

EXHIBITOR GUIDELINES & APPLICATION

Northwest Environmental Conference & Tradeshow

December 7 & 8, 2006 • Red Lion Hotel on the River – Portland, OR

Welcome!

You are invited to exhibit at the 2006 Northwest Environmental Conference (NVEC) tradeshow presented by the Northwest Environmental Business Council (NEBC). NVEC is the largest, most comprehensive environmental conference and tradeshow in the Pacific Northwest. NVEC's goal is to provide Northwest businesses, agencies and other organizations with high-quality, low-cost environmental training, information, discussion and networking opportunities. The conference format and trade show provide a collaborative setting and numerous opportunities for networking among environmental professionals, government officials and service providers. The tradeshow showcases companies offering advanced environmental technologies and services. This is a great opportunity for you to bring your latest innovations and service offerings in front of decision-makers, product buyers and regulated community.

Conference Dates

December 7 & 8, 2006

Conference Location

Red Lion Hotel on the River – Jantzen Beach
909 North Hayden Island Drive
Portland, Oregon

Trade Show Hours (tentative):

Thursday, December 7, 2006 7:30 AM - 6:15 PM
Friday, December 8, 2006 7:30 AM - 2:00 PM

Exhibitors can plan to see greater attendee traffic during conference's meals, breaks and reception that will be held in the ballroom. Please make sure you have staff at your booth during these times. (Conference program will list meals, breaks and reception times.)

Event Specs & Package

Exhibiting Company Receives:

- One complimentary booth representative registration (includes lunch for both days of show and the evening reception). Additional booth representative registrations and name badges can be purchased.
- Company listing in the *Conference Program and Exhibitor Directory* if exhibitor application and description is received by November 1, 2006.
- Company listing on the conference registration brochure if exhibitor application is received by July 1, 2006.

Booth Specifications

- 10' wide by 8' deep standard exhibit booth
- 8' drapery along back and 3' along sides of exhibit booth
- 7" x 44" exhibitor identification sign
- 8' skirted table
- 2 - side chairs
- 1 - wastebasket
- 1 - 600 watt outlet

For additional rental items and **freight shipping**, please contact the show decorator, Dave White, DWA Trade Show & Exposition Services, at 503.228.6800 or online at www.dwatradeshow.com.

Space Restrictions

Single booth space is 10' W by 8' D, double booth space is 20' W by 8' D. All demonstrations (except by prior arrangement with NEBC) or other activities such as distribution of descriptive literature will be confined to the exhibitor's own booth. No exhibitor shall assign, sublet, or share the whole or any part of his assigned space without the approval of NEBC. Exhibit display panel or equipment should not project further than 8' from the back drape and 36" along the side rails. There shall be no obstruction in the aisle. Noise level on sound systems, recorders, speakers, live music, etc, shall be maintained so as to not disturb the other exhibitors.

Exhibit Booth & Representative Fees

Single Booth Space - \$1450

▶ *NEBC members* receive a \$350 membership discount (\$1100)

Single Booth Space & Ad in the Conference Program & Exhibitor Directory (1/4 page black & white) - \$1725

▶ *NEBC members* receive a \$350 membership discount (\$1375)

Early Bird Special!

Submit your application and deposit by March 31, 2006 and receive \$150 off your booth price.

Single Booth Space - \$1300

▶ *NEBC members* receive membership discount (\$950)

Single Booth Space & Ad in the Conference Program & Exhibitor Directory (1/4 page black & white) - \$1575

▶ *NEBC members* receive membership discount (\$1225)

Additional Booth Representatives/Attendees

Additional Booth Representatives/Attendees Registrations can be purchased for an additional fee.

2 Day Booth Rep - \$120 (Includes lunch for both days of the conference and the reception.)

Thursday Only Booth Rep - \$75 (Includes lunch and evening reception.)

Friday Only Booth Rep - \$45 (Includes lunch.)

Name Badge Only - \$15 (This does not entitle the bearer entrance to lunches or reception.)

