

2009 NMHC Apartment Technology Conference & Exposition

Exhibit Booth Request Form and Exhibit Guidelines

This request form is an application and contract for exhibit space at the 2009 NMHC Apartment Technology Conference & Exposition, between the National Multi Housing Council and Multihousing.com (Co-Producers), and your company (Exhibitor). It will become effective upon written acceptance by NMHC.

Exhibit Booth Request

Company Name _____
(If your company has changed its name since its last participation in a NMHC event, please list the previous name below.)

Previous Company Name _____

Important for booth assignment process:

Please indicate the type of Product/Service your company will be exhibiting _____
(e.g., Property Management Software, Wireless Communications, etc.)

Contact Name of person handling your booth logistics _____
(This person will receive all mailings on behalf of your company.)

Title _____ E-Mail _____

Street Address _____

City _____ State _____ ZIP _____

Phone _____ Ext. _____ Fax _____

Web Site Address _____

List your top 6 preferred booth locations

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____

Our company prefers to not be located next to the following competitive firms:

1. _____ 4. _____

2. _____ 5. _____

3. _____ 6. _____

For printing purposes, please list your company's name as it should appear in all printed material.

Exhibit Guidelines

- 1. Eligible Exhibits:** NMHC and Multihousing.com reserve the right to determine the eligibility of any company or product to exhibit in the Conference and the right to reject or cancel any application and/or limit space assigned to any one company.
- 2. Limitation of Exhibitors:** NMHC and Multihousing.com reserve the right to stop or remove from the Conference any exhibitor or representative(s) who, in the opinion of NMHC and Multihousing.com, is objectionable or detracts from the dignity of the Conference.
- 3. Exhibitor Due Diligence:** NMHC and Multihousing.com make no representation concerning any sponsor or its products or services, and the admission to the Conference of any sponsor or exhibitor constitutes neither an endorsement, recommendation, nor a representation by NMHC or Multihousing.com of any exhibitor or sponsor, or its products or services.
- 4. Assignment of Space:** Fully paid booths will be assigned starting June 1, 2009, based on the following, in order of priority: (1) number of years company/division has exhibited; (2) Conference sponsorship; (3) company membership level in NMHC; and (4) date the Booth Request Form is received. NOTE: Please check your booth location assignment for conflict with competitors. If your booth location needs to be changed, contact NMHC

immediately. Proximity to competitors is each supplier's responsibility. Booth assignments are dependent upon receipt of the Booth Request Form, receipt of payment, and booth availability. One exhibit point is assigned to each company that exhibits annually at the Technology Conference & Exhibition, regardless of the number of booths purchased. Past exhibit points will be forfeited for any company that does not exhibit consecutively from year to year. Additionally, if a member, an exhibitor's NMHC Membership dues must be fully paid prior to booth assignment. If your booth choices are not open at the time of assignment, we will assign the next best space for exposure to attendee traffic and as close to the type of request first made.

5. Cancellation of Contract/Downsizing:

A. Cancellation/Downsizing by Exhibitor:

1. No refunds for downsizing or cancellation will be made.
2. Your exhibit payment is non-transferable.

B. Cancellation by NMHC and Multihousing.com:

Notice of cancellation of exhibit space may be given to an exhibiting company according to the terms as invoiced. If full payment has not been received at the NMHC office, notice of cancellation shall be in writing and mailed to the exhibiting company. In the event of cancellation by NMHC and Multihousing.com, the exhibitor's payment will be non-refundable.

