



The National Aquatic Conference & Exposition  
March 27-28, 2008 ~ Palm Springs ~ California

**Top Reasons For**

**Exhibiting at NAC:**

- ✓ More than 500 attendees with decision-making power
- ✓ Three complimentary exhibit hall pass for your personnel
- ✓ Use of conference logos on marketing materials
- ✓ Company listing on the NRPA National Aquatic Conference & Exposition website – including a 50-word product description, complete company details, and listing by product
- ✓ Company listing in the official NAC show issue of Parks & Recreation magazine - NRPA's flagship publication
- ✓ Promotional and Sponsorship Opportunities

Sponsors enjoy greater corporate visibility at NAC, and exhibitors who use pre-show promotions and sponsorship can **effectively increase booth traffic by more than 35%**. NAC sponsorships are designed to provide exhibiting companies with unique marketing opportunities to reach your intended audience and to maximize your exposure at the NAC.

Whether your company wishes to promote to the entire attendee base or a highly defined segment, NAC has the promotional opportunities to meet your sales and marketing objectives and budget.

Please take a moment to view the possibilities and let us know how we can make your sponsorship experience a success! Also, if you have any ideas for a customized sponsorship, please let us know and NRPA will work with you to make it happen.

**All Sponsorships Include:**

- Recognition on NRPA website
- Acknowledgement anywhere 2008 sponsors are collectively listed
- Additional recognition customized for sponsors

To reserve your booth space or discuss sponsorship opportunities please contact.

Mallory Welch - 703.858.2197 – [mwelch@nrpa.org](mailto:mwelch@nrpa.org)

Please Note:

In order for your support to be recognized in the on-site program, which is distributed to all registrants, your commitment must be received no later than February 2, 2008.

# What did exhibitors and attendees have to say about the 2007 National Aquatics Conference?

**"It was a great show!!!"  
- Pannell Swim Shop**



**"All exhibitors were wonderful!  
Loved the exhibit hall this time around -  
great job!"  
- Anonymous**



**"The food in the hall was GREAT!  
Nice touch."  
- Mason Corporation**



**"Great people in organization and delegates.  
Our most influential and relevant attendees."  
- Paragon Aquatics**

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## Sponsorship and Marketing Opportunities

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### Banners, Signs & Logos

Exhibit Hall Aisle Signs .....	\$900
Exhibit Hall Entrance Banners .....	\$900
Registration Area Banners .....	\$900

### Education Programs

*Aquatic Facility Operator (AFO) Course Luncheon (Tuesday) .....	\$500
*Aquatic Facility Operator (AFO) Course Luncheon (Wednesday) .....	\$500
*Education Session .....	\$900
*Speaker Ready Room .....	\$1,000

### Participant Amenities

Bag Inserts .....	\$300
Notebooks .....	\$500
Highlighter & Pen .....	\$500
Attendee Lanyards .....	<b>SOLD</b>
<del>Conference Bags</del> .....	<del><b>SOLD</b></del>

### Special Events

*NAMS/AFO Meet & Greet.....	\$3,000
*General Session – Keynote & Awards.....	\$8,000
*Exhibit Hall Opening Reception .....	\$6,000
*Welcome Social – Pool Deck.....	\$6,000

Sponsors enjoy greater corporate visibility at NAC, and exhibitors who use pre-show promotions and sponsorship can **effectively increase booth traffic by more than 35%.**

*\*These sponsorships can be shared with another company or done alone.*

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## Banners, Signs & Logos

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- Exhibit Hall Aisle Signs - \$900
- Exhibit Hall Entrance Banners - \$900
- Registration Area Banners - \$900

## Education Programs

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### **Aquatic Facility Operator Course Luncheon (Tuesday & Wednesday) - \$500**

As the sponsor(s) of this luncheon, you have the opportunity to show your company's support of our premier pool operator training program. You will have the chance to give your brochure to people who work in municipal pools and have specific input on pool products. Your logo will also appear on the screen as guests enter the room. You'll also get noticed with recognition in the program, the Opening General Session "sponsors – thank you" slideshow and on the website!

### **Education Session - \$900**

Sponsor an education session of your choice. Your logo will appear on the screen while entering the room and also on the room sign. While attendees enter the room, your brochure will also be displayed on the entrance table. You'll also get noticed with recognition in the program, the Opening General Session "sponsors – thank you" slideshow and on the website!

