

# New NTDA Convention Exhibit Process for 2015

The National Trailer Dealers Association (NTDA) has offered Tabletop Displays as part of its Annual Convention for a number of years. Over the past few years, the Displays have increased exponentially in terms of size and number. As the size and scope of the event has increased, the event has really grown beyond the intended “literature display” concept into a full on trade show.

In 2014, there were 99 tabletop displays filling a 16,000 sq. ft. ballroom at the Convention. The NTDA has done everything in its power to contain costs for its Allied members and to provide the best possible service.

However, with the large number of members requesting display space — often times well past the deadline or on-site — each year this has become an increasing logistical challenge. Therefore, the NTDA is implementing the following changes for 2015.



## Important Changes for 2015

In order to provide better value to our sponsors and to provide the highest level of service to our exhibitors, the NTDA is instituting the following changes for the 25th Annual NTDA Convention, Sept. 23–25, 2015, at the Diplomat Resort & Spa in Hollywood, FL.

### 10x10 Booths for Gold, Platinum, Diamond Level and Above Sponsors (included with sponsorship)

Gold, Platinum, Diamond Level and Above Sponsors will be allotted a 10x10 Booth in the foyer area outside of the Great Hall Ballroom (located on the third floor of the Diplomat Resort & Spa's Convention Center area) as a free, value-added bonus to their sponsorship package. These sponsors will have the opportunity to select their space according to level of sponsorship. Sponsors will be allowed to set up their displays on the morning of Wednesday, Sept. 23 and displays will remain up through the length of the Exhibition & Strolling Luncheon on Thursday, Sept. 24.

### 8' ft. Draped Tables (\$499 fee per table)

All other Allied Members wishing to exhibit will be charged a non-refundable fee of \$499 per space, which includes the following:

- 1) 8 ft. Draped Table and Two Chairs
- 2) Printed Company Sign and Table Number
- 3) Added On-site Assistance in 2015 to Help with Exhibitor's Boxes/Materials, and Light Setup
- 4) Lunch and Beverages for Exhibitors and Attendees
- 5) Company and product listing on the NTDA Convention App (includes complimentary Web site link)
- 6) Company and product listing on the NTDA Web Site (includes complimentary Web site link)

- 7) Company and product listing in *TrailerTalk* (print newsletter)
- 8) Company and product listing in the *NTDA News Alert* (e-newsletter)
- 9) Company and product listing in the official printed *25th Annual Convention Event Guide*.

## Display Setup and Tear Down

Displays inside the Grand Ballroom may be set up the afternoon of Wednesday, Sept. 23 and will be available for viewing by Convention attendees from 11:35 a.m.–2:00 p.m. on Thursday, Sept. 24 only. All displays must be dismantled immediately following the Exhibition & Strolling Luncheon. Additional specific details will be forwarded to Exhibitors.

## Space Selection & Priority

Gold, Platinum, Diamond Level and Above Sponsors will be able to select 10x10 space first. Silver and Bronze Sponsors will then have the opportunity to select their table space. Non-sponsors that exhibited in 2014 will then be allowed to request table space. Members that did not display in 2014 will then be allowed to request space. **All requests will be accepted on a first-come, first-served basis.**

## Space is LIMITED

Only one 8' ft. table per Allied member may be requested. **Table space is limited and the NTDA reserves the right stop accepting space requests once capacity has been reached.**

## Exhibit Request Form & Pre-Payment REQUIRED

All members wishing to exhibit must submit an **Exhibit Request Form**. **Pre-payment is required at the time the request is submitted.** **Space requests will not be accepted after July 3, 2015. ABSOLUTELY NO ON-SITE REQUESTS FOR SPACE WILL BE ACCEPTED.**

*See attached General Rules and Regulations for further information.*



# Exhibitor General Rules & Guidelines

*25th Annual National Trailer Dealers Association  
Convention Exhibit and Strolling Luncheon  
Thursday, Sept. 24, 2015  
Diplomat Resort & Spa • Hollywood, FL*

Undersigned Exhibitor agrees to all terms, conditions and covenants herein contained.

