



NATIONAL FEDERATION OF REPUBLICAN WOMEN

# 35th Biennial Convention

*September 10-13, 2009*

*Orlando, Florida*

## EXHIBITOR OVERVIEW

# General Information

## WHY EXHIBIT?

Thank you for your interest in booth space at the 35th Biennial NFRW Convention at the Caribe Royale Hotel & Convention Center in Orlando, FL. Your participation helps the National Federation of Republican Women continue its important work as a leader in Republican politics. Founded in 1938, the NFRW has thousands of active members in local clubs across the nation and in several U.S. territories, making it one of the largest women's political organizations in the country. The grassroots organization recruits and elects Republican candidates, advocates the Party's philosophy and initiatives, and empowers women in the political process. The NFRW promotes the goals and ideals of the Republican Party by acting as:

- A communications hub on the crucial issues facing the nation;
- A network for Republican women leaders, decision makers, and volunteers around the country; and,
- A voice in the political arena for our membership.

Since the beginning, the NFRW has provided a forum, through national conventions, for its members to exchange ideas and discover ways to serve local, state, and federal governments.

## OUR EXHIBITORS WANT TO ...

- Reach the nation's leading Republican women;
- Network with current customers and engage potential new customers;
- Launch new products and services;
- Demonstrate product applications and benefits;
- Determine new and emerging customer needs;
- Get immediate feedback on products and services;
- Broaden exposure into new and expanding markets;
- Network with peers; and,
- Support the only national Republican women's show that is developed by the NFRW, for the NFRW members, and where the revenue goes back to the NFRW to enable our goals to be met.

## CONVENTION SCHEDULE

### Wednesday, September 9, 2009

7:00 am – 5:00 pm	Convention Registration
3:00 pm – 5:00 pm	Executive Committee Meeting

### Thursday, September 10, 2009

7:00 am – 6:00 pm	Convention Registration
7:00 am – 5:00 pm	Credentials Office Open
8:00 am – 5:00 pm	Campaign Management School
1:00 pm – 4:00 pm	NFRW Board of Directors Meeting
6:30 pm – 10:00 pm	Regents Event

### Friday, September 11, 2009

7:00 am – 6:00 pm	Convention Registration
7:00 am – 6:00 pm	Credentials Office Open
8:00 am – 5:00 pm	Campaign Management School
9:00 am – 11:00 am	Page Rehearsal
10:00 am – 7:00 pm	Vendor Area Open
11:00 am – 12:00 pm	Sergeants-at-Arms Meeting
1:00 pm – 3:00 pm	State Presidents Meeting
6:00 pm – 9:00 pm	Opening Night Reception
9:00 pm	Hospitality Suites

### Saturday, September 12, 2009

7:00 am – 12:00 pm	Convention Registration
7:00 am – 6:00 pm	Credentials Office Open
8:00 am – 6:30 pm	Vendor Area Open
9:00 am – 12:00 pm	General Session
12:15 pm – 2:00 pm	My Favorite Teacher Luncheon
2:15 pm – 3:45 pm	Convention Workshops
4:00 pm – 5:30 pm	Convention Workshops
7:00 pm – 10:00 pm	Hospitality Suites

### Sunday, September 13, 2009

6:30 am – 8:30 am	Credentials Office Open
7:00 am – 8:30 am	Election of NFRW Officers
7:00 am – 2:30 pm	Vendor Area Open
9:00 am – 12:00 pm	General Session
12:15 pm – 2:00 pm	NFRW Awards Luncheon
2:30 pm – 4:00 pm	NFRW Board of Directors Meeting
4:00 pm	Executive Committee Meeting

**This Schedule is Subject to Change.**



# Exclusive Opportunities

## EXHIBIT SHOW HOURS

### Tentative Hours

Friday, September 11	10:00 am – 7:00 pm
Saturday, September 12	8:00 am – 6:30 pm
Sunday, September 13	7:00 am – 2:30 pm

### Move-In

Thursday, September 10	12:00 am – 5:00 pm
Friday, September 11	7:00 am – 11:00 am

*NOTE: Exhibitors are required to attend a meeting Thursday afternoon at the Caribe Royale to receive credentials and instructions. Details to come.*

### Move-Out

Sunday, September 13	2:30 pm – 6:30 pm
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## EXHIBIT SPACE FEES

Commercial Vendors	\$1,400
Shared Booth Space	\$2,100
Plaza Area	\$3,000
Pavilion Area	\$3,500
Republican Political and Educational Vendors	\$650
NFRW Clubs	\$500

### BOOTH RESERVATIONS

Payment in full must be received with the signed Exhibitor Agreement. DEADLINE to reserve booth space is August 15, 2009. Space will be assigned on a first-come, first-served basis.