Reception Only - \$30 (Entrance into reception only.)

(*note: an additional charge may be added to booth reps added on the day of the conference, this does not include replacement reps)

Reserving Exhibit Space

The application for exhibit space must be completed in its entirety and non-refundable deposit of \$350 must accompany the application.

Contract for Space

The receipt and acceptance by NEBC of the signed application/contract accompanied by payment for the exhibit space will constitute a binding agreement for the right to use the space allocated. In the event of fire, strikes or other acts of nature rendering the exhibit area unfit or unavailable for use, this contract will be voided. Application for exhibit space must be made on the official form and accompanied by full payment to be considered final.

Payment Policy

The exhibitor agrees to enclose with application/contract the required non-refundable deposit and additional payments as outlined below. Payment may be made by check or credit card (Visa and MasterCard). Make checks payable to NEBC and mail with completed application to NEBC, PO Box 672, Portland, OR 97207. Credit card payments may be mailed to the address above or faxed to NEBC at 503.222.5050 with the completed application/contract.

Payment Schedule

Non-refundable \$350 deposit due with application

Additional 50% is due by September 10, 2006

Final balance due by November 10, 2006

Cancellation/Refund Policy

Notification of booth space cancellations must be in writing and received on or before the dates outlined below. Notification can be mailed to NEBC, PO Box 672, Portland, OR 97207 or by fax at 503.222.5050. Any cancellation of booth space for any reason is subject to the following refund schedule and terms. There will be no refund for exhibitors who for any reason do not exhibit at NWEBC and have not submitted a written cancellation request prior to the deadlines outlined below.

Cancellation/Refund Schedule

Exhibitor is responsible for non-refunded deposit of \$350.

Between September 10, 2006 and November 10, 2006
Exhibitor is responsible for non-refundable deposit and 25% of total balance.

After November 10, 2006
Exhibitor is responsible for entire exhibit fee regardless of reason for cancellation.

Liability & Security

Exhibitor agrees to assume all responsibility for any loss or injury related to their booth, and that they shall indemnify and hold harmless NEBC and Associated Oregon Industries (AOI) from all liability which may ensue, for any cause. The exhibit room will be secured, to the extent possible, during those hours when the exhibit area is not open to the public. However, NEBC and AOI cannot guarantee against loss, damage, or injury of any kind. Be advised, exhibitor should not to leave valuables unattended during setup, exhibit hours and after show hours, and/or tear down. Exhibitors are solely responsible for the security of their exhibits and equipment. A security guard will be monitoring the secured hall from 6:30 PM - midnight on December 6, 2006 and 12:00 AM – 6:30 AM and 6:30 PM – midnight on December 7, 2006.

Code of Professional Responsibility

Exhibitor agrees to interact with integrity and courtesy toward all clients, colleagues, and conference participants and staff. Exhibitor agrees to provide services to the benefit of all NWEAC attendees.

Assignment of Space

Priority for space will be assigned first to NEBC sponsoring members, if application/contract and deposit are received by March 15, 2006. After March 15, 2006, priority for space assignment will be based on the order in which applications are received in the NEBC office and availability of space requested. Non-refundable deposit must be received before space assignment can be confirmed. NEBC will make every effort to make assignments to preferred booth location. If this space is not available, exhibitor will be contacted to discuss alternative space. If exhibitor is unavailable for discussion, NEBC will assign the next best available space. NEBC reserves the right to relocate or reassign exhibit booths at any time for the overall benefit of the conference.

Installation of Exhibit

Wednesday, December 6, 2006 3:30 PM - 6:30 PM

Installation of exhibit equipment and material must be completely set-up and in-place by 6:30 PM on December 6, 2006. Unclaimed space will be reassigned by NEBC without refund of any rental fees.

Dismantling of Exhibit

Friday, December 8, 2006 2:00 PM - 4:00 PM

Dismantling of booths may commence no earlier than 2:00 PM and the exhibit area must be completely cleared by 4:00 PM.

