2012 NMHC APARTMENT OPERATIONS AND TECHNOLOGY CONFERENCE & EXPOSITION (OpTech)

November 12–14, 2012 | Hyatt Regency Dallas | Dallas, TX

PRELIMINARY EXHIBIT INFORMATION AND SCHEDULE

Exhibit space is limited.

The exhibit area will be the only location for networking during lunches and receptions. Exhibit hours have not been scheduled during the educational sessions to allow exhibitors the opportunity to participate in the conference and continue networking with attendees.

Exhibitor Move-In
Sunday, November 11, 2012: 1:00 PM - 5:00 PM
Monday, November 12, 2012: 8:00 AM - 3:00 PM

Exhibit Schedule
Monday, November 12, 2012: 5:30 PM - 7:30 PM (Reception)

Tuesday, November 13, 2012: Noon - 1:30 PM (Lunch); 5:30 PM - 7:30 PM (Reception)

Wednesday, November 14, 2012: Noon - 1:30 PM (Lunch)

Exhibitor Move-Out
Wednesday, November 14, 2012: 1:30 PM - 4:00 PM

EXHIBIT FEES, TERMS AND CONDITIONS

The booth rental fee per 10' x 10' booth is $4,500 for NMHC members and $5,500 for non-members when you apply before April 1. After April 1, the rates become $5,000 for members and $6,000 for non-members. Each 10' x 10' booth includes three (3) full conference badges. The approximate value is $600 per badge. Full booth payment should accompany the completed Booth Request Form and be returned to the address listed on the form.

Signing up for a booth early will allow your company to take advantage of the advance promotional opportunities. Credit card payments will be accepted. If your company's accounting department requires an invoice prior to submitting payment, please contact NMHC. Membership in NMHC is not required to exhibit. Following receipt of the Booth Request Form at the NMHC office, a confirmation of receipt will be e-mailed to your company contact listed on the form.

Booth Assignments

Fully paid booths will be assigned starting February 1, 2012 based on the following, in order of priority: (1) number of years the 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.* Booth assignments are dependent upon receipt of the Booth Request Form, receipt of payment and booth availability. Past exhibit points will be forfeited for any company that does not exhibit consecutively from year to year. If your booth choices are not open at the time of assignment, we will assign the next best space for exposure to attendee traffic.

Booth Rental includes:

- Basic booth set-up – pipe and drape forming 3 ft. high side rails and 8 ft. high backdrop
- Booth identification sign with company name and booth number
- Aisle carpeting and aisle carpet cleaning *(Exhibit Hall is carpeted)*
- Security service
- Complimentary Full Conference badges for three (3) company personnel with one paid 10' x 10' booth *(inside the maximum of 6 attendees)*. More complimentary Conference registrations (badges) will be provided based on larger-sized booths *(see the conference registration terms when registering for badges online)*
- Exposure to over 900 targeted executive-level, decision-making attendees at the conference
- Complimentary high-speed wireless Internet access
- Exhibitor recognition listing with booth number on NMHC web site
- Exhibitor recognition listing in the conference materials
- Exhibitor Services Manual *(e-mailed to confirmed exhibitors and posted on NMHC web site in early September)*

See the current exhibit hall floor plan at
www.nmhc.org/goto/optech12floorplan

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Exhibit Booth Request Form and Exhibit Guidelines

This request form is an application and contract for exhibit space at the 2012 NMHC Apartment Operations and Technology Conference & Exposition, (OpTech) between the National Multi Housing Council 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 an NMHC event, please list the previous name below.)

Previous Company Name _____
(If differeent than current 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 communications on behalf of your company.)

Title _____ E-mail _____

Street Address _____

City _____ State _____ ZIP _____

Phone _____ Ext._____ Fax _____

Web site _____

Check your booth size preference: ❑ 20' x 20' (400 sq. ft.) ❑ 10' x 20' (200 sq. ft.) ❑ 10' x 10' (100 sq. ft.) ❑ Other _____

List your top 6 preferred booth locations:

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

Our company prefers not to 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:

_____

Payment Information

Booth costs per 10' x 10' are $4,500 for NMHC members and $5,500 for non-members when you apply before April 1. After April 1, the rate becomes $5,000 for members and $6,000 for non-members. Each 10' x 10' booth includes three (3) Full Conference badges. Please note, NMHC will invoice your company after the booth assignments have been finalized.

It is understood that by submitting this application for exhibit space, your company and its representatives agree to abide by the rules and regulations governing the 2012 NMHC Apartment Operations and Technology Conference & Exposition (OpTech) in general and as outlined on the following page, in the Exhibitor & Sponsor Prospectus and in the Exhibitor Services Manual. This application, when accepted by the National Multi Housing Council and payment is made, becomes a contract.

Signature _____ Printed Name _____ Date _____

Return both sides of this completed Booth Request Form via fax or e-mail to the attention of Jennifer Angebranndt at 202/775-0112 (fax) or jangebranndt@nmhc.org.

2012 NMHC Apartment Operations and Technology Conference & Exposition Exhibit Guidelines

1. **Eligible Exhibits:** NMHC reserves 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 reserves the right to stop or remove from the Conference any exhibitor or representative(s) who, in the opinion of NMHC, is objectionable or detracts from the dignity of the Conference.
3. **Exhibitor Due Diligence:** NMHC makes 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, a recommendation, nor a representation by NMHC of any exhibitor or sponsor, or its products or services.
4. **Assignment of Space:** Fully paid booths will be assigned 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 Apartment Operations and Technology Conference & Exposition, 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: 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, the exhibitor's payment will be non-refundable.
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.
7. **Liability:** Exhibitor agrees to, at all times, protect and defend, save and hold forever harmless, and fully indemnify the National Multi Housing Council and the Hilton Anatole, 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 and the Hilton Anatole 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 2012 NMHC Apartment Operations and Technology Conference & Exposition or exhibited at the 2012 NMHC Apartment Operations and Technology Conference & Exposition, and agrees to defend, at exhibitor's expense, and to indemnify NMHC for any action brought against NMHC 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 12-14, 2012, unless approved in advance by NMHC. In Conjunction With events held by non-sponsor companies will be charged a $10,000 fee.
14. **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.
15. **NMHC follows the International Association of Exhibitions and Events (IAEE) best practices and rules of exhibiting.**