The NFRW retains right of refusal on all items for display or sale which the organization deems offensive or distasteful.

### QUESTIONS?

If you have questions, please contact Anna Lee at 703-548-9688 or [meetings@nfrw.org](mailto:meetings@nfrw.org).

## YOUR BOOTH SPACE INCLUDES ....

- 1 10x10 booth (*standard booth size*) located in the Caribe Royale in Orlando, FL, in a major thoroughfare and directly outside of the general sessions and luncheons.
- 1 Skirted Table
- 2 Chairs
- Wastebasket
- Identification Sign with Company Name and Booth Number
- General Security

*There will be an additional charge for electrical power and audiovisual equipment. All equipment, furnishings or services, other than those provided as indicated above, must be arranged with the decorator and/or the convention hotel at the exhibitor's expense.*

## ADDITIONAL BENEFITS ....

- Complimentary Pre-Registration List (*see Page 7*)
- Discounted Advertising in Convention Program  
*Please contact Anna Lee at [meetings@nfrw.org](mailto:meetings@nfrw.org) or 703-548-9688 for more information.*
- Competitive Sponsorship Opportunities

## CANCELLATION POLICY ....

- If written cancellation is received by July 15, 2009, exhibitor shall receive a full refund of monies paid less 50 percent of total due to be retained by NFRW for administrative costs.
- If written cancellation is received after August 1, 2009, but before August 15, 2009, exhibitor shall receive a full refund of monies paid less 75 percent of total due to be retained by NFRW for administrative costs.
- No refunds will be made after August 15, 2009, for cancellations or downsizing – NO EXCEPTIONS.

## EXHIBITOR HOUSING ....

To reserve a room under the NFRW room block, call the Caribe Royale Hotel at (800) 823-8300 and indicate that you are with the National Federation of Republican Women. Make your reservation by July 15, 2009, and receive a \$10.00 per night discount.



# Rules and Regulations

## GENERAL

1. These rules and regulations form the Exhibitor Agreement made between the National Federation of Republican Women (NFRW) and the exhibitor.
2. Neither the Exhibitor Agreement nor any booth or display space request or allocation will be binding on the NFRW unless and until the exhibitor completes, signs and returns the Exhibitor Agreement; and issues payment in accordance with said agreement, and said agreement is executed by the exhibits manager on behalf of the NFRW.
3. The NFRW is hereby authorized to assign exhibit space based on availability and in accordance with the exhibitor's choice whenever possible. The NFRW reserves the right to alter the location of exhibit spaces, at its sole discretion, in the best interest of the exhibition.
4. If an exhibitor fails to abide by the regulations of the exhibition as set forth, then the contract between the NFRW and the exhibitor will be in default. The exhibition regulations constitute a portion of the contract between the NFRW and the exhibitor. Therefore, any failure on the part of the exhibitor to comply with the regulations represents a default. Should exhibitor be in default, all rights of exhibitor and obligations of NFRW hereunder shall cease. The parties agree that in such event it will be impossible to calculate NFRW's damages and NFRW shall be entitled to retain as liquidated damages any amount paid for space rental, regardless of whether or not the NFRW enters into a further lease of the space involved. Interpretation and application of the regulations are within the sole discretion of the NFRW and decisions by the NFRW are final.
5. Any exhibitor who, in the opinion of the NFRW show management, conducts themselves unethically or unprofessionally, will be subject to ejection from the convention and/or forfeit the right to exhibit in subsequent years. No disruption of the conference or any other exhibitor's right to conduct business will be tolerated and no monies will be refunded should ejection occur.
6. Sales will be permitted on the exhibit floor. The exhibitor assumes entire responsibility for the collection of any applicable sales taxes on any sales made on the exhibition premises. The exhibitor understands that the NFRW is not responsible for the volume of sales.
7. The NFRW and the Caribe Royale Hotel & Convention Center do not accept advance freight shipments for exhibitors.  
**Prior to Sept. 9, 2009, advance freight shipments must be sent to:** [Exhibitor's Name], c/o Freeman, 0088 General Drive, Orlando, FL 32824  
**Beginning Sept. 9, 2009, advance freight shipments must be sent to:** [Exhibitor's Name], c/o Freeman, 8101 World Center Drive, Orlando, FL 32821

## ELIGIBLE EXHIBITORS

8. Any firm/company that markets products for, or provides services to, women and families, political organizations and government organizations is eligible to exhibit. The NFRW reserves the right to determine the eligibility of any company and/or product, promotion or part thereof that in its opinion is not in keeping with the character and purpose of the trade show.
9. No company or industry will be permitted to exhibit or hold any sponsored activity in any of the conference facilities including hotels designated as part of the conference-housing complex, without the express permission of the NFRW. Please note that while all exhibitors and meeting attendees are invited to the ex-

hibit floor, any company or attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the NFRW Exhibition Rules and Regulations, will be asked to leave immediately. Additional penalties may be applied. NFRW recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, a restaurant, club or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. NFRW's policy is that they must be informed of any hospitality suites, and expressed consent must be received prior to the event.

