



# 2012 Expo at the National Tornado Preparedness Summit

**MARCH 11-13  
NATIONAL TORNADO PREPAREDNESS  
SUMMIT**

**COX CONVENTION CENTER  
1 MYRIAD GARDEN  
OKLAHOMA CITY, OKLAHOMA**

[www.TornadoSummit.com](http://www.TornadoSummit.com)

**Brought to you by:**



# Exhibit Information

The National Tornado Preparedness Summit invites your company to join us for the 2012 Expo NTPS, March 11-13, at the Cox Convention Center in Oklahoma City, Oklahoma. The National Tornado Preparedness Summit is the nation's forum for education and professional training in tornado and disaster preparedness. The Summit covers all major aspects of tornado preparedness, response and recovery, which will provide your company with a unique opportunity to show your wares to a large audience of interested decision-makers. The Exhibit Hall will be a place of activity and enthusiasm and it is a marketing opportunity your company does not want to miss!

The Exhibit Hall will be held on the second floor of the Cox Convention Center. Morning and afternoon breaks will take place in the Exhibit Hall to ensure maximum exposures for your company.

We are extremely excited about this event and hope to see you there!

## Exposition Dates & Hours\*

### Sunday, March 11, 2012

6:00 p.m. – 10:00 p.m. Exhibit Installation

### Monday, March 12, 2012

8:00 a.m. – 3:00 p.m. Exhibit Hall Open

### Tuesday, March 13, 2012

8:00 a.m. – 3:00 p.m. Exhibit Hall Open  
3:30 p.m. – 6:30 p.m. Exhibit Dismantling

\*schedule subject to change

**ASSIGNMENT OF SPACE** Exhibit space is anticipated to sell out quickly.

Booths will be assigned on a first-come, first-assigned basis upon the receipt of a completed application and payment of the booth space. Every effort will be made to assign booth location in accordance with exhibitor's preference, but no guarantee can be made. Exhibit management reserves the right to make adjustments to the floor plan and/or reassign an exhibitor's location as deemed advisable and for the overall good of the exhibition or for safety issues. Affected exhibitors will be notified in such situations. An updated list of remaining booth spaces will be available on the on the webpage.

**CANCELLATION/REDUCTION OF SPACE** Cancellations and requests for reduction of space must be made in writing to factor110. Written cancellations and reductions received by February 17, 2012 will be subject to a 50% cancellation fee. No refunds will be given for space cancelled after this date.

**EXHIBITOR REGISTRATION** Each exhibitor is entitled to one Full Summit registration per booth purchased, allowing access to all sessions and events for the entire Summit. Exhibit staff badges are \$40.00 each and allow entrance to the exhibit area only and do not allow admission to other functions of the Summit. Additional company personnel wishing to attend sessions and events must register and pay the appropriate registration fee. Unless special arrangements have been made with factor110 staff, any exhibit space not claimed and/or occupied by close of move-in may be reassigned or resold without obligation to provide any refund whatsoever.

### Booth Fees

10' x 10' **\$1195** on or before Feb. 10, 2012, **\$1295** after Feb.10, 2012.

### Booth Fee Includes

- Draped 8' back wall
- Draped 3' side portions
- 6' foot draped table
- 2 chairs
- Waste basket
- One Conference registration for company employees per booth space
- Listing in final Conference Program (text is limited to 75 words and must be received by February 10th)
- 24 hour perimeter security
- Access to the attendee list



**OFFICIAL DECORATOR & EXHIBIT SERVICE KIT** The official general services contractor is factor110. The Exhibitor Service Kit containing information for ordering services such as labor, shipping and material handling, furnishings, utilities and other services exhibitors may require will be emailed once your contract is received and processed by factor110.

**EXHIBIT SHOW COLORS**

Drape color will be Black

**ELECTRICAL SERVICE**

Booths do not include electric outlets. For electrical, Internet or phone requirements, please contact factor110.

**HOTEL ACCOMMODATIONS**

Hotel rooms are available at the Renaissance by Marriott. Special rates are available for \$139/per night. Reservations may be made by calling the hotel directly at (405) 228-8000. Please mention that you are part of the National Tornado Preparedness Summit to receive the special group rate.

