

NH Municipal Association Annual Conference

November 14 -15, 2018 • The Manchester Downtown Hotel, Manchester

Sponsor & Exhibitor Information Kit



The New Hampshire Municipal Association (NHMA) Annual Conference is the largest yearly gathering of local officials and staff from municipalities across the state. We invite you to participate in our 77th Annual Conference as a sponsor or exhibitor.

Sign up today! Complete the enclosed Exhibitor and/or Sponsor Contract or visit NHMA's website at www.nhmunicipal.org to complete name badge and meal forms online.

Questions? Please contact NHMA's Tim Fortier
Phone: 603.226.1305
Email: NHMAregistrations@nhmunicipal.org

Why you should participate:

- Promote your company at the largest municipal gathering in New Hampshire.
- Generate new business leads and expand your customer base.
- Gain exposure to more than 500 municipal officials and staff.
- Perfect opportunity to meet attendees during Exhibit Hall events and session breaks.
- Receive recognition and exposure in the conference program and on NHMA's website.
- Explore new business contacts with a complimentary electronic copy of the 2018-2019 *NH Municipal Officials Directory*.



Exhibitor Information



BOOTH DESCRIPTION

Each booth measures approximately 8 feet (depth) by 10 feet (width) and includes a draped 6-foot table, two chairs and one sign with company name. Internet access will be provided for all booths at no additional cost. See Exhibit Space Terms and Conditions for the booth assignment process and other important details.

EXHIBIT HALL LAYOUT

Attached and at www.nhmunicipal.org/annualconference

EXHIBIT HALL EVENTS

Wednesday, November 14

Exhibit Hall Open	10:00 a.m.— 5:30 p.m.
Attendee Morning Break	10:00 a.m.—10:45 a.m.
NEW —Exhibitor Luncheon	11:00 a.m.—12:00 p.m.
Attendee Luncheon	12:00 p.m.—1:15 p.m.
Attendee Afternoon Break	2:45 p.m.—3:15 p.m.
Exhibit Hall Reception	5:30 p.m.— 6:30 p.m.

Thursday, November 15

Exhibit Hall Open	8:00 a.m.—3:15 p.m.
Exhibit Hall Breakfast	8:00 a.m.—9:00 a.m.
Attendee Morning Break	10:15 a.m.—10:45 a.m.
Attendee Afternoon Break	2:45 p.m.—3:15 p.m.

Exhibit Fees:	Single Booth	Double Booth
Premium Booth	\$850	\$1,450
Standard Booth	\$750	\$1,250
Nonprofit Booth	\$550	\$850
Government Booth	\$300	\$750
Affiliate Group Booth	\$300	\$650

IMPORTANT DEADLINES

September 7 Sponsor/Exhibitor Registration Deadline

- Guaranteed listing in conference program
- \$50 late fee will apply for exhibitor registrations received after this date

October 12 Name Badge and Meal Forms Deadline

Manchester Downtown Hotel
(formerly The Radisson Hotel)
800 Elm Street
Manchester, NH



NHMA's 2018 Annual Conference
Wednesday, November 14 and Thursday, November 15, 2018
Sponsorship Opportunities



EMERALD LEVEL: \$7,500

- **Keynote Speaker, General Session (Wednesday)**

Emerald Sponsors Receive:

- Podium time to address attendees
- Program session/product demo opportunity (one sponsor-run session each day)
- Company logo on mobile conference application
- Company logo printed on attendee tote bags
- Premium vendor booth in the Exhibit Hall
- Full page advertisement in conference program*
- Special listing in conference program
- Five tickets to plated Award luncheon
- Signage with company logo displayed at event
- Two complimentary meals in Exhibit Hall

PLATINUM LEVEL: \$5,500

- **Exhibit Hall Luncheon (Wednesday)**
- **Russ Marcoux Municipal Advocate of the Year Award Luncheon (Thursday)**

Platinum Sponsors Receive:

- Company logo printed on attendee tote bags
- Premium vendor booth in the Exhibit Hall
- Half page advertising in conference program*
- Special listing in conference program
- Four tickets to plated Award luncheon
- Signage with company logo displayed at event
- Two complimentary meals in Exhibit Hall

GOLD LEVEL: \$4,000

- **Breakfast (Wednesday & Thursday)**

Gold Sponsors Receive:

- Premium vendor booth in the Exhibit Hall
- Half page advertising in conference program*
- Special listing in conference program
- Two tickets to plated Award luncheon
- Signage with company logo displayed at events
- Two complimentary meals in Exhibit Hall

SILVER LEVEL: \$3,000

- **Audiovisual Aids (Wednesday & Thursday)**

Silver Sponsors Receive:

- Standard vendor booth in the Exhibit Hall
- Quarter page advertising in conference program*
- Special listing in conference program
- Two tickets to plated Award luncheon
- Signage with company logo displayed at event
- Two complimentary meals in Exhibit Hall

BRONZE LEVEL: \$2,500

- **Breaks in the Exhibit Hall (Wednesday & Thursday)**

Bronze Sponsors Receive:

- Special listing in conference program
- Signage with company logo displayed at breaks
- Two complimentary meals in Exhibit Hall

MOBILE CONFERENCE APP: \$2,000

Interactive mobile conference app allows attendees to preview conference agenda, create a personal schedule, view a map of the conference activity locations and exhibit hall, download a list of exhibitors and conference sponsors, etc.

Mobile App Sponsor Receives:

- Premiere in-app advertising banner
- Special listing in conference program
- Signage with company logo displayed at event
- Two complimentary meals in Exhibit Hall

PROGRAM ADVERTISEMENT: \$250

- Quarter-page ad in the conference program (3.5" wide x 4.75" high)

NEW—PRODUCT DEMO ROOM RENTALS (Hale and Spaulding Rooms) for product demos/ client meetings; \$200 per day; \$50 per hour; First come/first serve basis.

* Your ad must be submitted in an electronic black & white format; eps, pdf or jpeg files preferred. Advertising is contingent upon receipt of contract and ad by September 7.

Questions? Contact Tim Fortier at 603.226.1305 or email NHMAregistrations@nhmunicipal.org.



Exhibitor Contract



NHMA's 2018 Annual Conference • November 14-15, 2018 • The Manchester Downtown Hotel
Exhibitor Registration Deadline: September 7

Company Name (as it should appear on conference materials): _____

Exhibit Booth Contact (receives conference correspondence): _____

Name: _____
Title: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: _____
Email: _____

Company Profile for Program Listing

(as it should appear on conference materials):

Contact Person: _____
Title: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: _____
Toll Free: _____
Fax: _____
Email: _____
Website: _____

Please select **one** category for your company:

- | | |
|---|---|
| <input type="checkbox"/> Accountants | <input type="checkbox"/> Financial Services |
| <input type="checkbox"/> Architects/Space Planning | <input type="checkbox"/> General Govt/Admin.. |
| <input type="checkbox"/> Assessment/Appraisers | <input type="checkbox"/> Mapping/GIS Services |
| <input type="checkbox"/> Attorneys/Legal Services | <input type="checkbox"/> Nonprofit |
| <input type="checkbox"/> Auctioneers | <input type="checkbox"/> Office Supplies/Equipment |
| <input type="checkbox"/> Communications/
Public Relations | <input type="checkbox"/> Printing/Copying |
| <input type="checkbox"/> Computer Services/
Equipment | <input type="checkbox"/> Planning and Economic
Development |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Public Works Services/
Equipment |
| <input type="checkbox"/> Construction Equipment/
Maintenance | <input type="checkbox"/> Recycling/Solid Waste |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Surveying |
| <input type="checkbox"/> Employee Benefits | <input type="checkbox"/> Utilities |
| <input type="checkbox"/> Engineers/Eng. Services | <input type="checkbox"/> Water/Wastewater |
| <input type="checkbox"/> Engraving | <input type="checkbox"/> Website Services |
| | <input type="checkbox"/> Other: _____ |

Company Description (20 words or less):

NHMA reserves the right to edit any descriptions over 20 words.

Booth Fees and Locations

	Single	Double
Premium Booth	<input type="checkbox"/> \$850	<input type="checkbox"/> \$1,450
Standard Booth	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,250
Nonprofit Booth	<input type="checkbox"/> \$550	<input type="checkbox"/> \$850
Government Booth	<input type="checkbox"/> \$300	<input type="checkbox"/> \$750
Affiliate Group Booth	<input type="checkbox"/> \$300	<input type="checkbox"/> \$650

Contracts received after September 1 will be subject to a \$50 late fee.