### **Speaker Ready Room - \$1,000**

Quench the thirst of our educational speakers by providing coffee and drink. This room is where speakers come to organize their presentations, meet with other presenters and just relax before their sessions. Speakers will really appreciate you as you can provide cups, napkins with your company logo. You'll also get noticed with recognition in the program, the Opening General Session "sponsors – thank you" slideshow and on the website!

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## Participant Amenities

~ Reach Out To ALL Attendees ~

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### **Bag Inserts - \$300**

Promote your booth or products to all attendees! This insert will be placed in the registration bags. You will need to provide 600 copies, one page, 8 ½"x11" with eight pages being the maximum size. Details on when and where to send the flyers will be sent with confirmation.

### **Notebooks - \$500**



Attendees will receive a notebook with their registration bags. Your company's name and logo can be on the front of that notebook. Attendees will appreciate you when they are taking notes in their education sessions. Sponsors will be responsible for producing and shipping notebooks to Palm Springs.

### **Highlighter or Pen - \$500**

Put your company's name in the hands of each attendee by supplying highlighters or pens. The highlighters and pens will be placed in each registration bag. Attendees will appreciate you as they write notes in their education sessions or highlight important information on handouts. Sponsors will be responsible for producing and shipping items to Palm Springs.

### **Attendee Lanyards - \$1,000**

Turn attendees into walking advertisements by sponsoring the NAC lanyards. This sponsorship is available to one company. The lanyards will be produced by NRPA and will include your logo. Extras will also be made so attendees can take them home for their pools and other aquatic companies. Many attendees request extras so they can take them home for their lifeguards and other employees. Proving this sponsorship can be used well after the 2008 NAC show ends.

### **Conference Bags - \$2,500**

Increase your company's visibility by adding your logo to the conference bag which is distributed on-site to all conference attendees! These bags are widely used during the show to carry conference materials and exhibit hall handouts. Your company can become a walking advertisement! Your sponsorship can provide months of exposure when attendees take these bags home.

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**NAMS/AFO Meet & Greet - \$3,000**

If you are a seasoned NAMS attendee or a first-timer you are invited to the NAMS Meet & Greet, the kick off of a great week! This is an event where attendees can take the opportunity to network with fellow colleagues and discuss the week of activities that has been planned. Picture your logo on the screen as attendees walk in. You'll also get noticed with recognition in the program, the Opening General Session "sponsors – thank you" slideshow and on the website!

**General Session - \$8,000**

The excitement builds as colleagues, supporters and friends assemble for the Opening General Session, the official start of the National Aquatic Conference. Always dynamic, entertaining and inspirational - the General Session brings influential and authoritative voices to parks, recreation and the aquatic industry. As part of the sponsorship, your logo will be displayed on the screen as attendees enter the room. You will get noticed with recognition in the program and on the website! A representative of your company will also be able to give a five-minute spotlight during the general session.

**Exhibit Hall Opening Reception - \$6,000**



Imagine over 400 delegates entering the exhibit hall only to see your name and logo posted everywhere! As part of this sponsorship you will be given two aisle signs, table and bar signs, napkins and the even the cake with your company name and logo. Everywhere attendees turn they will see your name and logo! You'll also get noticed with recognition in the program, the Opening General Session "sponsors – thank you" slideshow and on the website!

What are you waiting for? Claim this sponsorship today!

**Welcome Social ~ Pool Deck - \$6,000**

As attendees leave the Exhibit Hall Opening Reception, they're exhausted by all the business decisions they've made. All they want to do is relax and have some fun. Where do they go?

The Welcome Social on the Pool Deck of course! As attendees relax & just have some fun – they'll notice the napkins and table signs with your name & logo. You'll also get noticed with recognition in the program, the Opening General Session "sponsors – thank you" slideshow and on the website! While attendees are taking a dip in the pool, they'll notice you too! You can provide products of your choice that float in the pool! So jump on in and claim this sponsorship today!



