NMHC provides the opportunity for our partners to network one-on-one with the leaders and decision makers in student housing.

**PRELIMINARY EXHIBIT INFORMATION AND SCHEDULE**

**Exhibit space is limited**
The exhibit area and surrounding foyers and meeting space will be focus locations for networking during meals and the reception. 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**
Monday, September 28, 2015
9:00 AM - 3:00 PM

**EXHIBIT SCHEDULE**
Monday, September 28, 2015
Reception
5:30 PM - 7:00 PM

Tuesday, September 29, 2015
Lunch
Noon - 1:30 PM
Reception
5:30 PM - 7:30 PM

**EXHIBITOR MOVE-OUT**
Tuesday, September 29, 2015
7:30 PM - 9:30 PM
Wednesday, September 30, 2015
8:00 AM - 10:00 AM

**BOOTH ASSIGNMENTS**
Fully paid booths will be assigned starting April 15, 2015, based on the following, in order of priority: (1) number of years the company/division has exhibited; (2) NMHC 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. 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.

**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 badges: one (1) full conference and two (2) Exhibit Hall-only for company personnel with one (1) paid 10’ x 10’ booth (Exhibit Hall-only badges can be upgraded to full conference badges for $350 each)
- Exposure to over 700 targeted executive-level, decision-making attendees at the conference
- Exhibitor recognition listing with booth number on NMHC web site
- Exhibitor recognition listing in conference materials and mobile app
- Exhibitor Services Manual e-mailed to confirmed exhibitors and posted on NMHC website in early August 2015

**EXHIBIT FEES, TERMS AND CONDITIONS**
The early-bird booth rental fees are $2,600 for members and $3,200 for nonmembers, per 10’ x 10’ booth, when you apply by April 15, 2015. After April 15, the rate becomes $2,900 for members and $3,700 for nonmembers. A 10’ x 10’ booth includes one (1) complimentary full conference registration and two (2) complimentary Exhibit Hall-only badges. Exhibit Hall-only badges can be upgraded to conference badges for $350 each (limit of three (3) badges per 10’ x 10’ booth). The approximate value of a conference badge is $600. 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 emailed to your company contact listed on the form.