## CHARACTER OF EXHIBIT

10. The NFRW reserves the right to decline an exhibitor permission to conduct, maintain and exhibit if, in the sole judgment of the NFRW show management, said exhibitor shall in any respect be deemed unsuitable or offensive to other individuals. This reservation includes, but is not limited to, personnel attire and conduct, articles of merchandise, printed matter, souvenirs, catalogs, and any other items, without limitation, which affect the character of the exhibition or the NFRW.

## BOOTH CONSTRUCTION

11. The exhibitors shall have the rights, subject to the provisions herein contained, to arrange their exhibits within the space allotted to them in the manner best suited for displaying and demonstrating the goods manufactured by them. No part of an exhibit shall extend outside the exhibitor boundary. All materials, items, etc. must be contained within the space assigned to the exhibitor as per the completed Agreement and in accordance with the NFRW booth construction guidelines. No items can be hung from the support railings of the exhibit booth.

12. The exhibitors shall care for their own exhibits and take such steps and precautions as may be necessary to prevent injury or damage to themselves or their exhibits. The exhibitor shall not place in the exhibit area any material, equipment, apparatus or goods that will in any manner be dangerous or calculated to cause injury to any persons coming in contact with them or result in fire or damage to the building or exhibits. Any such item which may be a hazard to a persons or property shall be removed forthwith.

13. Nothing shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. The exhibitor shall not place in the exhibit area any material or equipment whose presence, appearance or operation produces noise, vibration, odor or other irritant that is objectionable to the NFRW, the Center, other Exhibitors or visitors. Exhibits that defame or unfairly attack the products or integrity of another exhibitor, or exhibits that disturb or disrupt the exhibits of another, through audio or video displays or otherwise, are also prohibited.

## INSTALLING & DISMANTLING OF EXHIBITS

14. All goods shall be consigned in accordance with the instructions in the Exhibitor Services Kit.

15. If you know that your booth will require more than your allotted time to set up, you will need to notify the NFRW exhibits manager in writing so that your materials can be delivered on time.

16. Exhibits are to be set-up and torn-down during assigned times. Exhibits not set up during the designated time may be resold or reassigned by NFRW without obligation on the part of NFRW for any refund whatsoever. In addition, labor will be as-



signed to install or remove the exhibit from the hall. Labor expenses will be borne by the exhibitor. The NFRW is not responsible for any damage to the exhibitor's product due to setup or removal of exhibitor's Booth.

**17.** Exhibitor will not dismantle their display prior to the stated closing hour of the show. No exhibit or any part thereof may be removed during the period of such exhibition, without the written consent of NFRW.

**18.** Exhibitors shall remove all exhibits and any goods or property brought into the exhibit hall and leave said space both clean and free of rubbish.

#### REQUESTED SPACE CHANGE

**19.** An exhibitor may be required to move to a new location if they request a downsizing or increasing of space.

#### SUBLETTING OF SPACE

**20.** Contracted exhibitors who have paid for space assignments shall not assign, sublet, or share any space allocated to them without prior written permission from the NFRW, and may not advertise or display goods other than those manufactured or sold by them in the regular course of their business. Space assigned to the exhibitor is for their exclusive use.

**21.** No other person, firms, organizations, or companies shall be permitted to display or demonstrate their products or services, or distribute advertising materials to conference attendees in any conference area. Non-compliance with this regulation will result in the prompt removal of the offending person and property from the area.

#### EXHIBITOR REPRESENTATIVE

**22.** The exhibitor will be responsible for designating an official authorized agent who will be the primary contact to work with NFRW show management. This person will oversee and understand all contract issues, including those relating to registration, payment, housing, badging, materials handling, booth set up and tear down, operations and logistics, as well as ordering of furniture, signage, utilities, etc. The exhibitor representative shall be authorized to enter into service contracts as may be necessary and for which the exhibitor is responsible. This agent shall receive all official correspondence from the NFRW and be responsible for communicating all information to appropriate individuals.

