



# The Public Housing Authorities Directors Association

## Exhibitor Information and Registration Packet



*Photos courtesy of [www.neworleansonline.com](http://www.neworleansonline.com)*

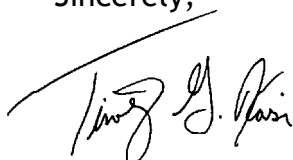
# 2004 Annual Convention & Exhibition May 16-19, New Orleans

**O**n behalf of the Association I invite your participation at the Public Housing Authorities Directors Association 26th Annual Convention and Exhibition in New Orleans, Louisiana. Our convention is scheduled for May 16-19, 2004 at the Hyatt Regency New Orleans.

At our 2004 exhibition, participants will have the opportunity to display goods and services to many of our 1,900 members. We're also providing several amenities for exhibitors which are listed on this page. We hope all these opportunities will make your participation at our convention cost-efficient and worthwhile.

Our staff is eager to assist with all of your requests. We are looking forward to working with you to make this show a success for all involved. If you have questions about the convention and exhibition, please call Judy Browne or Cheri Gainor of the PHADA staff at 202-546-5445.

Sincerely,



Tim Kaiser  
Executive Director

## Registration includes:

- 8x10 booth package:
  - Pipe & Drape
  - One Skirted Table
  - Two Chairs
  - One Waste Basket
  - One Identification Sign
  - (Hall is carpeted)
- Listing in Convention Program describing company and goods/services offered along with web site address and other contact information.
- Food & Beverage Functions in Exhibit Hall – Continental Breakfast with extended hours, Two Receptions.
- Further exposure and networking by attending the Bollinger Scholarship Luncheon and Closing Dinner free of charge to Exhibitors.
- Free admittance to all PHADA program sessions.
- Free list of Convention Attendees.
- Free subscription to the PHADA *Advocate*.

## Trade Show Schedule

### Sunday, May 16

Exhibitor Setup	8:00 a.m. to 4:00 p.m.
Exhibitor Registration	8:00 a.m. to 4:00 p.m.
Trade Show & Welcome Reception	4:00 p.m. to 6:00 p.m.

### Monday, May 17

Trade Show Only	10:30 a.m. to 12:00 p.m.
Trade Show & Reception	4:30 p.m. to 6:30 p.m.

### Tuesday, May 18

Trade Show & Continental Breakfast	8:00 a.m. to 9:00 a.m.
Trade Show Only	9:00 a.m. to 12:00 p.m.
Exhibitor Breakdown	12:00 p.m. to 6:00 p.m.

## Hotel Registration

Exhibitors will need to make their own hotel reservations.

**Hyatt Regency New Orleans**  
500 Poydras Plaza  
New Orleans, LA 70113  
(504) 561-1234

When calling, ask for "reservations" then ask for the PHADA Group Rate. Cutoff date is April 16, 2004.

# Exhibitor Registration and Contract

Name of Company: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Booth Staff (Maximum of 4 per exhibitor): 1. \_\_\_\_\_ 2. \_\_\_\_\_

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

Please describe in detail the type of product or service are you presenting? \_\_\_\_\_

**Yes, we will attend the 2004 PHADA Annual Convention & Exhibition in New Orleans.**  
Please register our firm for \_\_\_\_\_ 8 x 10 booth(s).

## EXHIBITOR FEES

### *Early Bird Discount - To qualify you must pay in full by April 16, 2004*

- First Time** Exhibitor: \$700 per booth
- Previous** Exhibitor: \$600 per booth
- Two or more contiguous booths: \$500 each booth

### *Standard Rate - After April 16, 2004*

- First Time** Exhibitor: \$800 per booth
- Previous** Exhibitor: \$700 per booth
- Two or more contiguous booths: \$600 each booth

This document is a contract between my firm and the Public Housing Authorities Directors Association for the rental of exhibit space. We understand and accept the regulations printed on the reverse side of this page as well as the rules and regulations of the Hyatt Regency New Orleans which are also a part of this contract.

\_\_\_\_\_ for \_\_\_\_\_  
(Signature of Agent) (Name of Company)

Registered exhibitors will receive a Exhibitor Packet detailing booth furnishing and shipping specifications about 1 month before the exhibition. Booth assignments are at the sole discretion of PHADA.