1. All exhibitors their agents, employees, affiliates, invitees, contractors, subcontractors or workmen are subject to the rules and regulations of the National Trailer Dealers Association (NTDA) and those imposed by the Diplomat Resort & Spa (A Curio Collection by Hilton).
2. Liability:
  - a. Exhibitor agrees that it will hold harmless the NTDA, its Board of Directors, staff and hired service providers.
  - b. Exhibitor agrees that it will hold harmless the Diplomat Resort & Spa.
  - c. Exhibitor is responsible for all damages to the Diplomat Resort & Spa.
3. The NTDA reserves the right to refuse requests for space if an Allied member is not in good standing as a member or is delinquent with payments owed to the Association.
4. The NTDA reserves the right to cancel this agreement at any time if, in its opinion, the terms and conditions of this agreement are not being observed.
5. The NTDA reserves the right to relocate your table or space if needed. Exhibitor will be notified of any changes.
6. Exhibitors may not sublet space.
7. Exhibitors that are allotted 10x10 booths in conjunction with their level of sponsorship are responsible for their own setup and tear down, and understand that the NTDA and its service provider(s) in cooperation with the hotel staff are providing assistance with the following:
  - a. Providing a company sign for your display or booth
  - b. Delivery of boxes 50 lbs. and under from hotel Shipping & Receiving to your table or exhibit space
  - c. While the NTDA staff and its contracted service providers will make every effort to move

materials that weigh more than 50 lbs., or that are packed in large crates or containers, to your display area, Exhibitor may be responsible to move items if staff is unable to do so. (The shipment of large, heavy materials is discouraged. Do NOT ship carpeting!)

- d. Assistance with light setup.
8. Exhibitors that purchase an 8 ft. table are responsible for the setup and tear down of materials on their table and understand that the NTDA and its service providers in cooperation with the hotel staff are providing assistance with the following:
    - a. Providing a company sign for your display or booth
    - b. Delivery of boxes 50 lbs. and under from hotel Shipping & Receiving to your table or exhibit space
    - c. While the NTDA staff and its contracted service providers will make every effort to move materials that weigh more than 50 lbs., or that are packed in large crates or containers, to your display area, Exhibitor may be responsible to move items if staff is unable to do so. (The shipment of large, heavy materials is discouraged. Do NOT ship carpeting!)
    - d. Assistance with light setup.
  9. Audio/visual, electrical, Internet access, special lighting and other items are the responsibility of the Exhibitor and may be contracted by the Exhibitor through the Diplomat Resort & Spa or its affiliated service providers.
  10. Videos, presentations or other information may be displayed on a laptop, tablet, screen or monitor. Depending on your A/V presentation, Exhibitor may need to contract with the hotel's Audio/Visual provider or with the hotel for electrical services. Volume of such videos or presentations must be kept to a reasonable level in consideration of fellow exhibitors. Undue noise or unseemly methods of demonstration during the Exhibition will not be tolerated. Any amplified sound or sound from equipment of any kind must not interfere

with fellow Exhibitors or attendees. The decision of what constitutes undue noise or unseemly methods shall rest with NTDA management, whose decision shall be final.

11. Exhibitors are responsible for all inbound/outbound shipping and receiving charges. Shipping to the Diplomat Resort & Spa must comply with directions provided by the NTDA.
12. **Semi-trailers and heavy equipment may NOT be displayed. Semi-trailers may NOT be parked at the resort.**
13. Exhibitor is permitted to display literature (e.g., flyers, brochures, CDs, stick drives, and the like) and promotional items (e.g., cups, pens, hats, and the like). Banner stands (pull-ups) may be used within the confines of your contracted space. Companies with pop-up displays that fit on an 8 ft. table must notify the NTDA of their display type at the time their Exhibitor Request Form is submitted. **The Association respectfully requests that all Exhibitors with pop up displays select space on the outside perimeter of the ballroom so that those exhibitors without pop up displays may be more easily seen by attendees.**
14. Do not ship booth carpeting.
15. Exhibitor agrees to staff the booth at all times during the stated exhibit hours. (Sponsors with 10x10 booths in the foyer area are only required to staff their booth during the Exhibit and Strolling Luncheon on Thursday, Sept. 24. However, materials and information may be available at your booth on Wednesday, September 23 and Thursday, September 24, 2015.)
16. Drawings for prizes or give aways are acceptable. Exhibitors are prohibited from conducting a lottery or selling lottery and/or raffle tickets. Exhibitors may NOT request donations from members for any cause.
17. Soliciting for any purpose will NOT be permitted except from within the booth or space purchased for that purpose.
18. No Exhibitor is to mar or in any way deface the premises. In particular, no nails, hooks, tacks, screws, gummed or adhesive stickers are to be utilized on/in any part of the premises. Use of said materials will be subject to reasonable removal/repair charges by the Diplomat Resort & Spa. Exhibitors may NOT hang banners, signs, posters or any other materials on the walls of the ballroom or in any space outside the ballroom.
19. Fire prevention control: Exhibitor agrees to observe all fire regulations and maintain acceptable fire prevention practices as required by the local authority having jurisdiction over these matters.
20. Exhibitors that fail to set up by 11:00 a.m. on Thursday, Sept. 24 will have their table/signage removed.
21. Exhibitor agrees to not tear down booth until after the Exhibit and Strolling Luncheon has concluded.
22. In the event that the Convention and/or Exhibit and Strolling Luncheon should be canceled, all Exhibitors will be contacted immediately and any fees relative to the Exhibit will be refunded.

