



IMPORTANT INFORMATION

National Sheriffs' Association 2017 Annual Conference & Exhibition

**Reno, Nevada
June 23 - 28, 2017**

Exhibitor Space Costs

The Exhibition will be held at the Reno-Sparks Convention Center. All booths are 10' wide x 10' deep. To reserve space, complete the NSA Exhibitor Contract. Please contact Kathy Maguire at 770.432.8410 x 153 or kmaguire@sheriffs.org for larger booth spaces.

Booth fees are \$2,200 per 10' x 10' space plus \$200 premium for corner booths. A 50% deposit of the total booth fee is due on contracts submitted through Nov 30, 2016. Contracts submitted between Dec. 1, 2016 – Feb. 28, 2017 will require a 75% deposit and 100% of the total booth fee is due when submitting contracts starting on Mar. 1, 2017.

The following items are included in the booth rental:

- 8' back drapes and 3' side rails
- Company listing in the Official Conference Program (deadline applies). Listing includes company name, mailing address, booth number, phone number, 25-word company/product description, and contact email and web address.
- Company listing in the May/June 2017 pre-conference edition of *Sheriff & Deputy* magazine (deadline applies).
- Two full conference registrations per 10x10 booth, additional badges and meal tickets may be purchased.
- Includes pre- and post-show attendee list (excluding opt out)

Show colors and drapings are blue and white. Show management requires that booths be completely carpeted at the exhibitor's expense. Exhibitors not furnishing their own carpeting must secure it through Brede Exposition Services.

Exhibitor Registration

Exhibitor registration will open in early 2017. An email with registration instructions will be sent to the contact person listed in the top section of the exhibitor contract at that time.

Exhibitors are allotted two full conference registrations per 10x10 booth space. Additional badges and meal tickets are available for purchase. Any additional full conference registrants will be at full price. Make note that these registrants DO NOT include any other special ticketed events - additional fees apply if you wish to attend those functions.

Exhibitor Service Kit

The exhibitor service kit will be available late March 2017. Brede Exposition Services will email the complete kit, including login details, to the person listed in the top section of the contract. A kit will be available for review on our conference webpage.

Hotel Accommodations

Information on hotel accommodations will be made available on our conference website by mid-December.

IMPORTANT DATES/TIMES

Exhibitor Registration

Saturday, June 24	8:00 am – 5:00 pm
Sunday, June 25	9:00 am – 5:00 pm

Exhibit Hall Set-Up/Tear Down

Saturday, June 24	8:00 am – 12:00 pm (vehicle move-in only) 12:00 pm to 5:00 pm (for non-vehicles)
Sunday, June 25	9:00 am – 4:00 pm
Tuesday, June 27	3:00 pm – 8:00 pm (tear down)
Wednesday, June 28	8:00 am – 12:00 pm (tear down)

Exhibit Hall Show Hours

Sunday, June 25	5:30 pm – 7:00 pm
Monday, June 26	10:00 am – 3:00 pm
Tuesday, June 27	9:00 am – 3:00 pm

Hall hours are subject to change.

Plan Now for Upcoming NSA Exhibitions!

- 2018 New Orleans, LA June 15 - 20
- 2019 Louisville, KY June 16 - 21
- 2020 Tampa, FL June 21 - 26
- 2021 Phoenix, AZ June 21 - 25
- 2022 Ft. Lauderdale June 20 - 24

**DON'T MISS OUT ON YOUR 1ST CHOICE -
SELECT YOUR BOOTH LOCATION TODAY!**



NSA 2017 EXHIBITOR CONTRACT

2017 Annual Conference & Exhibition • Reno, NV • June 23 - 28, 2017

Return deposit to: National Sheriffs's Assoc. Trade Show, Attn: Terri Hicks, 1450 Duke Street Alexandria, VA 22314-3490
800.424.7827 • 703.838.5301 • Fax: 703.842.6204 • www.sheriffs.org • terrih@sheriffs.org

