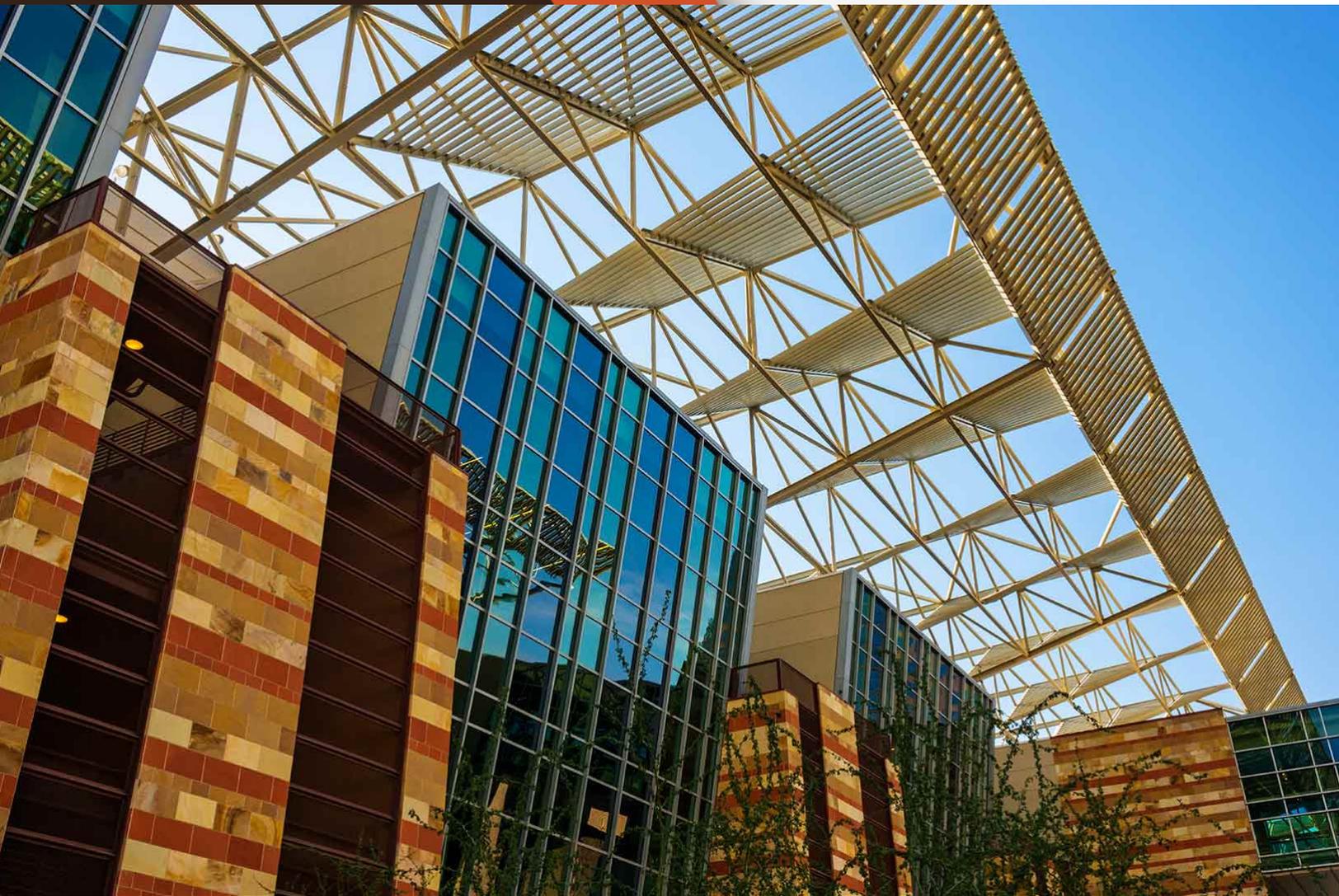


# 2021 NAHRO National Conference & Exhibition

October 7-9

PHOENIX  
CONVENTION CENTER  
PHOENIX, AZ



## Exhibitor & Sponsor Prospectus



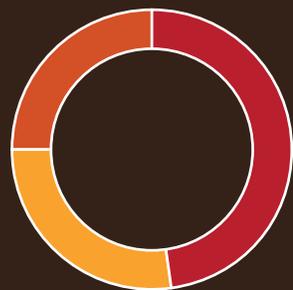
# Business is happening **IN-PERSON** at the NAHRO National Conference & Exhibition!