### I agree to the aforementioned General Rules and Guidelines

Exhibiting Company \_\_\_\_\_

Signature of Exhibiting Company Representative \_\_\_\_\_

Date \_\_\_\_\_

# NTDA 2015 Exhibit Request Form

## 25th Annual NTDA Convention

Sept. 23–25, 2015 • Diplomat Resort & Spa  
Hollywood, FL



Today's Date \_\_\_\_\_ Company Name \_\_\_\_\_

Address \_\_\_\_\_

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

Contact \_\_\_\_\_ Contact Phone \_\_\_\_\_ Contact E-mail \_\_\_\_\_

On-Site Contact \_\_\_\_\_ On-Site Contact Cell Phone \_\_\_\_\_

My company is or plans to be a 25th Annual Convention Sponsor:  Yes  No

If Yes, please indicate sponsorship level: **Bronze** (\$2,500–\$4,999) **Silver** (\$5,000–\$7,499) **Gold** (\$7,500–\$9,999)  
**Platinum** (\$10,000–\$14,999) **Diamond** (\$15,000–\$20,000) **Double Diamond** (\$20,000–\$25,000)

### Exhibitor Checklist:

- **All members wishing to exhibit must submit an Exhibit Request Form. Pre-payment is required at the time request is submitted. Space requests will not be accepted after July 3, 2015. ABSOLUTELY NO ON-SITE REQUESTS FOR SPACE WILL BE ACCEPTED.**
- Exhibitor agrees to e-mail a high-quality .eps of your company or brand logo to gwen@ntda.org along with the Exhibit Request Form.
- Payment (if applicable) is required with submission of Exhibit Request Form (See attached New NTDA Convention Exhibit Process for 2015 and Convention General Rules and Guidelines for more information.)
- Please read, sign and return the attached Convention General Rules and Guidelines.
- Will your company have a pop up display that fits on an 8 ft. table as part of its exhibit?  Yes  No
- Will your company only be displaying literature and give aways?  Yes  No
- Will you be displaying any type of equipment? (All equipment must fit on an 8 ft. table)  Yes  No
- Will your company require power for its display? (Additional fees may apply.)  Yes  No
- Will your company require any audio/visual services for its display? (Additional fees may apply.)  Yes  No
- Please provide a Product/Service description (please limit description to 100 words; attach an additional sheet or e-mail description to gwen@ntda.org). \_\_\_\_\_

### Table Selection:

List Your Top Four Table # Choices: \_\_\_\_\_

List any Exhibitors Your Company Does Not Wish to be Placed Near: \_\_\_\_\_

### Fees:

• Gold, Platinum, Diamond or Double Diamond Level Sponsor —  
10x10 Space Included with Sponsorship

• All Other Exhibitors — \$499 Fee per Table Applies  
**Exhibit Fee is Non-refundable. Limit of one 8 ft. table per Allied member.**

### Payment (Pre-Payment Required):

Select Payment Method:  Credit Card Payment  Check Enclosed

If paying by credit card, please circle one: AMEX Visa MasterCard

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name as Printed on Card \_\_\_\_\_