**Mail this form with payment to: PHADA, 511 Capitol Court, NE, Washington, DC 20002-4937. Make checks payable to PHADA. If you have questions contact PHADA at 202-546-5445 (phone) or 202-543-4381 (fax).**

# EXHIBITOR RULES AND REGULATIONS

**1. CONTRACT FOR SPACE.** This contract for space and formal notice of assignment by the Public Housing Authorities Directors Association, hereinafter referred to as the "Exhibits Manager or as PHADA" and the full payment of rental charges, constitute a contract for the right to use the space. Checks should be made payable to the Public Housing Authorities Directors Association.

**2. CANCELLATION OF SPACE.** Cancellation notification must be submitted in writing to the Exhibits Manager no less than 5 days prior to exhibit dates. Exhibitors that cancel are entitled to a refund, less a \$100 processing fee.

**3. CANCELLATION OF CONVENTION.** If the convention is not held for any reason beyond the control of PHADA, PHADA will return the rental payment on a prorated basis after all related Exhibition expenses incurred to that date have been met, thereby cancelling the rental charge and lease of space. The Exhibitor agrees that this releases the Exhibitor from the contract and PHADA from any liability.

**4. PAYMENTS FOR SPACE.** Exhibitor Registration Forms must be accompanied by payment for the rental cost for each booth made payable to PHADA. Full payments received by April 16, 2004 qualify for the Early Bird discount rate as described on the Exhibitor Contract. Payments received after April 16, 2004 must be at the Standard rate.

**5. FORFEITURE OF SPACE.** If an Exhibitor does not follow the rules and regulations set by the Exhibits Manager, the Exhibitor shall forfeit the space and the amount paid for, regardless of whether or not the exhibit space is subsequently leased.

**6. REASSIGNMENT OF SPACE.** Exhibit space not occupied by 3:00 pm on the opening day of the Convention may be reassigned by the Exhibits Manager without refund of the rental paid.

**7. USE OF SPACE.** All measurement shown on the floor plan of the Exhibitor Service Manual are not warranted but are as accurate as possible. The Exhibits Manager reserves the right to modify these plans, as necessary, to meet the needs of the Exhibitors and the Convention.

Exhibitors shall not share or sublet space without prior written consent of the Exhibits Manager.

The Exhibits Manager reserves the right to restrict or evict exhibits, which because of noise, method of operation, materials or any other reason, become objectionable, and also to prohibit any exhibit which in the opinion of the Exhibits Manager may detract from the general character of the Convention as a whole.

Exhibitors must provide ample space within the confines of their booths for the collection of refuse. Wastebaskets or other containers must not be placed in aisles.

**8. CIRCULARIZATION AND SOLICITATION.** Distribution of circular or promotional material may be made only within the booth assigned to the Exhibitor presenting such material. No firm or organization not assigned space in the Convention will be permitted to solicit business within the exhibit area.

**9. BOOTH CONSTRUCTION.** The exterior of any display cabinet or structure facing an adjacent Exhibitor's booth must be finished or suitably decorated at the expense of the Exhibitor erecting or installing such a display and must not include corporate or product identity that would detract from the adjacent display.

No exhibits will be permitted that interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth activities which cause people to congregate in the aisles are prohibited.

Apart from the specific display space for which an exhibitor has contracted with the Exhibits Manager for display purposes of any kind or nature. All booth personnel must be appropriately attired to maintain the professional and businesslike climate of the Convention.

All booth construction shall be subject to rules of the Hyatt Regency New Orleans and the discretion of the Exhibit Manager.

**10. FIRE PREVENTION.** Fire Laws and Regulations require that all booth decorations be flameproof and that all hangings clear the floor. Electrical wiring must conform to National Electrical Code Safety Rules. If inspection indicates that an Exhibitor neglected to comply with these regulations or otherwise incurred fire hazard, PHADA reserves the right to cancel all or such part of the exhibit without refund. All installations are subject to approval with all local fire regulations.

**11. REPAIR OF DAMAGES.** The cost of repairing any damage caused by the Exhibitor, its employees, representatives or agents to the property of others and the Hyatt Regency New Orleans shall be the responsibility of the Exhibitor. Nothing will be posted on, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture or property of others or the hotel.

**12. GIVEAWAYS, DRAWINGS, AND DISTRIBUTION OF GIFTS.** All drawings or contests must be held within the confines of the exhibit booth and ticket holders need not be present when a drawing is held. All prizes must be on display in the Exhibitor's booth during the Convention. In the event that display of the prize is not practical because of its size or where other complications make display of the prize impossible, the Exhibitor must display a photo or other rendering and complete details as to the prize's size, value, color, etc.