Show off your products and services at NAHRO’s premiere annual event for more than 1,000 housing and community development professionals who will gather in Phoenix for educational sessions, dynamic speakers, knowledge sharing, networking, and of course, product and service shopping. This is your opportunity to re-connect with clients, make valuable contacts, develop relationships, and introduce new housing products, technologies, and solutions on the show floor. No other event brings together the nation’s top players in the industry.

Contact Pat Price at [nahro@townsend-group.com](mailto:nahro@townsend-group.com) or to reserve your booth.

## Attendee Snapshot

Conference attendees come from every region of the country and are responsible for a housing inventory valued at more than \$90 billion, and the shelter needs of more than 4 million families. Many attendees also directly control purchasing power—each year, executive directors sign checks and commissioners approve contracts for more than \$2 billion worth of products and services like yours.



### Purchasing Power

- **48%** Influence Buying
- **27%** Make Decisions
- **25%** Sign Checks

### Location

- Northeast: 5%
- Pacific Northwest: 6%
- Southwest: 23%
- Mid Atlantic: 16%
- Southeast: 20%
- North Central: 20%
- Pacific Southwest: 11%
- Mountain Plains: 5%
- Non-U.S.: 1%

Source: NAHRO 2019 National Conference Attendee Statistics

## Exhibit Booth Rates

	BPC Member	Non-Member*
First 10' x 10' Booth	\$1,460	\$1,745
Additional 10' x 10' Booth	\$1,210	\$1,445

\*A one-year BPC membership with NAHRO is only \$525. Join now to exhibit at the member rate and take advantage of BPC membership benefits throughout the year, including early booth selection for next year's show.

## What's Included

Your Exhibit Booth Includes:

1. 10' x 10' display space (Please note: tables, chairs, floor covering and other booth accessories are not included in the booth rental price and are available for purchase thru GES, the show decorator.) The exhibit hall is not carpeted. Floor covering for booths is suggested but not required.
2. 8' high pipe and drape back wall with 3' high draped side rails
3. 7" x 44" booth identification sign
4. Daily aisle maintenance; hall lighting and heating/air conditioning
5. 24-hour security services in general exhibit areas
6. Company listing on conference app and in attendee program
7. With each 10' x 10' booth, included are two (2) full conference registrations; and the opportunity to purchase up to three (3) additional full conference registrations at \$295 each.
8. Pre- and post-show attendee lists
9. 2021 "I'm exhibiting" banner logo to use in marketing and post on your website
10. Complimentary lead retrieval tracking system

## To become an Exhibitor, contact:

NAHRO Exhibit & Sponsorship Sales  
The Townsend Group  
Pat Price, Sales Manager  
202-367-2462  
[nahro@townsend-group.com](mailto:nahro@townsend-group.com)

## Conference and Exhibit Hall Schedule

(TENTATIVE AND SUBJECT TO CHANGE)

### WEDNESDAY, OCTOBER 6

9:00am – 6:00pm	Registration/Move-in for Exhibitors
9:00am – 5:00pm	NAHRO Committee Meetings
6:00pm – 7:00pm	Welcome Reception

### THURSDAY, OCTOBER 7

7:00am – 5:00pm	Registration
8:00am – 10:00am	Opening Plenary Session
10:15am – 11:45am	Concurrent Sessions
11:45am – 1:30pm	Exhibit Hall Open for Lunch
1:45am – 3:15pm	Concurrent Sessions
3:30pm – 5:00pm	Concurrent Sessions
5:00pm – 7:00pm	Exhibit Hall Open for Reception

### FRIDAY, OCTOBER 8

7:00am – 5:00pm	Registration
8:00am – 10:00am	Plenary Session
10:15am – 11:45am	Concurrent Sessions
11:45am – 1:30pm	Exhibit Hall Open for Lunch
1:45pm – 3:15pm	Concurrent Sessions
3:30pm – 5:00pm	Concurrent Sessions
5:00pm – 7:00pm	Closing Reception in Exhibit Hall
7:00pm – 10:00pm	Exhibit Hall Tear Down