Cardholder's Address (if different from above) \_\_\_\_\_

Signature \_\_\_\_\_

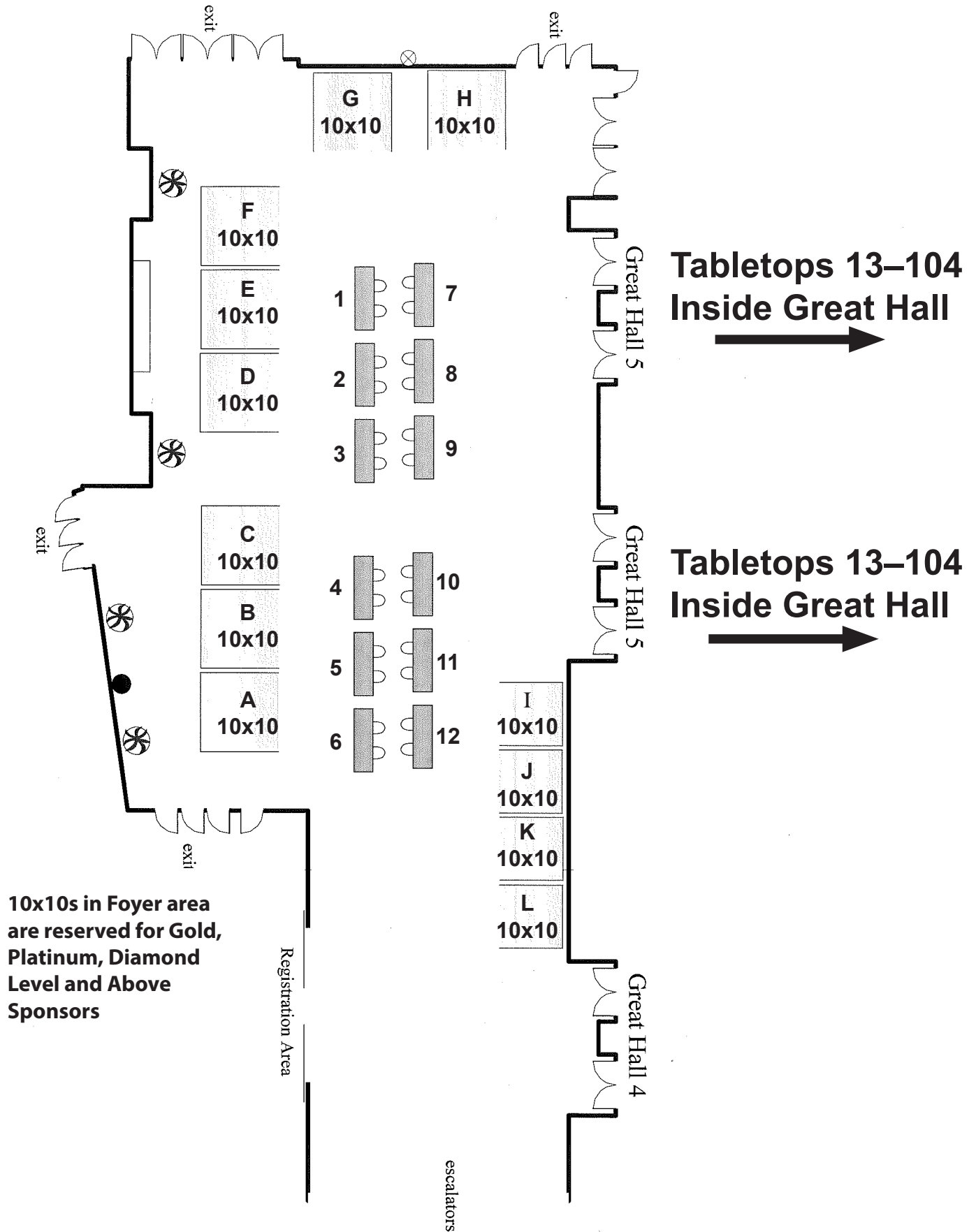
### **For NTDA Use Only**

Request Form Received Date \_\_\_\_\_ Payment Received Date \_\_\_\_\_ Logo Received Date \_\_\_\_\_

Product/Service Description Received Date \_\_\_\_\_ Rules & Guidelines Signed/Returned \_\_\_\_\_ Company Has a Pop Up Display  Yes  No