**13. PROMOTION.** All promotional materials must be submitted for approval to PHADA before their use and must be in harmony with any state and local laws and agreements entered into by PHADA and the management of the exhibit hall.

The Exhibitor is responsible for following national, state and local regulations on any merchandising, advertising, or promotional schemes that involve attracting visitors to Exhibitor's location by an inducement that might be construed as lottery.

**14. LOSS, DAMAGE, AND INJURY.** PHADA will not be responsible for any injury, loss, or damage that may occur to the Exhibitor's employees or property from any cause whatsoever. PHADA will not be liable for any injury, loss, or damage which may be sustained by any person who may be on the premises leased or rented to the Exhibitor, or watching, observing, or participating in any demonstration or exhibit of Exhibitors.

If PHADA should be held liable for Exhibitor's action or failure to act in any matter whatsoever, the Exhibitor shall reimburse PHADA for all expenses incurred and hold PHADA harmless from any resulting liability.

Exhibitors must provide for the safeguarding of their own goods, materials, equipment and display at all times. PHADA will furnish security guards but is not responsible for the loss of any property, whatever the cause. All property of the Exhibitor's is understood to remain under their care, custody, and control in transit to, within, and transit from the confines of the Hyatt Regency New Orleans.

**15. LIABILITY AND INSURANCE.** Exhibitors must provide for the safeguarding of their own goods, materials, equipment, and display at all times. PHADA

will furnish security guards but will not be responsible for the loss of any material, whatever the cause. Exhibitors must leave their space the way they find it. Exhibitors assume all responsibility for any damage their exhibits may cause to the Hyatt Regency New Orleans. In addition, the Exhibitor shall defend, indemnify, and hold harmless PHADA and the Hyatt Regency New Orleans and their respective employees and agents from any and all liability and expense that may arise from the Exhibitor's participation in the PHADA Annual Convention.

PHADA will not be liable for injuries to any person or for the loss or damage to property owned or controlled by the Exhibitor, or for claims, damages or injuries which may be incident to, arise from, or be in any way connected with the Exhibitor's occupation of display space, and the Exhibitor shall defend, indemnify, and hold PHADA, the Hyatt Regency New Orleans and other exhibit service organizations harmless against any and all such claims.

The Exhibitor is charged with knowledge of all local laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in the Convention. Compliance with such laws is mandatory for all Exhibitors and the sole responsibility is that of the Exhibitor. The Exhibitor understands that neither PHADA nor the Hyatt Regency New Orleans maintain insurance covering the Exhibitor's property. It is the sole responsibility of the Exhibitor to insure themselves at their own expense against property loss or damage and against liability for bodily injury.

**16. COMPLIANCE WITH LAW.** Exhibitor shall not engage in any display, publication, performance, or other activity which is in conflict with any federal, state, or local law, regulation, rule, or ordinance. Firearms may not be used as part of an exhibit, nor as a giveaway. Exhibitor will not display or bring into the exhibit any animal, bird, fish or other non-human creature without the written consent of the Exhibits Manager.

**17. INTERPRETATION AND AMENDMENT.** The Exhibits Manager shall have full power to interpret or amend these rules. Exhibitor agrees to abide by any rules or regulations that may here and after be adopted by the Exhibits Manager, which shall be as much a part hereof as though fully incorporated herein.

**18. MATERIAL HANDLING.** Exhibitors may hand-carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks and other mechanical equipment, however, is not permitted. The Exposition Service Company will control access to the loading docks in order to provide for a safe and orderly move-in/out. Only full-time employees of the exhibiting company will be allowed to hand-carry items. Unloading or reloading at the dock of any and all contracted carriers will be handled by the Exposition Service Company.

**THESE RULES AND REGULATIONS** become part of the contract between the Exhibitor and PHADA. They have been formulated for the best interests of the Exhibitors and PHADA. The rules and regulations of the Hyatt Regency New Orleans are also part of this contract.

**TRADE SHOW EXPOSITION SERVICES:** Upon completion of trade show registration and payment, PHADA will mail to exhibiting company an Exhibit Service Kit containing order forms and costs for additional furniture, electrical, plumbing, floral and information concerning rates for shipping and storage of materials.