PART 1: EXHIBITOR CONTACT INFORMATION (ALL INFORMATION REQUIRED)

CONTACT INFORMATION FOR BILLING, RECEIPTS, AND CORRESPONDENCE

Name _____

Title _____

Company/Organization _____

Street Address _____

City _____ State _____ ZIP _____

Phone _____ Cell _____

E-Mail _____

Company Name (Type or print information exactly as it should appear in the official conference program, booth sign and online floor plan) _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Cell _____

E-Mail _____

Web address _____

Description of product/company for conference program and online floor plan (25 words or less):

PART 2: BOOTH SELECTION

Booth Price: (per 10x10 booth): \$2200 x # of booths requested: _____

Corner premium x \$200 x # of corner booths: _____

Total Booth Cost: (multiply booth price by number of booths requested): \$ _____

List booth location in order of preference: (please visit our website for available locations)

1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____

Organizations we wish to be near: _____

Organizations we do not wish to be near: _____

Space is assigned on a first-come, first-served basis. NSA will do its best to honor special requests. Go to www.nsaconference.org/exhibithall to view available booths.

PART 3: CONTRACT AGREEMENT

The undersigned hereby authorizes the National Sheriffs' Association to reserve exhibit space in the Reno-Sparks Convention Center, for use by the above company/organization during the 2017 NSA Conference & Exhibition. The undersigned agrees to abide by the Exhibition Rules and Regulations and to all conditions under which exhibit space at the Reno-Sparks Convention Center is leased to NSA, and ensures that all representatives working in the booth are aware of the terms, conditions, and rules pertaining to the exhibition.

SIGNED CONTRACT MUST BE RECEIVED BEFORE BOOTH SPACE IS ASSIGNED

I have read and agree to all Exhibition Rules and Regulations and to the Important Information Sheet.

Authorized Signature _____ Date _____

Print Name _____

For NSA Use Only:

Authorization # _____ # of Booths: _____

Booth Assignment(s): _____, _____, _____, _____, _____

Master ID#: _____

PAYMENT INFORMATION:

Total Booth Cost: \$ _____
(per 10x10 booth)

Corporate Partner Discount: \$ _____
(first 10x10 only)

Total Contract Amount: \$ _____

Amount Enclosed: \$ _____

Contracting Deposit Terms:

- Contracts received through Nov. 30, 2016 – 50% of total booth cost required
- Contracts received Dec. 1, 2016 – Feb. 28, 2017 – 75% of total booth cost required
- Contracts received after Feb. 28, 2017 – 100% of total booth cost required

Payment Terms:

- Deposit payment of 50% of total booth cost due by December 1, 2016
- Final payment of remaining booth cost due by March 1, 2017

METHOD OF PAYMENT:

Credit Card

Check #: _____

Purchase Order #: _____

Credit Card Information:

Name on Card

Card #

Exp. Date

Signature

PAYMENT SUBMISSION:

If paying by check:

MAIL (CONTRACT AND PAYMENT ENCLOSED):
National Sheriffs' Assoc. Trade Show
ATTN: Terri Hicks
1450 Duke Street
Alexandria, VA 22314-3490

If paying by credit card:

EMAIL/FAX (CONTRACT AND PAYMENT INFORMATION):
expocontracts@sheriffs.org or by fax 770.738.7417

Questions: 800.424.7827 or 703.838.5301

TOTAL BALANCE DUE MUST BE RECEIVED PRIOR TO MARCH 1, 2017 or your deposit will be forfeited and your space released. If balance is received later space will be assigned based on availability.



EXHIBITION RULES & REGULATIONS

2017 Annual Conference & Exhibition • Reno, NV • June 23 - 28, 2017

1. Standard Booth Description and Height Restrictions

Definition: One or more standard units in a straight line.

Depth: All display fixtures over 4 ft./1.22m height and placed within 10 lineal ft./3.05m of an adjoining exhibit, must be confined to that area of the exhibitor's space which is within 5 ft./1.52m of the backline.