### SATURDAY, OCTOBER 9

8:00am – 10:00am	Closing Session Continental Breakfast
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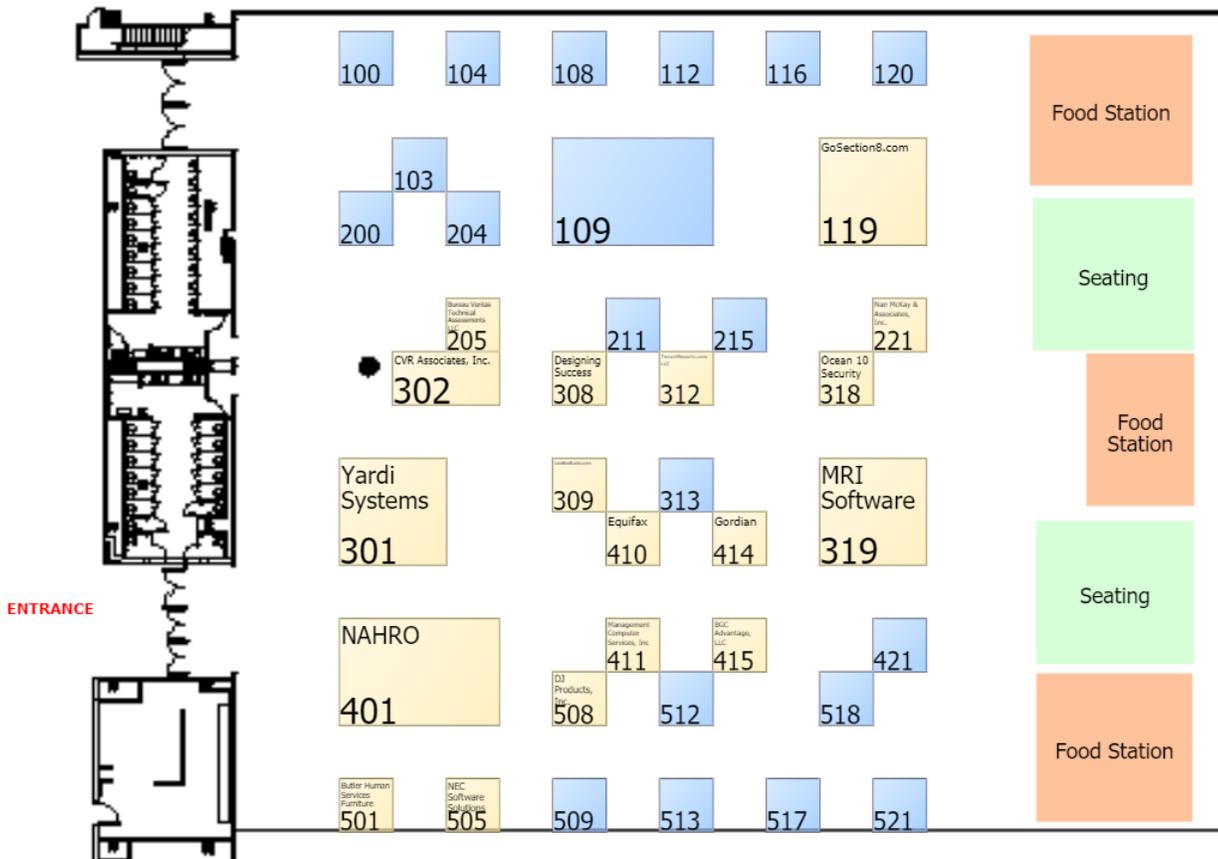
### IMPORTANT NOTE

Please remember that no outside events may be scheduled that conflict with the official conference programming hours. We do everything possible to avoid programs that compete with education sessions or the exhibit hall hours, and to provide the most valuable, non-compete time to our exhibitors.

# NAHRO Exhibit Hall Floor Plan

Phoenix Convention Center | View the live floor plan: <https://bit.ly/3c1RzAe>

Though social distancing restrictions have been lifted at the Phoenix Convention Center, NAHRO has opted to keep booths distanced, per the sawtooth booth formation. Please note vendors will not be allowed to spread out into open spaces on either side of contracted booth space.