Exhibitor Registration

Exhibitor representatives must check-in and register at the Exhibitor Registration table between 7:30 AM - 8:30 AM on Thursday, December 7, 2006. At this time, exhibiting companies will receive conference packet which will include name badges, *Conference Program and Exhibitor Directory*, and other pertinent information.

Hotel Accommodations

A special rate of \$95 for single occupancy plus tax and \$105 for double occupancy plus tax on a standard room has been negotiated with the Red Lion Hotel on the River – Portland, OR. A King Riverview room rate is \$110 for single occupancy plus tax and \$120 double occupancy plus tax. To take advantage of this special rate hotel reservations must be made by November 16, 2005. Reservations may be made at www.portlandjantzenbeach.doubletree.com or by calling the reservation line at 503.283.4466 or 1.800.643.7340. When calling, please identify yourself with NWEAC and use the group code NWE.

Conference Program and Exhibitor Directory

The *Conference Program and Exhibitor Directory* will be included in the conference packet that each registered attendee will receive at check-in. The guide will include contact information and company description of exhibiting firms, and a map of the tradeshow floor. Please provide a brief company description (100 words or less) to cara@nebc.org by October 20, 2006, to be included. Faxed and mailed submissions will not be accepted. For NEBC members who do not provide a description, the description provided for the *2006 NEBC Membership Directory & Resource Guide* will be used.

Tradeshow Guest Passes

After the completed application/contract and non-refundable deposit are accepted, exhibiting companies will receive six guest passes, which admit one guest per pass to attend the tradeshow. Feel free to make additional copies of guest passes to provide to your clients. This pass does not entitle the bearer entrance to the conference sessions nor to any food and beverage.

Advertising Opportunities

Increase your company's exposure through advertising in the *Conference Program and Exhibitor Directory*! All attendees receive and reference the conference program. Advertising in the conference program will reinforce your organization's presence and help you secure long-term business. Save \$175 on advertising by purchasing a quarter page black & white advertisement in addition to your booth space. Don't miss this great opportunity to double your exposure.

Ad Specs and Production Requirements:

Black & white

1/2 page (horizontal) 7 1/2" x 5"

Trim size 8 1/2" x 11"

Digital: Digital files may be sent on disc or e-mailed. All accompanying images and fonts must be included. All ads submitted digitally MUST BE in Macintosh format in one of the following programs:

Adobe Illustrator 8.0 or lower - Convert all fonts to outlines, include image links and save to PPS file

Adobe Photoshop 5.5 or lower - Render all type

Adobe Acrobat PDF- Embed all fonts

Macromedia Freehand EPS - Convert all fonts to outlines, include image links and save to EPS file

QuarkXpress 4.1- Macintosh Format, include all fonts and image links

Ads saved into an Adobe PDF file will be accepted but we cannot guarantee that this process will be completely successful. Please "stuff" or "zip" all files and e-mail to hoover@1of4studio.com, or mail to 1of4studio, 800 NW 6th Avenue, Suite 309, Portland, OR 97209. For artwork submission, specifications or technical questions only call Hoover at 503.796.1095.

Door Prize

Exhibiting companies have the opportunity to provide at least one gift with a minimum value of \$35 for the trade show door prizes. It is the exhibitor's responsibility to collect names and business cards from attendees and make the drawing for their prize the morning of December 8, 2006. Exhibitors will need to turn in the winner's name and company to the exhibitor registration table no later than 8:30 AM on December 8, 2006. The Winners' Board will be placed in the tradeshow on the second day of the conference.

Tips & Strategies for Successful Exhibiting

Before the Show: Pre-sell your booth

- Create a pre-show mailing to invite your customers and prospects to visit your exhibit booth.
- Personally call your best contacts and prospects to invite them.
- Promote your booth on your website and other promotional material.