**EXHIBITOR MOVE-IN** Exhibitor move-in will be on Sunday, March 11, 2012 from 6:00 p.m. until 10:00 p.m. All exhibitors' booths must be set up and all exhibit personnel registered by 10:00 p.m. on March 11, 2012.

**EXHIBITOR MOVE-OUT** Any dismantling of booths or removal of booth materials is expressly forbidden before the official end of the exposition at 3:00 p.m. on Tuesday, March 13, 2012.

**DRAWINGS & PROMOTIONAL GIVEAWAYS** Promotional giveaways and drawings are permitted with prior approval. If desired, vendors may announce winners over the P.A. system during the closing remarks after the last General Session. You may stipulate the winners must be present to win.

**FOR MORE INFORMATION AND TO RESERVE EXHIBIT SPACE** Complete the contract and exhibit space application.



# ADVERTISE in the Summit Program Guide

The Summit Program Guide provides valuable information including a floor plan, exhibitor listings and Summit schedules. They are used by attendees on the show floor and also serve as year-round guides, which increases your exposure. Advertising in the Summit program guide reminds buyers about your technology, products and services every time they look for any technology product or service. Don't miss out on this great opportunity for high quality, targeted advertising.

## Summit Program Guide

Size	Dimension	Price
Full-Page Ad	8.375" wide x 10.875" tall	\$ 750
Half-Page Ad	3.375" wide x 9.5" tall	\$ 550 (vertical)
Half-Page Ad	7" wide x 4.625" tall	\$ 550 (horizontal)
Quarter-Panel Ad	3.375" wide x 4.625 tall	\$ 400
Business Card Ad	1.6875" wide x 2.3125" tall	\$ 300

### Position:

Inside Front Cover (full-page color)	\$ 1,200
Inside Back Cover (full page color)	\$ 1,200
Outside Back Cover (full-page color)	\$ 1,500

**NOTICE TO ADVERTISERS:** Deadline for insertion orders, camera-ready artwork\* and full payment is **Friday, February 10, 2012**. Every effort will be made to accommodate requests for positioning. Please observe the ad sizes as outlined above. Detailed information on how to submit your artwork and on which formats are accepted will be sent once the contract is received and processed by exhibit management staff.

**DO NOT SEND printed material of photocopies.** These cannot be used as camera-ready artwork for color advertisements.



# SPONSORSHIP INFORMATION

## Sunday Reception

**Cost: \$10,000**

The sponsorship of the Sunday Reception is geared for a company that requires high visibility. This reception sets the tone and enthusiasm for the entire Summit! This package ensures that your company's name stands out. Your company logo will appear on signage during the event, and your company representative will have the ability to welcome the attendees and talk briefly about your company during the reception. Benefits include:

- ❖ Signage provided in the registration area recognizing your company's sponsorship
- ❖ Recognition during the General Session
- ❖ Sponsor Ribbons with your company representatives
- ❖ Your company's name and logo appear alongside other Summit sponsors in the Summit program guide and on the TPS website with a link to your company website

## National Weather Service Center Reception

**Cost: \$10,000**

The sponsorship of the National Weather Service Center Reception is geared for a company that requires high visibility. This package ensures that your company's name stands out. Your company logo will appear on signage during the event, and your company representative will have the ability to address the attendees and talk briefly about your company.

- ❖ Signage provided in the registration area recognizing your company's sponsorship
- ❖ Recognition during the General Session
- ❖ Sponsor Ribbons with your company representatives
- ❖ Your company's name and logo appear alongside other Summit sponsors in the Summit program guide and on the TPS website with a link to your company website

## Key Note Speakers

**Cost \$5,000 (three speakers available)**

The sponsorship is geared for companies that want high visibility for all attendees to see! Your logo will appear on the large screen and other signage during the speaker and a representative from the Company would be able to speak briefly about the company prior to the speaker. Benefits include:

- ❖ Signage provided in the registration area recognizing your company's sponsorship
- ❖ Recognition during the General Session
- ❖ Sponsor Ribbons with your company representatives
- ❖ Your company's name and logo appear alongside other Summit sponsors in the Summit program guide and on the TPS website with a link to your company website