## Product Categories

NAHRO conference attendees are in search of products and services critical to the growth and success of their agencies, including:

- Accounting
- Appliances
- Bathroom and kitchen products
- Building products
- Computer systems and services
- Consulting services
- Document and data management
- Energy-efficient products
- Insurance and employee benefits
- Maintenance services and equipment
- Resident screening
- Training and education
- Windows and doors
- And much more!

# Sponsorship Options

Network with conference attendees and leave a lasting impression by sponsoring an official conference event or item. NAHRO offers a number of great sponsorship options with key benefits. Best of all, rates start at just \$500.

## Looking for even more exposure?

Maximize your investment when you participate in [NAHRO's Partnership Program](#), which combines the best of NAHRO's conference opportunities with Journal of Housing and Community Development (JoHCD) advertising for year-round exposure. As a NAHRO Partner, you'll also receive discounted rates, and other exclusive benefits.

[Click here for more information](#) and sign up today!

### Welcome Reception

**\$8,000**

This reception welcomes all attendees to Phoenix on Wednesday evening, October 6, and offers a chance to mingle with industry friends and partners. Benefits include:

- One (1) complimentary conference registration
- Verbal recognition from NAHRO leadership at event
- Logo recognition on signage in conference registration area and at reception
- Logo recognition on table placards on reception tables
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop, and on the NAHRO Website
- Sponsor profile on the conference platform

### Opening Plenary Session

**\$8,000**

The Opening Plenary Session, on Thursday morning, October 7, is the official start of the conference. Don't miss this opportunity to get your name and logo in front of all attendees. Benefits include:

- One (1) complimentary conference registration
- Opportunity to introduce the featured speaker
- Logo recognition on signage in conference registration area and at session
- Verbal recognition at plenary sessions
- Logo recognition in the conference

program, plenary PowerPoint loop and on the NAHRO website

- Sponsor profile on the conference platform

### Friday Morning Plenary Session

**\$8,000**

The Morning Plenary Session, on Friday, October 8, is an opportunity to get your name and logo in front of all attendees.

Benefits include:

- One (1) complimentary conference registration
- Opportunity to introduce the featured speaker
- Logo recognition on signage in conference registration area and at session
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop and on the NAHRO website
- Sponsor profile on the conference platform

### Thursday Reception in the Exhibit Hall

**\$8,000**

The official opening of the Exhibit Hall. A great opportunity to get your name and logo in front of all attendees. Benefits include:

- One (1) complimentary conference registration
- Verbal recognition from NAHRO leadership at event
- Logo recognition on signage in conference registration area and at reception
- Logo recognition on table placards on reception tables

- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop, and on the NAHRO Website
- Sponsor profile on the conference platform

### Closing Reception in the Exhibit Hall

**\$8,000**

The official wrap-up event of the conference on October 8. A great opportunity to get your name and logo in front of attendees before they go home.

Benefits include:

- One (1) complimentary conference registration
- Verbal recognition from NAHRO leadership at event
- Logo recognition on signage in conference registration area and at reception
- Logo recognition on table placards on reception tables
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop, and on the NAHRO Website
- Sponsor profile on the conference platform

### Conference Platform/App

**\$8,000**

The conference app is the primary mechanism by which both in-person and virtual attendees navigate the conference. Put your company's products and services in the palm of all conference attendees.

Benefits include:

- One (1) complimentary conference registration

# Sponsorship Options

- Logo display on the conference app landing page
- Logo recognition on signage in conference registration area
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop, and on the website
- Sponsor profile on the conference platform

## President's Leadership Reception \$5,000

This invitation-only reception on Tuesday evening, October 5 honors NAHRO Leadership (approx. 300 Board and committee members). Benefits include:

- Verbal recognition from NAHRO President at event
- Logo recognition on signage in conference registration area and at reception
- Logo recognition on table placards on tables
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop and on the website
- Sponsor profile on the conference platform

## Refreshment Breaks \$5,000 each

Coffee/refreshment breaks offer exposure to all conference attendees. Available times:

- Thursday morning, October 7
- Thursday afternoon, October 7
- Friday morning, October 8

Benefits include:

- Logo recognition on signage in conference registration area
- Logo recognition on table placards on refreshment tables
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop, and on the website
- Sponsor profile on the conference platform