Please indicate your booth number preferences:

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

We wish to avoid being next to: _____

(Note: Every effort will be made to accommodate your booth request. Sponsors are granted priority placement. See Exhibit Space Terms & Conditions for more information.)

Electricity form and payment must be submitted directly by the exhibitor to The Manchester Downtown Hotel.

Program Advertising

Advertising prices below have been discounted for exhibitors.

Specifications: Ads must be black and white, submitted in electronic format (eps, pdf or jpeg files preferred). No color ads will be accepted. Ads must be received by September 7.

- Full-page advertisement (7.5" wide x 10" high) \$275
- Half-page advertisement (7.5" wide x 4.75" high)..... \$175
- Quarter-page advertisement (3.5" wide x 4.75" high)..... \$125

Mailing List Opportunity

Key Officials Mailing List includes chairs of boards of selectmen and town councils, mayors, city and town managers, administrators and administrative assistants\$95

(This is a discounted rate for exhibitors. The list includes names, public email, and mailing addresses in Excel format only.)

Registration Deadline: September 7, 2018

Payment

Booth Fee: \$ _____

Program Advertisement: \$ _____

Mailing List Opportunity: \$ _____

\$50 Late Fee (contracts submitted after 9/7): \$ _____

TOTAL ENCLOSED: \$ _____

I have read and agree to the NHMA Annual Conference Exhibit Space Agreement Terms and Conditions included in this packet:
(signature) _____

NHMA use only:

Check #: _____

Amount: _____

Date: _____



Sponsorship Contract



NHMA'S 2018 Annual Conference • November 14-15, 2018 • The Manchester Downtown Hotel
Sponsor Registration Deadline: September 7

Please select your sponsorship level:

- EMERALD LEVEL: \$7,500**
- PLATINUM LEVEL: \$5,500**
- GOLD LEVEL: \$4,000**
- SILVER LEVEL: \$3,000**
- BRONZE LEVEL: \$2,500**
- MOBILE CONFERENCE APP: \$2,000**
- PROGRAM AD: \$250**
- PRODUCT DEMO ROOM RENTALS: \$200/per day**

Largest Gathering of Municipal Officials in New Hampshire!

Emerald, Platinum, Gold and Silver Level Sponsors Only:

Will you use the complimentary exhibit booth?

- Yes (If yes, please complete the Exhibitor Contract found on the reverse of this page.)
- No

Will you submit an ad for the conference program?

- Yes
- No

Sponsor Contact Information

Company Name (as it should appear on conference materials):

Please use information from the Exhibitor Contract on reverse page.

Contact Person: _____

Title: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Phone: _____

Toll Free: _____

Fax: _____

Email: _____

Website: _____

Make checks payable to:

New Hampshire Municipal Association

Mail: New Hampshire Municipal Association

Attn: Tim Fortier

25 Triangle Park Drive

Concord, NH 03301



NHMA use only:

Check #: _____ Amount: _____ Date: _____

Exhibit Space Terms and Conditions



1) Contract

The following terms and conditions are incorporated by reference into the “Exhibitor Contract” and become binding upon acceptance of that contract between the applicant and its employees, and the New Hampshire Municipal Association (NHMA).

2) Exhibit Booth Assignment

Booth locations will be assigned at the sole discretion of the NHMA. Priority booth placement will be given to Diamond, Emerald, Platinum, Gold and Silver Sponsors. Every effort will be made to accommodate the exhibitor’s preference of location and layout may be changed depending on the final number of exhibitors. NHMA reserves the exclusive right based on its sole discretion to determine who will be permitted to use exhibit space and what space will be assigned to particular exhibitors.

3) Exhibit Booth Specifications

Exhibit booth spaces depicted on the exhibit area layout are not drawn to scale. Booths are laid out in approximately 8’ (depth) x 10’ (width) sections with one 6-foot table and two chairs. If additional exhibit spaces are required to accommodate demand for space, they will be added at the NHMA’s discretion. Exhibitors may purchase additional booth furnishings and special services from the NHMA’s exposition service, Special Event Rentals (SER). SER will contact each exhibitor prior to the show with a show service kit that features information and additional exhibit offerings, only if a signed contract has been submitted.