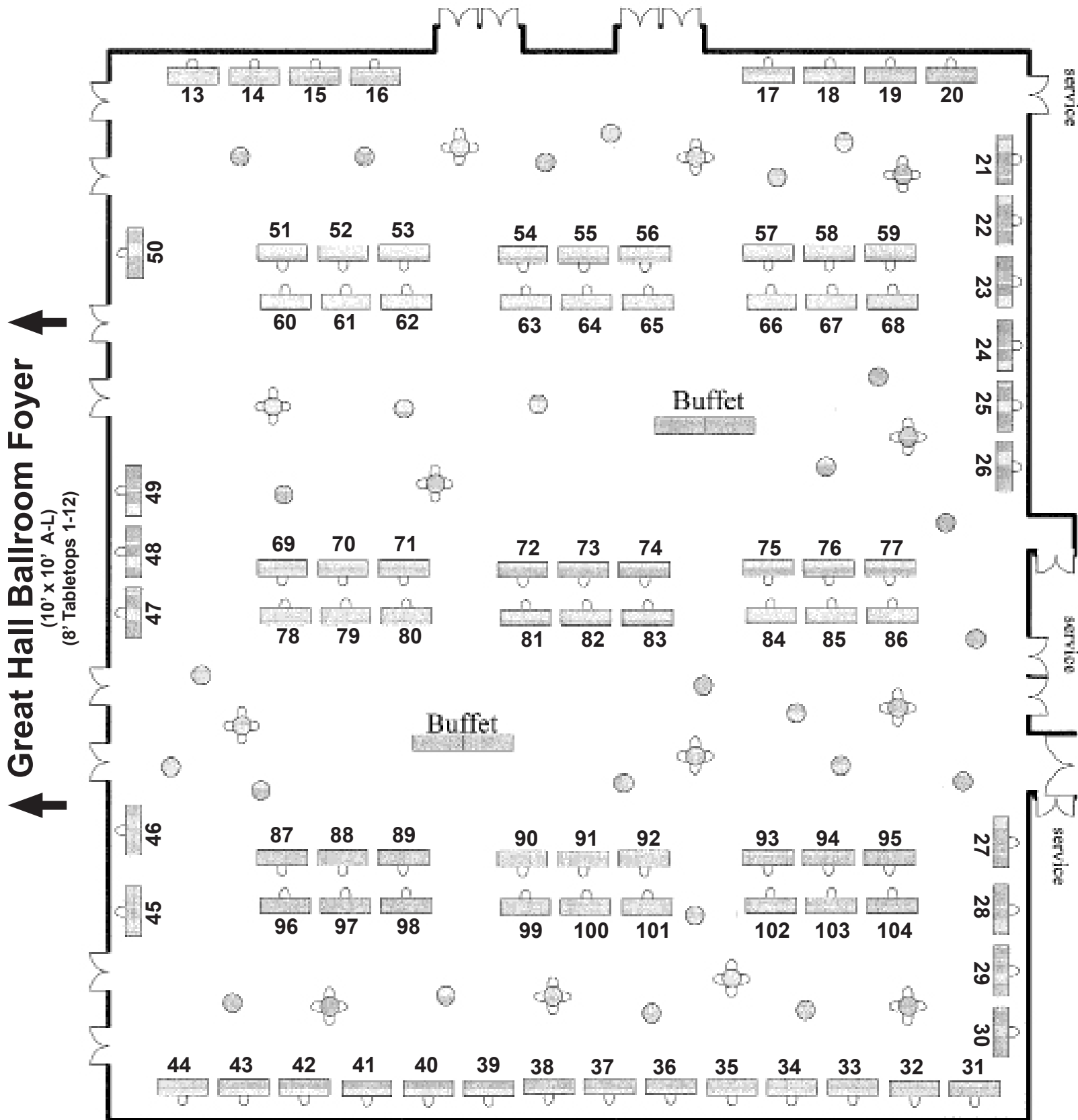
# Great Hall Ballroom Foyer - Floor #3

10' x 10' (A-L)  
8' Tabletops (1-12)



# Great Hall Ballroom - Floor #3

(8' Tabletops 13-104)



If you have a pop-up display that fits on an 8 ft. table or if you will need electrical for your tabletop display, please request a booth around the perimeter of the Great Hall. The Great Hall is located on the third floor of the Diplomat Resort & Spa's Convention Center area.