#### EXHIBIT STAFF

**23.** All personnel who are representatives of the exhibiting company must register as an "exhibitor." There is no charge for this registration. Registering as an exhibitor allows access to the exhibition floor only. Access to any meeting, workshop, meal function, etc. is an additional charge.

#### PRODUCT INFORMATION AND SAMPLES

**24.** Exhibitors interested in distributing product samples, circulars or advertising materials may only do so within the booth space assigned to exhibitor. No materials shall be distributed to the hotel rooms of the convention registrants without NFRW's prior approval or in any area of the convention facilities that is or is not an assigned area of the NFRW.

**25.** All food and beverage samples must be approved by NFRW and the Caribe Royale Hotel & Convention Center.

#### SECURITY

**26.** The NFRW will provide security in the exhibit as deemed necessary by NFRW. You are reminded that this is an open-

booth show. The sole responsibility for safeguarding your exhibit and merchandise is yours at all times.

#### LIABILITY

**27.** The NFRW shall not in any manner or for any cause be liable or responsible to any exhibitor or any other person for any injury or damage to any person, business or property in any way related to or arising in connection with the exhibition; and any and all claims for such injuries or damages are hereby waived and each exhibitor agrees to indemnify and hold harmless the NFRW and its directors, officers, employees and agents (the "Indemnified Parties") against any and all claims, liabilities, losses and expenses, including reasonable attorney's fees, directly or indirectly arising from or relating to the exhibition or to any act or omission of exhibitor.

**28.** The exhibitor acknowledges that the NFRW and the Caribe Royale Hotel & Convention Center do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

#### INSURANCE

**29.** The NFRW requires each exhibiting company to provide proof of liability insurance. This is a safeguard measure in the event an accident occurs within your booth. The regular liability insurance carried for your day-to-day operations typically is sufficient. Check with your insurance company. Send certificate by July 15, 2009, to: National Federation of Republican Women, Exhibits Manager, 124 N. Alfred Street, Alexandria, VA 22314, or fax to (703) 548-9836. The exhibitor shall, at his/her expense, provide insurance for protection of his property against fire, theft, vandalism or destruction by any cause. The exhibitor shall also provide workmen's compensation and general liability insurance in an amount not less than \$1 million per occurrence.

**30.** If the exhibitor uses a non-official contractor, it too must comply with the above coverage provisions.

#### AMENDMENT OF RULES

**31.** The NFRW reserves the right to make changes, amendments and additions to the rules at any time, and all changes, amendments and additions so made shall be binding on the exhibitor with the provision that all exhibitors will be advised of any such changes.

**32.** All matters and questions not specifically covered by these rules and regulations and the Exhibitor Agreement are subject to the decision of the NFRW show management, whose decisions will be final.

**33.** Exhibiting companies may only hold hospitality or off-site events during non-exhibit hours. No events may take place while the show floor is open. All events must receive prior approval by the NFRW.

*This agreement shall be governed by and construed in accordance with the laws of the Commonwealth of Virginia, and the Circuit Court for the City of Alexandria, Virginia, or the Alexandria Division of the United States District Court for the Eastern District of Virginia shall have exclusive jurisdiction over and be the sole forum and venue for any proceedings relating to this Agreement. The NFRW shall be entitled to recover its reasonable attorney's fees if it is the prevailing party in any such litigation.*



# Exhibitor Agreement

## 1. CONTACT INFORMATION

Company \_\_\_\_\_

Company Web Site \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

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

Direct Phone ( ) \_\_\_\_\_ Direct Fax ( ) \_\_\_\_\_

Direct E-mail \_\_\_\_\_

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

Occupation/Employer \_\_\_\_\_

*(Required by IRS)*

*Contributions to NFRW are not deductible as charitable contributions for federal income tax purposes. Corporate, personal and PAC checks are accepted.*

## 2. EXHIBIT SPACE SELECTION

NFRW will assign exhibit space based on availability and in accordance with the exhibitor's choice whenever possible. If the exhibitor's choice is not available, NFRW will assign the best available space.

## 3. SPACE REQUEST

SPACE	QUANTITY	RATE	RANK ORDER OF PREFERENCE				
Commercial Vendors		\$1,400	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Shared Booth Space		\$2,100	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Plaza Area		\$3,000	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Pavilion Area		\$3,500	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Republican Political & Educational Vendors		\$650					
NFRW Clubs		\$500	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Will you be part of an organized group/block of space?  Yes  No

If yes, all contracts must be submitted together with the group/block submission form.