## Hotel Key Cards \$5,000

Provides a highly visible branding opportunity. A great opportunity to get your name and logo in front of all attendees. Benefits include:

- Logo recognition with NAHRO logo on attendee hotel keycards used at the designated NAHRO conference hotels
- Logo recognition on signage in conference registration area
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop, and on the website
- Sponsor profile on the conference platform

## Conference Attendee Bag \$5,000

Provides a highly visible branding opportunity. Bags provided to all in-person attendees will remind attendees of your organization long after the conference ends. Benefits include:

- Logo recognition on bag with NAHRO's logo
- Opportunity to provide promotional handout (NAHRO approved) in bag
- Logo recognition on signage in conference registration area
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop, and on the website
- Sponsor profile on the conference platform

## Local Housing and Community Development Tour \$3,000

Reach beyond the conference walls and make your company visible to participants of these popular, always "sell-out" local tours. Benefits include:

- Logo recognition on signage in each bus
- Opportunity to provide promotional handout (NAHRO approved) to tour attendees

- Logo recognition on signage in conference registration area
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop, and on the website
- Sponsor profile on the conference platform

## Notepads \$3,000

Place your logo on notepads attendees can use to take notes during the conference. Pads will remind attendees of your organization long after the conference ends. Pads are distributed in all attendee conference packets. Benefits include:

- Logo recognition on pads with NAHRO's logo
- Logo recognition on signage in conference registration area
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop, and on the website
- Sponsor profile on the conference platform

## Pens \$3,000

Provides a highly visible branding opportunity. Pens will be used by attendees to take notes during the conference and will remind attendees of your organization long after the conference ends. Pens are distributed in all attendee conference packets. Benefits include:

- Logo recognition on pads with NAHRO's logo
- Logo recognition on signage in conference registration area
- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop, and on the website
- Sponsor profile on the conference platform

# Sponsorship Options

## Concurrent Session Sponsor \$1,500

Sponsor one of the concurrent sessions that will be taking place during the conference. Session choices TBA; session choice subject to NAHRO approval. Benefits include:

- Sponsored event on the agenda will contain “sponsored by” recognition in the session title
- Session description in program will contain a blurb about your organization
- Verbal recognition by moderator during the session
- Logo recognition on signage in conference registration area

- Verbal recognition at plenary sessions
- Logo recognition in the conference program, plenary PowerPoint loop, and on the website
- Sponsor profile on the conference platform

## NAHRO Treasure Trek Passport \$500 (ten opportunities available)

As a NAHRO Treasure Trek sponsor, conference attendees will actively seek your booth. Attendees must stop by your booth to get their passport stamped in order to enter a drawing to win valuable prizes. This sponsorship is a proven method of increasing

your traffic! Space is limited to a maximum of 10 exhibitors so sign up asap! Benefits include:

- Logo/company name recognition on the Treasure Trek Passport
- Logo recognition in conference program

## One-page Insert \$500 (five opportunities available)

Your one-page promotional insert delivered to each conference attendee in a tote bag they receive at registration. Subject to NAHRO approval. Benefits include:

- Logo recognition in conference program



## Additional Opportunities

Gain additional exposure and elevate your presence in this key buying market by participating in one of our conference advertising opportunities.

### Pre-conference Emails - \$1,000 each

Include your 468x60 banner in the pre-conference emails sent to NAHRO's entire member and non-member list during the weeks leading up to the conference. Advertisers will also receive logo recognition in the conference program. Ten opportunities available. Limit one advertiser per email.

### Available Issue Dates TBD

Please contact Pat Price at [nahro@townsend-group.com](mailto:nahro@townsend-group.com) for availability.

### Conference Emails - \$1,000 each

Include your 468x60 banner in the conference emails sent to attendees during the days of the conference. Advertisers will also receive logo recognition in the conference program. Four opportunities available. Limit one advertiser per email.