Intent: Each exhibitor is entitled to a reasonable sightline from the aisle, regardless of the size of his exhibit. Exhibitors with larger space (30 lineal ft./9.14m or more) should also be able to effectively use as much of the total floor space as possible, as long as they do not interfere with the rights of others. The limitation on display fixtures over 4 ft./1.22m and within 10 lineal ft./3.05m of a neighboring exhibit is intended to accomplish both of these aims.

2. Set-up and Removal of Exhibits

Exhibit set-up begins Saturday, June 24:

Vehicles only from 8:00 am - 12:00 pm. All exhibits must be completely set by 5:00 pm on Sunday, June 25. Space not claimed and occupied by 3:00 pm on Sunday, June 25, will be forfeited and may be reassigned. Booth installation will not be permitted after the show opens. Exhibits must be removed from the Convention Center between 3 - 10 pm on Tuesday, June 27 or 8 am to 12 pm on Wednesday, June 28. However, exhibitors may not remove, dismantle, or begin to pack materials or displays before 3:00 pm on Tuesday, June 27. Any exhibitor who begins to tear down prior to this time will jeopardize participation in future shows.

3. Tentative Show Hours

Sunday, June 25 5:30 pm - 7:00 pm
Monday, June 26 10:00 am - 3:00 pm
Tuesday, June 27 9:00 am - 3:00 pm

At least one company representative must be present in the booth at all times during show hours.

4. Proper Use of Exhibit Space

Exhibitors may not reassign, sublet, or allow other companies to use the whole or a part of the space assigned by NSA. Exhibitors may not display or advertise any goods or services not manufactured, distributed, or otherwise provided by the exhibiting company during the normal course of business. All displays, demonstrations, sales activities, etc., must be contained within the reserved booth space. Exhibitors may not impede traffic through the aisles.

Only those companies exhibiting or sponsoring with NSA can promote their products or services and only in their assigned space. NSA policy firmly restricts representatives or organizations that have not been assigned an official exhibit booth space from soliciting business and from distributing promotional materials of any type within the Exhibit Hall area or any other areas. Those caught doing so will be immediately asked to leave. **NSA's status as a nonprofit organization precludes direct sales of any goods from the exhibit floor.** Delegates may place orders with exhibitors for goods or services. The use of audio-visual or other special effects equipment may not obstruct or otherwise interfere with adjacent booths.

5. Shipping, Decorating, and Services

An exhibitor service kit will be emailed to registered exhibitors, which will provide complete instructions, shipping information, and cost of available services and convention center guidelines. Rental furniture, special booth decorations, signs, labor, and electrical and janitorial services can be ordered in advance at prevailing rates. Brede is the official NSA service contractor.

6. Liability

NSA shall not in any manner or for any cause be held liable or responsible to any Exhibitor or any person for any injury or damage to any person, business or property in any related to or arising in connection with NSA's Exhibition. Each Exhibitor agrees to indemnify and to hold harmless NSA and its directors, officers, employees and agents (the Indemnified Parties) against any and all claims, liabilities, losses and expenses incurred or asserted against the Indemnified Parties which are caused by any act or omission of the Exhibitor or which occurs within the leased Exhibit Space by the Exhibitor or arises in connection with the activities of the Exhibitor with regard to the NSA Exhibition.

7. Insurance

An Exhibitor acknowledges that NSA and the Reno-Sparks Convention Center do not maintain insurance covering the Exhibitor's Property; and it is the sole responsibility of the Exhibitor to obtain business interruption coverage and property damage insurance covering any such property losses incurred by the Exhibitor.

8. Weapons and Explosives

Because of insurance restrictions, all weapons displayed in the exhibit hall must be rendered inoperative. This may be done by the removal of a critical component or by using trigger locks. An armorer will inspect all weapons before opening the exhibit hall. Live explosives of any type, that includes but is not limited to ammunition, smoke grenades, or other devices, are not permitted in the exhibit hall under any circumstances. Be sure to check the state of Nevada law pertaining to bringing weapons into the state.