## Busses for National Weather Service Tour

**Cost \$ 5,000**

The sponsorship would be visible to all attendees when they enjoy the ride via charter bus to the National Weather Service for the Tour and Reception. Your company logo will appear inside the bus and a company representative would be able to address the attendees prior to everyone loading on the busses. Benefits include:

- ❖ Signage provided in the registration area recognizing your company's sponsorship
- ❖ Recognition during the General Session
- ❖ Sponsor Ribbons with your company representatives



- ❖ Your company's name and logo appear alongside other Summit sponsors in the Summit program guide and on the TPS website with a link to your company website

## Registration Bags

**Cost: \$5,000**

The sponsorship of Summit bags is geared for a company that requires high visibility! This package ensures that your company's name stands out, not only at the time of the Summit, but also long after the event. Your company logo will appear on heavy-duty cloth bags distributed to all Summit attendees at registration. Benefits include:

- ❖ Signage provided in the registration area recognizing your company's sponsorship
- ❖ Recognition during the General Session
- ❖ Sponsor Ribbons with your company representatives
- ❖ Your company's name and logo appear alongside other Summit sponsors in the Conference program guide and on the TPS website with a link to your company website

## Tornado Room

**Cost: \$5,000**

The sponsorship is geared for companies that want to be noticed and want to have some FUN! This interactive room will provide Summit attendees to experience the sights, sounds, and feelings of being in a tornado. The company logo will appear on the sign outside of the Tornado Room and various places inside the Tornado Room. Benefits include:

- ❖ Signage provided in the registration area recognizing your company's sponsorship
- ❖ Recognition during the General Session
- ❖ Sponsor Ribbons with your company representatives
- ❖ Your company's name and logo appear alongside other Summit sponsors in the Conference program guide and on the TPS website with a link to your company website

## Web Application

**Cost: \$5,000**

The sponsorship is geared for companies that want to be noticed! The company logo will appear on the web application that will be used by attendees of the Summit. Benefits include:

- ❖ Signage provided in the registration area recognizing your company's sponsorship
- ❖ Recognition during the General Session
- ❖ Sponsor Ribbons with your company representatives
- ❖ Your company's name and logo appear alongside other Summit sponsors in the Conference program guide and on the TPS website with a link to your company website

## General Session

**Cost \$4,000 (two sessions available)**

The sponsorship is geared for companies that want high visibility for all attendees to see! Your logo will appear on the large screen and other signage during the speaker and a representative from the Company would be able to speak briefly about the company prior to the speaker. Benefits include:

- ❖ Signage provided in the registration area recognizing your company's sponsorship
- ❖ Recognition during the General Session
- ❖ Sponsor Ribbons with your company representatives
- ❖ Your company's name and logo appear alongside other Summit sponsors in the Summit program guide and on the TPS website with a link to your company website



## Media Room

**Cost \$4,000**

The sponsorship is geared for companies that want visibility at the Summit! Your logo will appear on signage inside and outside the Media Room during the entire Summit. Benefits include:

- ❖ Signage provided in the registration area recognizing your company's sponsorship
- ❖ Signage inside and outside the Media Room for the entire duration of the Summit
- ❖ Sponsor Ribbons with your company representatives
- ❖ Your company's name and logo appear alongside other Summit sponsors in the Summit program guide and on the TPS website with a link to your company website

## Breakout Session

**Cost: \$3,000**

The sponsorship is geared for companies that want visibility at the Summit. Your logo will appear on the screen prior to the start of the breakout and on signage during the speaker. The sponsorship also offers an opportunity for a representative from the Company to welcome the attendees to the session and speak briefly about the company. Benefits include:

- ❖ Signage provided in the registration area recognizing your company's sponsorship
- ❖ Recognition during the General Session
- ❖ Sponsor Ribbons with your company representatives
- ❖ Your company's name and logo appear alongside other Summit sponsors in the Conference program guide and on the TPS website with a link to your company website

## Regulator Hospitality Room

**Cost \$3,000**

The sponsorship is geared for companies that want visibility at the Summit! Your logo will appear on signage inside and outside the Hospitality Room during the entire Summit. Benefits include:

- ❖ Signage provided in the registration area recognizing your company's sponsorship
- ❖ Signage inside and outside the Regulator Hospitality Room for the entire duration of the Summit
- ❖ Sponsor Ribbons with your company representatives
- ❖ Your company's name and logo appear alongside other Summit sponsors in the Summit program guide and on the TPS website with a link to your company website

## Promotional Inserts

**Cost: 1,500 Per Insert**

Get your promotional material (brochure, calendar, etc,) in the hand of every Summit attendee. You provide the material and we will insert it in each attendee's registration bag.