### Available Issue Dates

- October 4 - What to Know Before You Go
- October 7 - Daily Recap/What's on Tap for Tomorrow
- October 8 - Daily Recap/What's on Tap for Tomorrow
- October 9 - Daily Recap/Post Conference Survey

## Journal of Housing & Community Development (JoHCD)

*JoHCD* is the only periodical devoted exclusively to the affordable housing and community development (HCD) field. Published in print and online, *JoHCD* is a great opportunity to reach attendees around the National Conference. Two ways to advertise:

### 1 *JoHCD* Annual Print Edition

This annual print edition will be mailed to more than 6,000 NAHRO members in the September/October timeframe and will have bonus distribution at the National Conference. Content also includes the popular Annual Buyer's Guide. **Reserve space by July 15, 2021.**

### 2 [journalofhousing.org](http://journalofhousing.org)

After more than 60 years, *JoHCD* is now published online and features the same great content NAHRO members have come to expect and depend on. Every bimonthly issue is packed with case studies, in-depth analyses, opinion pieces and more. Choose from traditional banner ads or submit a sponsored article to be included in the next update. Contact Pat Price at 202-367-2462 for pricing and availability.



# Exhibit Space/Sponsorship Application & Contract

NAHRO 2021 National Conference & Exhibition  
Phoenix, AZ | October 7-9

## A. EXHIBIT BOOTH/SPONSORSHIP COORDINATOR

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Person, Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

## B. COMPANY CONTACT FOR PROGRAM BOOK (if different from A.)

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Person, Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

\_\_\_\_\_  
Website

## C. EXHIBIT BOOTH REQUEST

All space assignments will be made by NAHRO staff. Full consideration will be given to the exhibitor's choices. NAHRO reserves the right to assign space as equitably as possible. Though social distancing restrictions have been lifted at the Phoenix Convention Center, NAHRO has opted to keep booths distanced, per the sawtooth booth formation. Please note vendors will not be allowed to spread out into open spaces on either side of contracted booth space.

Cancellation Policy: Cancellations and requests for refunds must be made in writing to NAHRO. A full refund of all payments, minus a \$75 processing fee, will be granted upon written notice received by July 31, 2021. A refund equal to 50% of total exhibit space fees, minus a \$75 processing fee, will be granted upon written notice received between August 1 and August 31, 2021. Commencing September 1, 2021, no refunds will be made.

NUMBER OF BOOTHS	BPC MEMBER	BPC NON-MEMBER	TOTAL
___ 10' x 10' Booth	\$1,460	\$1,745	\$ _____
___ Additional 10' x 10' Booth	\$1,210	\$1,445	\$ _____

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_  
Rank Order Booth Desired

\_\_\_\_\_  
Competitive Separation

## D. PRODUCT CATEGORY

Please rank order up to 5 product/service categories that best describe what you offer (1 – most important, 5 – least important).

- |   |  |
|---|--|
| ___ Accounting                          | ___ Insurance Products & Services      |
| ___ Appliance Sales & Repair            | ___ Kitchen & Bathroom Products        |
| ___ Architecture & Engineering Services | ___ Laundry Equipment                  |
| ___ Computer Systems & Services         | ___ Lead-Based Paint Abatement         |
| ___ Construction Management             | ___ Maintenance Services & Equipment   |
| ___ Consultants/Contract Staff          | ___ Pest Control                       |
| ___ Data Management                     | ___ Property Management & Construction |
| ___ Energy Services                     | ___ Resident Screening                 |
| ___ Fences                              | ___ Retirement Plans                   |
| ___ Financial Services                  | ___ Security Systems                   |
| ___ Flooring                            | ___ Training & Consulting              |
| ___ Guttering                           | ___ Windows & Doors                    |
| ___ Inspection                          | ___ Other                              |
| ___ Insurance & Employee Benefits       |  |

# Exhibit Space/Sponsorship Application & Contract

NAHRO 2021 National Conference & Exhibition  
Phoenix, AZ | October 7-9

## E. SPONSORSHIP OPPORTUNITIES

- |   |   |
|---|---|
| <input type="checkbox"/> Welcome Reception \$8,000                      | <input type="checkbox"/> Local Housing & Community Development Tour \$3,000 |
| <input type="checkbox"/> Opening Plenary Session \$8,000                | <input type="checkbox"/> Notepad \$3,000                                    |
| <input type="checkbox"/> Friday Morning Plenary Session \$8,000         | <input type="checkbox"/> Pens \$3,000                                       |
| <input type="checkbox"/> Thursday Reception in the Exhibit Hall \$8,000 | <input type="checkbox"/> Concurrent Session Sponsor \$1,500                 |
| <input type="checkbox"/> Closing Reception in the Exhibit Hall \$8,000  | <input type="checkbox"/> NAHRO Treasure Trek Passport \$500                 |
| <input type="checkbox"/> Conference Platform/App \$8,000                | <input type="checkbox"/> One-page Attendee Bag Insert \$500                 |
| <input type="checkbox"/> President's Leadership Reception \$5,000       | <input type="checkbox"/> NAHRO Pre-conference Email \$1,000                 |
| <input type="checkbox"/> Refreshment Break \$5,000                      | <input type="checkbox"/> NAHRO Conference Email \$1,000                     |
| <input type="checkbox"/> Hotel Key Cards \$5,000                        |   |
| <input type="checkbox"/> Conference Attendee Bag \$5,000                |   |