Exhibit Guidelines continue on the back of this form

- 6. Co-Exhibiting or Subletting of Exhibit Space:** One company is allowed to exhibit per booth. Exhibitors are prohibited from subletting any part of the space allotted to them or exhibiting in their space any merchandise or advertising materials that are not a part of their product lines, unless authorized by NMHC and Multihousing.com.
- 7. Liability:** Exhibitor agrees to, at all times, protect and defend, save and hold forever harmless, and fully indemnify the National Multi Housing Council, Multihousing.com, and the JW Marriott Desert Ridge Resort & Spa, and their leadership and employees, from and against any and all claims, actions, losses, damages, costs (including reasonable attorney's fees), liability charges, or expenses arising out of or in conjunction with (1) any property or personal injury or other occurrence to any property or person(s), including the exhibitor, its agents, employees, and business invitees, which arises out of or is in conjunction with the exhibitor's occupancy and use of the exhibition premises or any part thereof, and, further, (2) any alleged violations of any law or ordinance occasioned by the intentional or negligent actions of the exhibitor, its agents, employees, and business invitees. NMHC, Multihousing.com, and the JW Marriott Desert Ridge Resort & Spa expressly disclaim any possible liability for the safety of the exhibitor's property or exhibit against robbery, fire, water, accidents of any sort, or injury or damage from any other cause. Should any loss by theft occur, the exhibitor agrees to report it to the security person on duty, hired by the exhibit management or the resort, immediately.
- 8. Security Guidelines for Exhibitors:**
- A. Avoid leaving valuable items unattended or articles in the booth during non-exhibit hours.
 - B. If possible, cover your display with a flameproof drop cloth during non-exhibit hours.
 - C. Run wire or cable through as many items as possible and lock them during non-exhibit hours.
 - D. Remove pertinent component parts from display or floor models not being used for demonstration during non-exhibit hours.
 - E. Never leave your booth unattended during exhibit hours. Do not hesitate to report to NMHC staff any suspicious persons in the exhibit area.
 - F. Pack all of your equipment products as soon as move-out starts and make sure all labels are made out properly.
 - G. At commencement of move-out, remove small articles of value.
- 9. Booth Construction/Design/Layout:**
- A. Standard booth equipment will consist of an 8 ft. back wall of draperies with aluminum uprights and 3 ft. high divisional side rails covered with matching or contrasting draperies.
 - B. To allow an unobstructed view of booths, exhibitors are not permitted to have their booths and backdrops exceed 8 ft. in height for linear booths. Island booth height maximum is 15 ft. Backdrops/backgrounds 8 ft. in height may extend forward no more than 5 ft. from the back wall. Consult NMHC if you have questions or require a diagram for clarification.
 - C. Company banners over island booths are allowed.
- 10. Mergers and Buyouts:** In the case of exhibiting companies that have either merged with, been purchased by, or have purchased another company and merged their booth space, the new company will receive the points earned by the company that had the higher point total, if requested in writing by the merged company. The priority points will not be combined.
- 11. Joint Ventures/Co-Marketing:** Definition – The definition of a joint venture/co-marketing agreement is that in which two or more companies are developing, manufacturing, producing, or distributing the same product. In this case, it refers to companies that may have entered into joint ventures or co-marketing agreements and wish to exhibit in a manner best describing their joint agreement. Companies having such a business agreement may choose to:
- A. Be aligned on the exhibit floor adjacent to each other in order to jointly promote the specific product; or
 - B. Be represented by only one of the companies in the agreement utilizing exhibit space, but displaying through signage that the product is a joint venture/co-marketed product; or
 - C. Exhibit in one booth under the joint venture name with one exhibit manager contact coordinating all joint venture booth staff and activities (registration badges, show guide listings, etc., which are subject to show management policies). If the companies having the agreement wish to have their space located adjacent to each other, both companies should submit such in writing, with their applications, a cover letter initiating the request. A copy of the letter should also go to each of the companies in the agreement.
- Space allocation should be based on the present points average of the companies in the agreement. If only one company is exhibiting the co-marketed product, show management should deal only with that exhibiting company. Subletting of space for the purpose of allowing another company to exhibit within the principal exhibit is not permitted. If the non-exhibiting company needs registration badges, they should work directly with show management and according to show management's policies. Show management will make every effort to be inclusive of all joint marketing partners. If possible and upon request, the names of both joint partners should be included in separate listings in the printed materials. Show management may charge an administrative fee for the additional listing. If two listings cannot be provided, the exhibiting company should list the non-exhibiting partner within its listing.
- 12. Exhibitor Intellectual Property:** Exhibitor warrants and represents that it owns all intellectual property being used in promotion at the 2009 NMHC Apartment Technology Conference & Exhibition or exhibited at the 2009 NMHC Apartment Technology Conference & Exposition, and agrees to defend, at exhibitor's expense, and to indemnify NMHC and Multihousing.com for any action brought against NMHC and Multihousing.com arising out of any dispute over intellectual property.
- 13. General Show Policies:** NOISY, OFFENSIVE EXHIBITS ARE PROHIBITED. If you are having demonstrations, do not have them in the aisle where your exhibit is located if you expect people to congregate there. Leave space within your exhibit to absorb the majority of the crowd. Should spectators interfere with the normal traffic flow in the aisle or overflow into the exhibits on the sides or across the aisle, the Show Manager will request that you limit or eliminate your presentation.
- Police your booth to be sure the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. The Show Manager reserves the right to determine what constitutes interference with others.
- All business activities, circulars, and advertising matter must be conducted and distributed within the booth(s) assigned to the exhibitor. Materials may not be distributed in other areas of the Conference facility. Exhibitor agrees not to hold any social event to which attendees are invited, or entice attendees off the exhibit floor during official exhibit and Conference hours.
- Further, no exhibits or In Conjunction With events are permitted outside the exhibition area, which includes hotel rooms, suites, or public places on November 8-10, 2009, unless approved in advance by NMHC. In Conjunction With events held by non-sponsor companies will be charged a \$5,000 fee.
- 14. Sleeping Rooms:** Contact the JW Marriott Desert Ridge Resort & Spa before October 14, 2009, at 480/293-5000 or 888/236-2427 (reference: Technology Conference), or www.marriott.com (reference group code: NMHNMHA) to make reservations.
- 15. Restricted Attendance:** False certification of individuals or other methods or devices used to assist unauthorized persons to gain admittance to the exhibit floor or the Conference is cause to expel the violator from the exhibition and Conference, and to remove the exhibit from the floor without obligation on the part of NMHC or Multihousing.com.
- 16. NMHC and Multihousing.com follow the International Association of Exhibitions and Events (IAEE) best practices and rules of exhibiting.**

Payment Information

- Booth payment enclosed. *NOTE: Failure to make payment does not cancel exhibitor's liability.*
- Credit Card Payment (*check one*)
 - Visa MasterCard American Express Acct. Number: _____ Exp. Date: _____

Name _____ Signature _____
(as it appears on card) *(required)*

It is understood that by submitting this application for exhibit space, we have included our booth payment and our company and its representatives agree to abide by the provisions of the rules and regulations governing the 2009 NMHC Apartment Technology Conference & Exposition, developed and produced by NMHC and Multihousing.com in general, and as outlined above, in the Exhibitor & Sponsor Prospectus and the Exhibitor Services Manual. This application, when accepted by the National Multi Housing Council, becomes a contract.

Signed _____ Printed Name _____ Date _____

Return both sides of this completed Booth Request Form with payment to: NMHC Exhibits, P.O. Box 37091, Baltimore, MD 21297-3091. **Please make checks payable to the National Multi Housing Council.** Credit card payments will also be accepted. Should your company require an invoice prior to making payment, fax, or e-mail BOTH SIDES of this Request Form with your request for an invoice to the attention of Jennifer Angebrannt at 202/775-0112 (fax) or jangebrannt@nmhc.org.