At the Show: Create a welcoming atmosphere

- Increase traffic to your booth by leaving the center of the exhibit open and avoid using tables as barricades.
- Avoid guarding your exhibit and stand away from your display or equipment to allow prospects to approach the display without your interference.
- Sit on a barstool or stand to keep yourself at eye-level with most visitors, eliminating the sense of distance between you and your visitor.

After the Show: Follow-up is essential

- Send a follow-up letter to all your leads generated at the show.
- Call your leads -- a telephone call is the most powerful tradeshow follow-up.

A New Shade of Green

In 2003 NWEA established a conference greening program to demonstrate how we can use environmental practices in conference planning. To continue this effort we encourage you to take steps to contribute to the greening of the conference. How you can help green the conference?

- Take alternative transportation – Rideshare with www.CarpoolMatchNW.org or Public Transportation with TriMet, www.trimet.org
- Minimize handouts and reduce the number of disposable giveaways
- Print handouts on recycled paper with soy-based ink and print double-sided when possible
- Promote electronic information (website, email subscriptions, etc.)
- Reuse or recycle leftover brochures, documents, handouts, etc.
- Promote your company's environmental initiatives

**2006 Northwest Environmental Conference & Tradeshow
Exhibitor Application/Contract**

December 7 & 8, 2006

Red Lion Hotel on the River, Portland, Oregon

Please complete all section of application/contract and return with payment to NEBC, NWECE Exhibitor, PO Box 672, Portland, Oregon 97207 or fax to 503.222.5050. Please FAX application, even if mailing payment. For questions, please contact NEBC, at 503.227.6361.

Contact Information

Company Name

Contact Person (for correspondence only)

Mailing Address (for correspondence only)

City / State / Zip

Phone / Fax

Email (for correspondence only)

Booth Representatives

Complimentary Booth Representative

City / State

Additional Booth Representative

City / State

Additional Booth Representative

City / State

Booth Preference

Refer to the exhibit hall floor plan and select desired space in order of preference. Priority for space will be assigned to NEBC sponsoring members if application and deposit are received by March 15, 2006. After March 15, 2006, priority for space assignment will be based on the order in which applications are received and availability of space requested. *Exhibitor Guidelines* for additional details.

Choice: First Second Third

Booth #: _____ _____ _____

Exhibitor Guide

The following information will be published in the 2006 NWECE Conference Program & Exhibitor Directory that is distributed to each conference registrant.

Address

City / State / Zip

Phone

Website

Please provide a brief company description (100 words or less) to sue@nebc.org by October 20, 2006 to be included in the *Conference Program & Exhibitor Directory*. Faxed and mailed submissions will not be accepted. Please see *Exhibitor Guidelines* for further details.

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- 2 Day Booth Rep - \$120
- Thursday Only Booth Rep - \$75
- Friday Only Booth Rep - \$45
- Name Badge Only - \$15
- Reception Only - \$30

Payment A minimum non-refundable deposit of \$350 must accompany this form.

Booth Space: ____ x \$ ____ = \$ ____

Additional Booth Representatives:

2-Day Booth Reps ____ x \$120 = \$ ____

Thursday Only Booth Reps ____ x \$75 = \$ ____

Friday Only Booth Reps ____ x \$45 = \$ ____

Name Badge Only ____ x \$15 = \$ ____

Reception Only ____ x \$30 = \$ ____

Total Due: = \$ ____

Amount Enclosed: = \$ ____

Balance Due: = \$ ____

Method of Payment: Check Visa MasterCard

Card #: _____ - _____ - _____ - _____

Exp. Date: __ / __ Card Verification Number: _____

Payment may be made by check or credit card (Visa and MasterCard). Make checks payable to NEBC and mail with completed registration application to NEBC, NWECE Exhibitor, PO Box 672, Portland, Oregon 97207.

Upon acceptance by the Northwest Environmental Business Council (NEBC), this application for exhibit space for the 2006 Northwest Environmental Conference will become a contract between the applying exhibitor and NEBC. The exhibiting company and its representatives agree to abide by the terms and conditions listed in the *Exhibitor Guidelines*.

Authorized Signature

Printed Name

Date