9. Cancellation/Failure to Occupy Rented Space/Downsize

Exhibitor may cancel or otherwise reduce space requirements only by giving written notice to NSA and complying with the terms hereof. In the event an exhibitor cancels all or part of the exhibit space contracted for 15 days after the date on the Assignment Letter, Exhibitor agrees to pay as liquidated damages the following:

If downsizing:

- 50% of the downsized contracted amount if written notice is received on or before November 30, 2016.
- 75% of the downsized contracted amount if written notice is received between December 1, 2016 and February 28, 2017.
- 100% of the downsized contracted amount if written notice is received after February 28, 2017.

If cancelling:

- 50% of the contracted space cost if cancellation is received on or before November 30, 2016.
- 75% of the contracted space cost if cancellation is received between December 1, 2016 and February 28, 2017.
- 100% of the contracted space cost if cancellation is received after February 28, 2017.

In the event that an exhibitor fails to remit all of the liquidated damages on the cancelled space, the exhibitor shall not be permitted to participate in future NSA events. Payment of unused space may not be applied towards the purchase of space at other NSA events. Subletting of space by exhibitor is prohibited.

10. No-Show Policy

Any exhibit space unoccupied by 3 pm on Sunday, June 25, 2017, unless other arrangements have been made in advance with NSA, may be regarded as a "no-show." The exhibitor will be deemed to have cancelled the exhibit space contract and, as such, the exhibitors will pay as liquidated damages 100% of the total contracted space fee. All freight will be removed from the exhibitor's booth and returned to the loading dock at the exhibitor's expense, and NSA will be free to assign the space to other exhibiting companies or utilize the space at its discretion.

11. Rejection of Application

NSA reserves the right to cancel or refuse rental of display space to any person or company whose conduct or display of goods is, in the opinion of the show manager, incompatible with the general character and objectives of the exhibition.

12. Compliance with the Law

NSA and the exhibitor shall comply with all laws and/or ordinances of the United States, the state of Nevada, Washoe County and the city of Reno and wherever applicable, all rules and regulations of the local police and fire departments during the exhibition and during the preparation, set-up, and teardown of the exhibition.

13. Interpretation and Amendment

NSA and the show manager shall have full power to interpret or amend these Rules and Regulations. The exhibitor agrees to abide by any rules or regulations that may be adopted hereafter by NSA. These Rules and Regulations become a part of the contract between the exhibitor and the National Sheriffs' Association. They have been formulated in the best interest of the exhibitors. The show manager respectfully asks the full cooperation of the exhibitors in complying with these Rules and Regulations. All points not covered are subject to the decision of NSA.

14. Financials

All exhibiting companies must be in good standing with NSA, i.e., all outstanding invoices (over 30 days) for advertising, or any other item, must be paid in full before exhibiting companies will be allowed to set up their display.

15. Good Neighbor Policy

NSA requires all exhibitors to abide by the good neighbor policy. All exhibitors must consider those across the aisle and those on either side of them when their display involves lights, sound, etc. Pictures or videos cannot be taken of another person's booth without their expressed permission.

16. Suit Casing

Please note that while all meeting attendees are invited to the exhibition, any attendee who is observed to be soliciting business in the aisles or in other public spaces, in another company's booth, or in violation of the IAEE Exhibition Policy will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to show management.

17. Promotional Activities, Contests and Giveaways

NSA reserves the right to prohibit, limit or discontinue the distribution of gifts, giveaways, or similar promotions. All promotional activity must be within the confines of the exhibitor's booth. Distribution of products, promotional materials or brochures outside contracted booth space is strictly prohibited. No announcements will be made of exhibitor's contests, drawings or winners during the exposition and it is the exhibitor's responsibility to inform the winner and to make arrangements for winner to receive the prize or giveaway. All exhibitors are expected to follow the rules of the state in which the exhibition is being held as pertains to giveaways, contests, raffles, etc.