Expo 2012 at the National Tornado Preparedness Summit  
**EXHIBIT SPACE, ADVERTISING AND SPONSORSHIP CONTRACT**

1. YOU MUST SUBMIT FULL PAYMENT PER 10' x10' SPACE WITH A SIGNED CONTRACT to be assigned exhibit space. You will receive a confirmation email once space has been assigned. Applications without payment will not be assigned exhibit space until the full payment is received. Checks should be made payable to: **factor110**
2. Return contract with payment to: **Factor 110 P.O. Box 75003 Oklahoma City, Oklahoma 73147** or fax contract to **405.605.0491 and mail payment.**
3. Review Exhibit Terms and Conditions and make sure all sections are completed.

**COMPANY INFORMATION** (Complete company name and address as you wish it to appear on all NTPS materials.)

Company Name \_\_\_\_\_

Company Representative (Person attending show) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ ext. \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_ Email address \_\_\_\_\_

**Exhibit Contact** (prior to show, this person will receive the exhibit service kit and all related correspondence)  Same as Above

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_ ext. \_\_\_\_\_

Fax \_\_\_\_\_

Email address \_\_\_\_\_

The individual signing this contract is an authorized representative of the company with the full power and authority to sign and deliver this contract. A signature on this application indicates understanding and agreement to comply with all policies terms and conditions in the Prospectus, including but not limited to the Exhibitor Terms and Conditions, and other issues by NTPS regarding the exhibits at the Conference.

Signature \_\_\_\_\_ Print Name \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

Additional Staff are \$40.00 each. Please list first and last name only.

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

**IMPORTANT**

Please review floor plan and indicate booth preference(s).

*Note that you are required to conform to the standards set forth by the IAEE regarding display rules and regulations.*

**Booth Choices:**

1<sup>st</sup> Choice \_\_\_\_\_

2<sup>nd</sup> Choice \_\_\_\_\_

3<sup>rd</sup> Choice \_\_\_\_\_



### Exhibit Booth Fees

Number of booths (10'x10')	_____ @ \$1,295	=	\$
Number of Additional Staff	_____ @ \$40/person	=	\$
<b>TOTAL DUE-EXHIBIT FEES</b>		=	<b>\$</b>

### Advertising Rates (deadline to receive camera-ready artwork is Monday, February 10, 2012)

Summit Program Guide	Price	Ordered		
Full-Page Ad 8.375" wide x 10.875" tall	\$ 750	<input type="checkbox"/>	=	\$
Half-Page Ad 3.375" wide x 9.5" tall	\$ 550 (vertical)	<input type="checkbox"/>	=	\$
Half-Page Ad 7" wide x 4.625" tall	\$ 550 (horizontal)	<input type="checkbox"/>	=	\$
Quarter-Panel Ad 3.375" wide x 4.625 tall	\$ 400	<input type="checkbox"/>	=	\$
Business Card Ad 1.6875" wide x 2.3125" tall	\$ 300	<input type="checkbox"/>	=	\$

### Position:

Inside Front Cover (full-page color)	\$ 1,200	<input type="checkbox"/>	=	\$
Inside Back Cover (full page color)	\$ 1,200	<input type="checkbox"/>	=	\$
Outside Back Cover (full-page color)	\$ 1,500	<input type="checkbox"/>	=	\$
<b>TOTAL DUE-ADVERTISING</b>			=	<b>\$</b>