The exhibit hall floor plan will be available April 2015 at www.nmhc.org.
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Company Name</th>
<th>Company Name</th>
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<tr>
<td>Abu Dhabi Investment Authority</td>
<td>Acre Capital LLC</td>
<td>Airwave Networks, Inc.</td>
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<td>Akara Partners</td>
<td>The Allen Morris Company</td>
<td>Allied Realty</td>
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<td>Almanac Realty Investors</td>
<td>Ambilng Management Company</td>
<td>Ambilng University Development Group, LLC</td>
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<td>American Campus Communities</td>
<td>AmeriSphere Multifamily Finance</td>
<td>Annex Student Living</td>
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<td>Apartment Guide</td>
<td>Apartments.com</td>
<td>ApexOne Investment Partners</td>
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<td>Arbor Commercial Mortgage, LLC</td>
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<td>Ares Management</td>
<td>Arthur J. Gallagher &amp; Co.</td>
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<td>Aspen Heights</td>
<td>Asset Campus Housing</td>
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<td>Assurance Specialty Property</td>
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<td>AxioMetrics, Inc.</td>
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<td>The Bainbridge Companies</td>
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<td>Better NOI (formerly Screening Reports, Inc.)</td>
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<td>BKV Group, Inc.</td>
<td>Blackstone Consulting LLC</td>
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<td>Blue Furniture Solutions LLC</td>
<td>Blue Vista Capital Management</td>
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<td>CA Student Living</td>
<td>Caldwell Companies</td>
<td>CallMax</td>
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<td>Campus Acquisitions, LLC</td>
<td>Campus Advantage</td>
<td>Campus Apartments</td>
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<td>Campus Crest Communities</td>
<td>Campus Evolution, LLC</td>
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<td>Cushman &amp; Wakefield</td>
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<td>D.A. Davidson &amp; Co.</td>
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<td>DePaul University</td>
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<td>Design Collective, Inc.</td>
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<td>Goldstone Construction, LLC</td>
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<td>Horizon Realty Advisors</td>
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<td>Ibr Search</td>
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<td>JDR Consulting LLC</td>
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<td>Jonah Systems</td>
<td>Jones Lang Lasalle</td>
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<td>Kaba ADS Americas</td>
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<td>Meridian Capital Group, LLC</td>
<td>Meyers Research LLC, a Kennedy Wilson Company</td>
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<td>Milnor</td>
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MLV & Co.
Mobile Doorman
Moen Incorporated
Morgan Stanley
MRI Software
Multi Housing Advisors
Niles Bolton Associates, Inc.
NorthMarq Capital, Inc.
Nova Consulting Group, Inc.
NREI
NWP Services Corporation
Oak Road Capital, LLC
Oldcastle - Eggrock Modular Solutions
Oldcastle, Inc.
On-Site.com
Opus Development Company, L.L.C.
Overseas Student Living, Ltd
Partner Engineering & Science, Inc.
Pavlov Media Inc.
PayLease
PayNearMe
Peak Campus Management
Penton Media Inc.
PICOA Inc.
Pierce Education Properties, L.P.
Pillar
Pinecrest Partners
PNC Real Estate
PPG Architectural Coatings
Preferred Capital Holdings, LLC
The Priss Company
Prime Property Investors, Ltd.
Pritzker Realty Group, LLC
ProCollect Inc.
Progress Student Living
Property Solutions
Prudential Mortgage Capital Company
RBS Citizens
ReachLocal
Realco Capital Partners
RealPage, Inc.
Red Mortgage Capital, LLC
Regency Apartments
Rent.com
Renters Legal Liability LLC
RentPayment
ResidentCheck
ReTenant
Robert W. Baird
Rock Apartment Advisors Inc., Brokerage
Rock Management
Ryan, LLC
Schenk Realty Group, LLC
The Scion Group
Screening Reports, Inc.
Seminole Financial Services, LLC
Shaw Industries
The Sherwin-Williams Co.
Shore To Shore Properties
SIB Fixed Cost Reduction
SimpleBills
Smith Equities Real Estate Investment Advisors
Southern Management Systems
Specialized Real Estate Group
Starwood Capital Group
Stifel
Stone Creek Development LLC
Student Housing Business
Stuho
Summit Management, LLC
Symphony Development
Syntec Industries
Taylor Fitzpatrick
Texacraft Winston Contract
TIAA-CREF
Toll Brothers, Inc.
Townhouse and Sturbridge Square
TransUnion Rental Screening
Solutions
Trinitas Ventures
TSB Capital Advisors, LLC
U.S. Equities Student Housing
UGA/Georgia Tech
University Communities LLC
University Furnishings
University Housing Investments of Texas
University Loft Company
University Student Housing, LLC
Varsity Properties
The Vecino Group
Vesper Holdings
Vestcor
Viner Assets Inc
VingCard Elsafe
Virtus Real Estate Capital
VOA Associates Incorporated
Walker & Dunlop
Waterton Associates, L.L.C.
WCKMortgages LTD
WDG Architecture
Wells Fargo
Wells Fargo Bank, N.A.
Wells Fargo Real Estate Merchant Bank
Weyerhaeuser
Whitney Bank
William Blair & Co.
Williams Asset Management, LLC
Willis
Ynine/Jackson, Inc.
Yardi Systems, Inc.

