expo



# Trade Show

Wednesday, July 22nd and Thursday, July 23rd

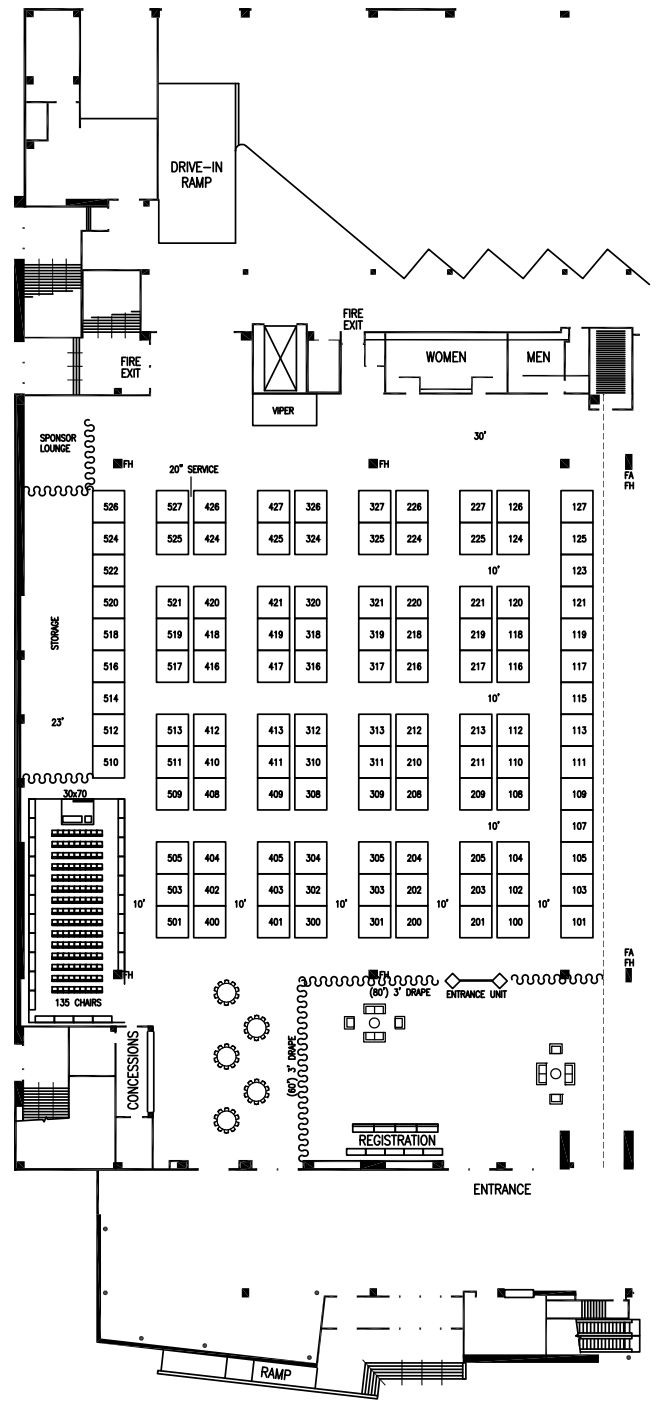
(1:00 p.m. - 4:00 p.m.)

(2:30 p.m. - 4:00 p.m.)

### 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, 2015 for contracted space. Full payment must accompany application for Space made after June 30, 2015.
- 3) Cancellation Policy. If Space is canceled by Vendor after June 30, 2015, no payment will be refunded. Cancellation after May 1, 2015 and prior to June 30, 2015 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 Cincinnati and the State of Ohio. 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 10' 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 Duke Energy Convention 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 Viper Tradeshow Services™ to assist you and provide exhibitor services for all vendors. NAC will allow the vendor to build a booth in the 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, Duke Energy Convention Center, and Viper Exhibit Services 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

## 2015 NAC Tradeshow Floor Plan



- 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.

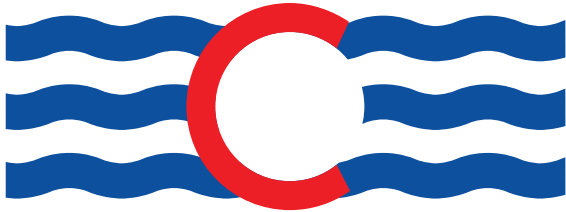
I HAVE READ AND AGREE TO THE TERMS AND CONDITIONS ABOVE:

NAC Signature: _____	Date: _____
Vendor Signature: _____	Date: _____
Vendor Company: _____	

For more information, please go to [www.NAConline.org](http://www.NAConline.org)



# Concession and Hospitality Expo



## Trade Show

Hyatt Regency Cincinnati and the Duke Energy Convention Center

Wednesday, July 22nd and Thursday, July 23rd  
(1:00 p.m. - 4:00 p.m.) (2:30 p.m. - 4:00 p.m.)

The NAC Trade Show will be held on the afternoons of Wednesday and Thursday, July 22-23, 2015.

You may guarantee your spot by making a commitment to NAC Convention Sponsorship at a Silver Level or above.

### — Booth Registration Prices —

	Before 5/2/15	After 5/2/15
<b>10' X 10' Standard Booth*</b>		
NAC Member Companies	\$1,300	\$1,400
Non-Member Companies	\$1,800	\$2,000

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

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

Trade Show Booth

A deposit of 50% is due at the time of the booth application. The remainder of the booth fees are due by June 30, 2015. All booths include one 6-foot skirted table, two chairs, one wastebasket, back and side drapes, one booth identification sign, and free trade show passes for your customers. [carpeting can also be provided to exhibitors through Viper Tradeshow Services at 847-426-3100 or [DKordecki@vipertadeshow.com](mailto:DKordecki@vipertadeshow.com)]

Your company will be listed under this name provided:

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

Description of products/services: \_\_\_\_\_

New Exhibitors Only - I would like to participate in Product Presentations (more information will be provided)

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.

Expo Registration and Sponsorship

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 an **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, 2015, no payment will be refunded. Cancellation after May 1, 2015 and prior to June 30, 2015 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](mailto:info@NACOnline.org)

Cardholder Name \_\_\_\_\_

Acct. No. \_\_\_\_\_ Exp. Date \_\_\_\_\_ Verification Code \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_