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**NATIONAL AQUATIC CONFERENCE & EXPOSITION**

**EXHIBIT SPACE AGREEMENT**

**Palm Springs, California  
 Wyndham Palm Springs  
 March March 27 – 28, 2008**

**Return signed contract with deposit to:**

**NRPA Exhibits Department**  
 P.O. Box 7600, Merrifield, VA 22116-7600  
 Tel: 703.858.0784  
 Fax: 571.223.2420  
 Email: mwelch@nrpa.org

Company information is for all published information, including Online Exhibitor's Product Guide and published Program guide information:

COMPANY NAME		<input type="checkbox"/> DIVISION OF / <input type="checkbox"/> SUBSIDIARY OF	
PRIMARY CONTACT (PLEASE PRINT)		TITLE	
ADDRESS		CITY	
STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY	
TELEPHONE	FAX	EMAIL ADDRESS	WEBSITE

**Cost of Exhibit Space:** Display space is \$13.00 per sq. ft. for Corporate Members, \$15.00 for Non-members. A 50% deposit is due with the signed contract. Full payment is due with the contract after December 7, 2007. If cancelled in writing prior to December 7, 2007, 50% of the deposit is forfeited. NO REFUNDS WILL BE GIVEN FOR SPACE CANCELLED ON OR AFTER DECEMBER 7, 2007

Choice	Booth Number	Dimensions (W/L)	Total Sq. Ft. Corp. Member@\$13 Non-member@\$15	No of Corners x \$125	Total Cost
First					
Second					
Third					
Packet Stuffers @ \$300					
NRPA Corporate Membership @ \$505					
<b>TOTAL \$ =</b>					

**Contract Authorization:** Exhibitor agrees to abide by and be bound to all terms and conditions set forth in this contract, including those on the reverse side, and that the exhibit space will be assigned by NRPA Management to their Rules and Regulations and the best interest of the Exhibit and NRPA Management as a whole.

AUTHORIZED SIGNATURE	DATE
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Payment: Make checks payable (in US Dollars) to **NRPA**. Or, you may also pay by Credit Card:  AMEX  M/C  Visa

AMOUNT TO CHARGE	CARD No.	EXP DATE
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PRINT NAME AS IT APPEARS ON CARD	CARD HOLDER SIGNATURE	DATE
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<b>FOR NRPA USE ONLY</b>	BOOTH No.	DIMENSIONS	TOTAL SQ. FT.	No. CORNERS	TOTAL AMOUNT DUE
	AMOUNT PAID		DATE	BALANCE DUE	
	NRPA MANAGEMENT SIGNATURE		DATE		

## PLEASE READ CAREFULLY – AVOID MISUNDERSTANDINGS

**1. PURPOSE OF THE EXHIBITS:** To disseminate Knowledge and promote the development of the Recreation and Park industry. The exposition will serve to introduce new products and services to the market and to educate individuals in these areas with regard to these technologies. Only exhibitor whose materials are related to those purposes will be allowed to maintain displays. The National Recreation and Park Association reserves the right to make such additional conditions, rules and regulations as Exposition Management deems necessary to enhance the success of the exposition, and to decline or prohibit any exhibit which in its judgment is out of keeping with the character of the Congress & Exposition, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct.

**2. PAYMENT FOR DISPLAY SPACE:** Contracts submitted before December 7, 2007 require a 50% deposit. Contracts submitted after December 7, 2007 must be paid in full. NRPA reserves the right to hold and/or refuse future advertising until all accounts with NRPA are paid in full (including but not limited to exhibits, sponsorships, publications, royalties and partnership obligations).

**3. CANCELLATION POLICY:** All or any partial cancellation notices must be submitted to NRPA Exposition Management in writing prior to December 7, 2007, to receive a 50% refund. Exhibitors must pay the full exhibit space fee for cancellations and/or reductions on or after December 7, 2007.

**4. ASSIGNMENT OF DISPLAY SPACE:** NRPA Management follows the International Association of Exposition Management (IAEE) Guidelines, a copy of which will be provided to each exhibitor and is included as part of this contract act. Booth includes standard drapery, one complimentary editorial listing, and standard online booth listing. Exposition Management will assign space in accordance with the policy announced at the time display space is offered for reservation. In all cases, efforts will be made to assign space in as close compliance as possible with an applicant's choices. NRPA Exposition Management reserves the right to alter the exhibit floor plan or change space assignments in case of an emergency and/or in the best interest of the exposition. No contract will be in force until signed by Exposition Management.

**5. INSTALLATION AND DISMANTLING:** Until full booth fee has been received, Exhibitor will not be allowed to set up, nor will freight be delivered to booth. Unless NRPA Management has received writ-ten notification of a late arrival, an Exhibitor will be consider a "No Show" if its booth is not set by the opening of the Exposition, and exhibitor's contracted space may be released without refund. Should an Exhibitor arrive after the deadline, there will be obligation on the par of NRPA Management to re assign Exhibitor to its original location.