Name of Group or Block \_\_\_\_\_

Name of NFRW Club / Affiliation \_\_\_\_\_

## 4. VENDOR CREDENTIALS

Persons working in exhibitor booths will need credentials to have access to their booth. Admission to meal functions, general sessions and workshops will require tickets, which are an additional charge. Please type or print clearly the names of all people requiring credentials. Badge will be printed exactly as written below.

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

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

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

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

## 5. PRODUCT SERVICE CATEGORY

Please indicate your product or service category by checking the appropriate box(es) below.

- Advertising Specialties
- Attractions
- Awards Plaques
- Books
- CD-ROM Products
- Computers
- Government Relations
- Hotel Representation Companies
- Jewelry
- Handbags
- Clothes / Fashion
- Golf Resorts / Clubs
- Marketing & Design Services
- Printers / Publishers
- Speakers Bureaus
- Technology
- Web Design / Development
- Republican Products
- Food Products
- Other—Please Explain:

## 6. BOOTH SIGN

LINE 1: Company / Organization Name \_\_\_\_\_

LINE 2: City / State \_\_\_\_\_

*Your booth sign will read exactly as listed above.*



## 7. LICENSING AGREEMENT

Leverage your presence at the 35th Biennial NFRW Convention with a complimentary pre-registration list for use prior to the show. Use the list for pre-show mailings telling attendees what's unique about your company and inviting them to your booth.

Use of this mailing list is meant to facilitate your company's pre-show marketing efforts. This Agreement for the list allows for the use of the mailing list prior to the Convention only. Use of the list after the 35th Biennial Convention is expressly prohibited. The mailing list may not be reproduced or distributed to any other organization, individual or institution without the express written consent of the National Federation of Republican Women. This offer is not available to competing organizations, associations and producers of trade shows, conferences and professional meetings. This offer is made at the sole discretion of the National Federation of Republican Women, and the NFRW reserves the right to determine eligibility under this License Agreement.

EXHIBITORS REQUESTING THE ATTENDEE LIST MUST AGREE TO THE FOREGOING TERMS.

### SIGNATURE

## 8. PAYMENT / REFUND POLICIES

Payment in full must be received with the Exhibitor Agreement.

### CANCELLATION POLICY:

- If written cancellation is received by July 15, 2009, exhibitor shall receive a full refund of monies paid less 50 percent of total due to be retained by NFRW for administrative costs.
- If written cancellation is received after August 1, 2009, but before August 15, 2009, exhibitor shall receive a full refund of monies paid less 75 percent of total due to be retained by NFRW for administrative costs.
- No refunds will be made after August 15, 2009, for cancellations or down-sizing – NO EXCEPTIONS.

**HOLD HARMLESS:** I, the undersigned, do hereby agree to hold the Florida Federation of Republican Women and the National Federation of Republican Women, its officers and staff members, its affiliates and representatives, harmless from any responsibility for injury, loss, theft or bodily harm due to my own negligence prior to, during, or following the NFRW Convention. I further agree to hold FFRW and the NFRW and its representatives harmless from injury, theft, loss or bodily injury caused to any visitor of my exhibitor booth prior to, during, or following the conduct of the exhibits area in the Caribe Royale Hotel & Convention Center. Finally, in lieu of providing an insurance certificate to the NFRW and its representatives, I am releasing the NFRW and its representatives from any responsibility during the move-in and move-out of my exhibit booth.

Name: \_\_\_\_\_

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

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

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

## 9. METHOD OF PAYMENT

TOTAL \$ \_\_\_\_\_

Check to NFRW enclosed    Visa    MasterCard    AMEX    Discover

Card Number: \_\_\_\_\_

Expiration: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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

*The signature above acknowledges receipt and agreement to abide by all rules and regulations under which exhibit space is leased.*

*Note: Contributions to the NFRW are not deductible as charitable contributions for federal income tax purposes. Corporate, personal and PAC checks accepted.*

## 10. RETURN THIS FORM WITH PAYMENT BY:

MAIL: National Federation of Republican Women

Attn: Anna Lee, Convention Director

124 N. Alfred Street, Alexandria, VA 22314

OR

FAX: 703-548-9836

**11. QUESTIONS?** Contact Anna Lee, Convention Director, at 703-548-9688 or [meetings@nfrw.org](mailto:meetings@nfrw.org).





## NATIONAL FEDERATION OF REPUBLICAN WOMEN

124 North Alfred Street | Alexandria, VA 22314

PH: 800-373-9688 | F: 703-548-9836

[mail@nfrw.org](mailto:mail@nfrw.org) | [www.nfrw.org](http://www.nfrw.org)