### Sponsorships

Sunday Reception	\$10,000	<input type="checkbox"/>	=	\$
National Weather Center Reception	\$10,000	<input type="checkbox"/>	=	\$
Summit Speaker	\$5,000	<input type="checkbox"/>	=	\$
Busses to National Weather Service Center	\$5,000	<input type="checkbox"/>	=	\$
Web Application	\$5,000	<input type="checkbox"/>	=	\$
Summit Registration Bag	\$5,000	<input type="checkbox"/>	=	\$
Tornado Room	\$5,000	<input type="checkbox"/>	=	\$
General Session	\$4,000	<input type="checkbox"/>	=	\$
Media Room	\$4,000	<input type="checkbox"/>	=	\$
Breakout Session	\$3,000	<input type="checkbox"/>	=	\$
Regulator Hospitality Room	\$3,000	<input type="checkbox"/>	=	\$
Promotional Inserts	\$1,500	<input type="checkbox"/>	=	\$
<b>TOTAL DUE-SPONSORSHIPS</b>			=	<b>\$</b>

### Payment Information

#### Total Due with Contract

Check enclosed made payable to **factor110**

Exhibit Fees (including Additional Staff fees)	=	\$
Advertising	=	\$
Sponsorships	=	\$
<b>TOTAL AMOUNT DUE</b>	=	<b>\$</b>



# Exhibitor Terms and Conditions

## ADHERENCE TO TERMS/CONTRACTUAL AGREEMENT

As a condition of exhibiting and when applying for space, the exhibitor agrees to adhere to all conditions and regulations outlined. Exhibitors or their representatives who conduct themselves in an unprofessional manner may be dismissed from the exhibition without refund or appeal. The National Tornado Preparedness Summit (NTPS) and factor110 reserve the right to amend any and all rules and regulations at any time.

## ELIGIBILITY TO EXHIBIT

The National Tornado Preparedness Summit (NTPS) reserves the right to determine the acceptability of applications for exhibit space. Applications and proposed exhibits will be accepted or rejected based on criteria including but not limited to the products' or services' professionals or educational benefit to the attendees; products or services consistent with the mission, purpose and goals of NTPS; and spatial constraints in the exhibit hall.

## EXHIBIT DISPLAY AREA

Exhibit display areas should be arranged in such a manner as not to obstruct sight lines of neighboring exhibitors, meaning no display or its contents may exceed a height of 8' nor may the side walls be higher than 8' within a distance halfway between the back wall and aisle. Maximum height of the displays in the balance of the area is 4'. Any exhibit structure over 8' in height can be placed in a 20 by 20 feet or greater space only on approval by factor110.

## PAYMENT TERMS

Full payment of the total contracted amount is required with submission of the Exhibit Space Application and Contract or space is not guaranteed. Applications submitted without payment will not be assigned space until the appropriate payment is received.

## FAILURE TO OCCUPY SPACE

In the event an exhibiting company has not arrived three (3) hours prior to the hall opening, factor110 reserved the right to re-assign that space as it sees fit with no obligation of a refund. If exhibit material has been delivered to the booth but has not been assembled, factor110 reserved the right to remove the material and place it in storage. If the exhibitor arrives after the material has been stored and would like the material brought back to the show floor, a drayage fee will be

charged. Failure to occupy exhibit space does not relieve the Exhibitor from the obligation to pay the full booth rental fees.

## INSTALLATION AND DISMANTLE

Installation and Dismantle dates and hours are outlined in the Exhibit Prospectus. All exhibits must be fully operational one half hour prior to opening. Exhibitors are prohibited from dismantling booths prior to official close of exhibit hours. Any exhibitor breaking down early without permission from factor110 will not be allowed to exhibit at future Conferences. Tear down and removal of exhibits shall begin promptly after the close of exhibits.

## BADGES AND ADMISSION TO HALL

Badged exhibitors may enter the exhibit hall one hour before show opening and remain in the hall one hour after show closing each day. If further access is required, special permission must be secured from factor110. Trading of badges with other exhibitors or attendees is strictly prohibited. Each exhibitor must wear the official exhibitor badge at all times while at the show site.