**6. RESTRICTIONS, REJECTIONS AND PENALTIES:** NRPA Management reserves the right, in keeping with NRPA's determination to provide the best atmosphere for conducting business to restrict, reject, prohibit, or eject any exhibit, in whole or in part, which because of noise, safety hazards, or for other prudent reasons becomes objectionable. If an exhibit or exhibitor is ejected for violation of these rules and regulations, no return of space rental fee shall be made. Each exhibitor agrees as follows:

- **SALE OR DISTRIBUTION OF MERCHANDISE:** Sales transaction of any kind, are NOT PERMITTED on the show floor. Exhibitors may show, discuss, explain and demonstrate items or services, but may not make sales transactions of any kind, which would result in the exchange of merchandise and/or money in the exhibit hall.

- **SUBLEASING SPACE:** Exhibitor may not assign, sublet or apportion space in whole or in part, nor exhibit any products or services other than those manufactured or handled in the nor-mal course of his business, nor permit any agent or any exhibiting firm to solicit business in said space. If special circumstances warrant an exception, permission must be obtained in writing from NRPA Management, which reserved the right to render final judgment. Program book listings are limited to one entry per contracted exhibiting company. Subleasing or multi-company sharing of exhibit space is subject to the following conditions:

A company may sublet to is subsidiaries, and a national government agent may sponsor a multiple company exhibit if:

- Minimum space allocation shall be 100 sq. ft. per company represented
- All co tenants agree to be bound by the terms and conditions of this contract

- **LABOR:** In order to conform to union contract rules and regulations, it will be necessary that Exhibitor uses qualified union personnel for the various services required for installing and dismantling exhibits, and for material handling within the show. The handling, placing or set-ting out of merchandise that is to be displayed does not require union labor, and may be done by Exhibitor.

- **NOISE AND SOUND:** Exhibitors are strictly prohibited from operating noise-creating devices such as bells, horns or amplifying systems, which interfere with other displays. Equipment will only be permitted if tuned to conversational level and is not objectionable to neighboring exhibitors. Equipment that emits excessive noise WILL NOT BE TOLERATED. ONLY approved exhibitors will be permitted to operate such displays and/or interactive equipment for specific demonstrations only. Each exhibiting company must have the opportunity to meet and talk with buyers, unimpeded by the excess noise from another exhibitor. Show Management reserves the right to determine the acceptable sound level for working exhibits.

- **THE 80/30 NOISE AND SOUND RULE:** As a guideline, any sound that consistently exceeds 80 decibels measured at the edge of an exhibitor's booth or is clearly identifiable more than 30 feet from the booth is considered objectionable and a warning will be given. If sound levels become excessive or if an exhibitor fails to reduce the sound level or later turns the volume up, the sound will again be monitored and the exhibitor will be given a second warning. The third time an exhibit is found to be in violation, all electrical power to that booth will be terminated for the remainder of the day. The exhibitor will also incur the expense of reconnecting the electrical service to the booth.

- **MONITORING DECIBEL LEVELS:** NRPA Management will use professional electronic monitoring equipment, which can objectively monitor sound levels at individual booths. Show Management will advise exhibitors to adjust their sound systems to be under the predetermined decibel level, which should not exceed 80 decibels.

- **COOPERATION:** Remember that the use of sound systems or public address equipment in exhibit booths is an exception to the rule, not a right. We are asking each exhibitor to monitor his or her own booth site to make sure the sound levels do not infringe upon the rights of neighboring exhibitors.

- **CHILDREN:** For safety and insurance reasons, no person under 16 years of age will be allowed on the show floor during exhibition set-up, and tear down. During open exhibit hours ONLY, children 18 will be allowed if accompanied by a budget adult.

**7. PRIZE-DRAWINGS & PROMOTIONS:** Prize-drawings will be allowed within guidelines determined by NRPA Management. Interviews, demonstrations, distribution of literature, etc., are permitted only within the exhibitor's space. No activity, demonstrations, sampling, giveaways, solicitation, etc. will be permitted in the aisles. Samples or souvenirs may not be sold, and if distributed, must directly relate to products or services displayed in the exhibitor's booth. No person, firm or organization not having contracted with NRPA for the occupancy of booth space will be permitted to display or demonstrate its products/services, or distribute promotional materials in the exhibit hall, public areas of the center or in hospitality suites. Any infringement of this rule will result in the prompt removal of the offending persons from the hall.