4) Installation and Removal of Exhibit Booth

Exhibitor Move-In

Tuesday, November 13, 2018

4:30 p.m.–7:30 p.m.

or

Wednesday, November 14, 2018

7:00 a.m.–9:30 a.m.

Exhibitor Move-Out

Thursday, November 15, 2018

3:15 p.m.–6:00 p.m.

NOTE: No exhibitor will be allowed to break down an exhibit booth until the close of the show at 3:15 p.m. on Thursday. Any exhibitor who willfully dismantles a booth prior to closing time will be subject to a \$500.00 penalty at NHMA’s discretion. Any material and/or setups left behind shall not be the responsibility of the NHMA or The Manchester Downtown Hotel and neither shall be held responsible for lost, stolen or damaged property.

5) Use of Booth Space

Exhibitors shall reflect their company’s highest standards of professionalism while maintaining and staffing their booths. Exhibit booths must be staffed during all times that the Exhibit Hall is officially open to attendees. No exhibitor shall assign, sublet or share booth space. An exhibitor who sublets or shares booth space in violation of these terms, agrees to pay the NHMA an amount equal to the exhibit booth cost for each of the additional exhibitors with whom the exhibitor shares space.

6) Unoccupied Booth Space

The NHMA reserves the right, should any rented space remain unoccupied after the first hour of the show’s opening, to rent or occupy said space.

Exhibit Space Terms and Conditions



7) Use of Organization Name

Exhibitor agrees not to use the NHMA's name or logo in correspondence, publications, announcements or other written, visual or audio materials without obtaining in advance the express written approval of the NHMA, except to identify its participation in the show. Exhibitor also understands that with acceptance of the Exhibitor Contract the NHMA in no way implies endorsement of the vendor's products, equipment and/or services.

8) Payments and Refunds

All exhibitor booths MUST be paid for in advance of the show; no booth will be assigned unless payment has been received. Refunds for booth space will be made only if cancellation is received in writing by October 12, 2018, no refunds will be granted after that deadline. Cancellations will be subject to a \$100 per booth cancellation fee.

9) Shipments and Deliveries

The Manchester Downtown Hotel is unable to receive or store exhibitor booths and materials prior to the show. If you need to ship your exhibit prior to the Conference, you will need to contact SER at 508.757.3397. A storage and delivery fee will be assessed when an exhibitor has not pre-arranged drayage service. This payment is due and payable to The Manchester Downtown Hotel prior to release of your packages.

10) Damage to Property

- a) Nothing shall be nailed, stapled, taped or otherwise affixed to walls, floors or any part of the building without permission from The Manchester Downtown Hotel.
- b) No gasoline, kerosene, acetylene or other flammable or explosive substances will be permitted in the building.
- c) All pertinent fire codes, laws, ordinances and regulations pertaining to health, fire prevention and public safety shall be strictly obeyed.
- d) Exhibitors agree not to sell, serve or give away any wine, beer, ale, liquor or other intoxicants in the exhibit area. A violation of this agreement will entitle The Manchester Downtown Hotel to close the exhibitor's display for the duration of the show.

11) Insurance and Liability

The Manchester Downtown Hotel and the NHMA will not be responsible for the safety of exhibits, exhibitors or their employees against robbery, or damage by fire, accident or any other cause or injury of any character to any person or article. In all cases, exhibitors wishing to insure their goods must do so at their own expense. The exhibitor should pack small and valuable exhibit material away at night. Should any loss or theft occur, the cooperation of the exhibitor is requested in reporting it immediately to The Manchester Downtown Hotel and the NHMA. The exhibitor agrees to assume responsibility for damages to persons or property arising out of the use of the exhibit center space by the exhibitor due to its fault or fault attributable to it and shall hold harmless The Manchester Downtown Hotel and the NHMA for any claim so arising.

12) Exhibition Sales Policy

In order to comply with IRS Ruling 75-716 regarding trade shows, it is necessary to request that you abide by the following clause: "The purpose of the NHMA Conference is to provide an educational and informational experience for our delegates. In order to comply with IRS Ruling 75-716, sales may not be made nor orders executed by exhibitors at any of the conference facilities. This does NOT prohibit selling in the sense of discussing your product or services with delegates; it merely states that the sale cannot be consummated or an order made firm at the conference."