2014 Exhibitors
Assurant Specialty Property
Bader Company
BBL Campus Facilities, LLC
Blue Furniture Solutions
CalMaX
Conservest Utility Management & Billing
CORT
Cybex International
DepositIQ
Design Collective, Inc.
Dickson Furniture
DIRECTV
DMF Light
Ecologic Furniture
Engrain
ePremium Insurance
ForRentUniversity.com
Function First Furniture
Humphreys & Partners Architects
Insure Champaign
Interstock Premium Cabinetry
KABA (Multihousing)
Kwikset
Minol
Nova Consulting Group, Inc.
NWP Services Corporation
Oldcastle, Inc.
On-Site.com
Pavlov Media Inc.
PayLease
PPG Paints
ProCollect, Inc.
Property Solutions
RealPage, Inc.
Renters Legal Liability LLC
RentPath
RentPayment
ReTenant
Ryan, LLC
Screening Reports, Inc.
Shaw Commercial Hardsurface Group
Shaw Industries
Showerstart LLC
SIB Development & Consulting
SimpleBills
Southern Management Systems
Syntec Industries
Texacraft Winston Contract
University Furnishings
University Loft Company
VingCard Elsafe
Yardi Systems, Inc.
2015 NMHC STUDENT HOUSING CONFERENCE & EXPOSITION
September 28-30, 2015 | Arizona Biltmore | Phoenix, AZ

This request form is an application and contract for exhibit space at the 2015 NMHC Student Housing Conference & Exposition, between the National Multifamily Housing Council and your company (Exhibitor). It will become effective upon written acceptance by NMHC.

EXHIBIT BOOTH REQUEST

Company Name ____________________________________________

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, furniture)

Contact Name of person handling your booth ________________________________

Title ________________________________ Email ________________________________

Street Address _________________________________________________________

City __________________ State __________ Zip Code __________

Phone __________________ Ext. _______ Fax __________________

Website ________________________________________________________________

Check your booth size preference: 1. 10’ x 20’ (200 sq. ft.); 2. 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. __________________________________________________________________________

2. __________________________________________________________________________

3. __________________________________________________________________________

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 2015 NMHC Student Housing Conference & Exposition in general and as outlined on the following page, in the Exhibitor & Sponsor Partner Guide and in the Exhibitor Services Manual. This application, when accepted by the National Multifamily 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 email to the attention of Deanita Holland at 202/775-0112 (fax) or dholland@nmhc.org.

PAYMENT INFORMATION

The early-bird booth rental fees are $2,600 for members/$3,200 for non members, per 10’ x 10’ booth when you apply by April 15, 2015. After April 15, the rate becomes $2,900 for members/$3,700 for non members. A 10’ x 10’ booth includes one (1) full conference badge and two (2) Exhibit Hall-only badges for company personnel. Please note, NMHC will invoice your company after booth assignments have been finalized. Full payment is due upon receipt of invoice.

Please bill us at the address above  
Check enclosed  
Credit card payment (circle one): Mastercard / Visa / American Express

Credit card number ____________________________ Expiration date ____________________________
Name as it appears on card ____________________________ Signature ____________________________

(Required)
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 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 as it is subject to change. 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 NMHC Student Housing 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: 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 in a 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 Multifamily Housing Council and the Arizona Biltmore, and their leadership and employees, from and against any and all claims, actions, losses, damages, costs (including reasonable attorneys 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 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 Arizona Biltmore 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 hotel, 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 person(s) in the exhibit area.
   F. Pack all of your equipment products as soon as move-out starts and make sure all labels are properly made out.
   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 an 8 ft. high equipment area (4 ft. high) and an 8 ft. wide front (leave 5 ft. high for linear booths. Backdrops/ backgrounds 8 ft. in height may extend forward no more than 5 ft. from the back wall.) 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. Backdrops/ backgrounds 8 ft. in height may extend forward no more than 5 ft. from the back wall. C. If you harbor questions or require further assistance concerning booth location.

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 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, 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 work only with that company participating in the joint agreement. 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 2015 NMHC Student Housing Conference & Exposition or exhibited at the 2015 NMHC Student Housing 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 have any 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 material 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 exhibit 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 September 28-30, 2015, 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 access 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. Policy on Suitcasing & Outboarding: Show rules strictly prohibit solicitation, “suitcasing”, or “outboarding” by attendees or non-attendees (NMHC members and non-members alike) who transact business at the exposition or in the Student Housing Conference hotel and do NOT have exhibit booths. See full NMHC Suitcasing and Outboarding policy online at www.nmhc.org/meetings

16. NMHC follows the International Association of Exhibitions and Events (IAEE) best practices and rules of exhibiting.