**8. CARE OF BUILDING AND EQUIPMENT:** Exhibitors and their agents shall not injure or deface the walls, floors or any part of the exhibit building or any booth materials and equipment or another exhibitor, contractor or Exposition Management. When such damage appears, the exhibitor causing such damage is liable to the owner of the property so damaged.

**9. OCCUPANCY OF EXHIBIT HALL:** NRPA Management may terminate this contract in the event the Exhibit Hall is destroyed or damaged, or if the exhibit fails to take place as scheduled, is interrupted, discontinued, or access is prevented due to any event beyond the control of NRPA Management including but not limited to the following: strike, lockout, injunction, emergency, act of God, act of war, and economic factors which make it impractical for unavailability or inadequacy of any convention center, headquarters, hotel or necessary expansion space). In such an event, Exhibitor agrees to waive any and all damages and claims for damages and agrees that the sole of NRPA Management shall be refund to Exhibitor all payments made for exhibit space, less a proportional share of all expenses incurred and committee by NRPA Management, as defined at the sol discretion of NRPA Management.

**11. NON-LIABILITY:** It is expressed, understood, and agreed by each and every contracting exhibitor, his agents, and his guest that neither the National Recreation and Park Association, its employees, its contractors, nor operator of the local convention center premises, its agents, or its employees shall be liable for loss of damage to the goods or properties of exhibitors. At all times, such goods and properties remain in the sole possession and custody of each exhibitor. Upon signing the Application-Contract, exhibitor releases and agrees to indemnify and defend the NRPA, its managers, officers, members, sponsors, employees, agents, and convention center premises, agents or employees and save them harmless from any suit or claim for property damage or personal injury by whomsoever sustained, including exhibitor and its agents.

**12. INSURANCE:** Exhibitor shall carry adequate insurance to protect itself against bodily injury (including death) and property damage claims arising from Exhibitor's participation in the NRPA Urban Summit, including buy not limited to (i) worker's compensation as required by law and (ii) commercial general liability insurance in such amounts as are adequate, but ion no event less than one million dollars (\$1,000,000) combined single limit for both bodily injury and property damage. Said insurance shall name NRPA as additional insured, shall contain an endorsement that such policy shall remain in full force and effect notwithstanding that the insured has waived its right of action against any party prior to the occurrence of a loss, and shall require the insurer to waive all rights of subrogation against the NRPA. Further, said insurance shall include a provision for notification to FNRA at least thirty days (30) prior to cancellation. Exhibitor shall furnish NRPA with a certificate of Insurance verifying such coverage by December 7, 2007. Exhibitor shall not do any act or thing in the Convention Center which might violate any insurance policy held by the NRPA, the Operator, or any other party regarding the Convention Center. Certain materials may be prohibited with the Wyndham Palm Springs. Contact NRPA Management for further information.



## Sponsorship Order Form

### Banners, Signs and Logos

- Exhibit Hall Aisle Signs \$900
- Exhibit Hall Entrance Banners \$900
- Registration Area Banners \$900

### Education Programs

- Aquatic Facility Operator Course Luncheon (Tue) \$500
- Aquatic Facility Operator Course Luncheon (Wed) \$500
- Education Sessions \$900
- Speaker Ready Room \$1,000

### Participant Amenities

- Packet Stuffers \$300
- Notebook \$900
- Highlighter or Pen \$900
- ~~Attendee Lanyards~~ **SOLD**
- ~~Conference Bag~~ **SOLD**

### Special Events

- NAMS/AFO Meet & Greet \$3,000
- General Session – Keynote and Awards \$8,000
- Exhibit Hall Opening Reception \$6,000
- Welcome Social – Pool Deck \$6,000

### Sponsorship Policies

Upon submitting the Sponsorship Order Form to NRPA, the exhibitor agrees to comply with the following terms of sponsorship:

1. Payment in full is due upon receipt of the sponsorship order form.
2. No cancellations of sponsorship will be accepted.

Authorized Signature: \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### **To Pay Credit Card: Complete all information below and fax to 571.223.2420**

Amex       Visa       MasterCard      Amount to Charge: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Card Holder Name: \_\_\_\_\_ Card Holder Signature: \_\_\_\_\_

**Make Checks Payable To:** NRPA Exhibits, NRPA, PO Box 7600, Merrifield, VA 22166-7600

**Note:** If paying by check, please fax a copy of the check and contract to hold your sponsorship for 10 business days

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