## EXHIBIT CONDUCT

- a. Distribution of promotional or education materials may be conducted and circulated only within the booth assigned to the exhibitor.
- b. Exhibiting companies must open their exhibit on the time and staff the booth at all times during the exhibit hours. No packing of equipment or literature or dismantling of exhibits is permitted until exhibit closing time.
- c. Exhibitors must conduct exhibits in a dignified and professional manner.
- d. Aisle may not be obstructed at any time because of excessive crowding in the exhibit booth.
- e. No exhibitor may sublet, assign or share exhibit space.
- f. Noise from electrical or mechanical apparatus or presentations within the booth must not interfere with other exhibitors.
- g. Exhibit Management reserves the right to determine at what point sound constitutes interference with others.
- h. Order taking is permitted when conducted in a professional manner.



## **SECURITY**

National Tornado Preparedness Summit (NTPS) provides security of the periphery of the exhibition hall on a twenty-four hour basis beginning at the start of move-in and continuing through the exhibition closing. Security service is not provided to individual booth spaces.

## **CANCELLATION OF THE TORNADO PREPAREDNESS SUMMIT**

It is mutually agreed that in the event the National Tornado Preparedness Summit (NTPS) is cancelled due to disaster, strike, labor dispute, governmental intervention, malicious damage, acts of war, or other causes which would prevent its scheduled opening or continuance, then and thereupon the agreement will be terminated and factor110 shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible, after due consideration for expenditures and commitments already made.

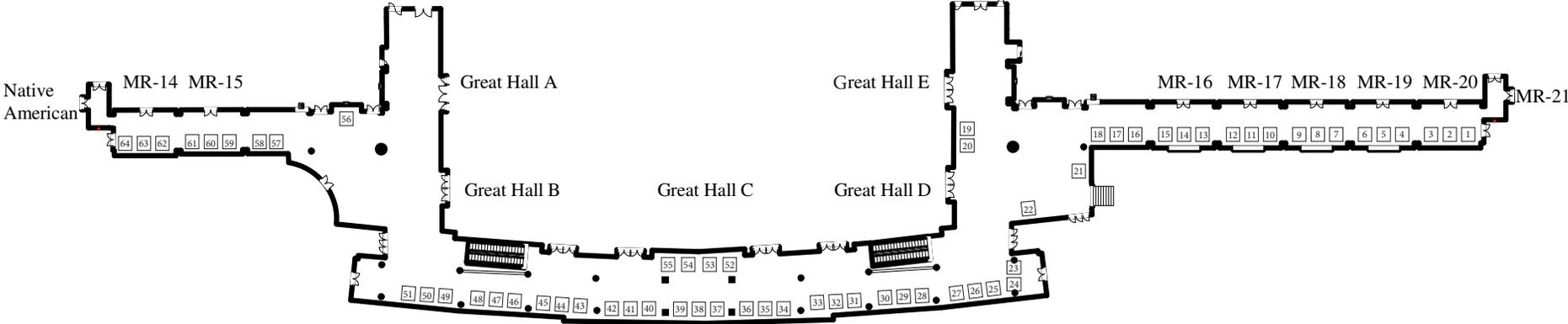
## **LIABILITY AND INDEMNIFICATION**

Exhibitors must surrender the space occupied in the same condition as received. Exhibitors are required to strictly comply with all terms of their agreement as contained in the Exhibit Prospectus, the Exhibitor Service Kit, the Exhibit Space Application/Contract, and exhibitor correspondence as well as all applicable terms and conditions contained in the agreement between the National Tornado Preparedness Summit (NTPS) and the Convention Center.

Exhibitor shall indemnify and hold harmless the National Tornado Preparedness Summit (NTPS) and the Cox Convention Center and its servicing agents from all liability (damage, accident, or loss) which might ensue from any cause resulting or connected with the transport, placement, removal or display of any materials or equipment. Further, the exhibitor shall assume responsibility for all equipment. Further, the exhibitor shall assume responsibility for any claims arising out of the use of meeting space of the Cox Convention Center for exhibits/table top display purposes. The Exhibitor agrees to indemnify and defend the National Tornado Preparedness Summit (NTPS), Cox Convention Center and its owners, agents and employees against any claims or expenses arising out of the use of the premises for EXHIBITS/DISPLAYS purposes.



# Second Floor Prefunction



 = 10' x 10' space