### ADDITIONAL SPONSORSHIP DETAILS

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## F. PAYMENT INFORMATION

Full payment is due with submission of signed contract. Please send check payments to NAHRO, P.O. Box 90487, Washington, DC 20090

TOTAL DUE \$ \_\_\_\_\_ Amount Enclosed \$ \_\_\_\_\_

Check payable to NAHRO (Check No. \_\_\_\_\_)  Visa  MasterCard  AMEX

Credit Card Number

Exp. Date

Cardholder Name

Cardholder Signature

## G. AGREEMENT

Exhibitor/Sponsor agrees to comply with the rules and regulations accompanying this Exhibit Space/Sponsorship Application & Contract and in the Exhibitor Service Kit, and any additional rules, regulations and information as may be adopted by NAHRO. This application shall constitute a nonrevocable offer by exhibitor/sponsor until such time as NAHRO has returned to exhibitor/sponsor notification of space assigned. Any withdrawal of this application by exhibitor/sponsor prior to the dates herein before indicated will result in the respective forfeiture of monies, and neither party shall thereafter have any further responsibility to the other with respect to this contract. Agreed to:

Signature of Authorized Representative

Date

### IMPORTANT REMINDER: An exhibit booth includes:

- 10' x 10' display space (Please note: tables, chairs, floor covering and other booth accessories are not included in the booth rental price and are available for purchase thru GES, the show decorator.) The exhibit hall is not carpeted. Floor covering for booths is suggested but not required.
- 8' high pipe and drape back wall with 3' high draped side rails
- 7" x 44" booth identification sign
- Daily aisle maintenance; hall lighting and heating/air conditioning
- 24-hour security services in general exhibit areas
- Company listing on conference app and/or attendee program, including a 75-word company description
- With each 10' x 10' booth, included are two (2) full conference registrations; and the opportunity to purchase up to three (3) additional full conference registrations at \$295 each.
- Pre- and post-show attendee lists
- 2021 "I'm Exhibiting" banner logo to use in marketing and post on your website
- Complimentary lead retrieval tracking system

# Exhibit Space/Sponsorship Application & Contract

NAHRO 2021 National Conference & Exhibition  
Phoenix, AZ | October 7-9

## 1. ASSIGNMENT OF BOOTH SPACE.

Space will be assigned by NAHRO in accordance with the policy announced at the time display space is offered for reservation. NAHRO reserves the right to relocate display areas for the benefit of the exhibitor or for the betterment of the exhibition. Members of NAHRO's Business Partners Council (BPC) dues must be current through event. After priority consideration for BPC Members, booths are assigned first-come, first-serve based on availability.

## 2. PAYMENT FOR BOOTH SPACE/SPONSORSHIP.

Full payment is due with application. If appropriate payment is not received, reserved space will no longer be guaranteed and is subject to release and resale at the discretion of NAHRO. Payments should be sent to: NAHRO, P.O. Box 90487, Washington, DC 20090.

## 3. CANCELLATION/REDUCTION OF EXHIBIT SPACE OR SPONSORSHIP.

No refunds given for cancelled sponsorship agreements. Cancellations/reduction of exhibit space and requests for refunds must be made in writing to NAHRO. A full refund of all payments, minus a \$75 processing fee, will be granted upon written notice received by July 31, 2021. A refund equal to 50% of total exhibit space fees, minus a \$75 processing fee, will be granted upon written notice received between August 1 and August 31, 2021. Commencing September 1, 2021, no refunds will be made.

## 4. CANCELLATION OF CONFERENCE & EXHIBITION.

In the event the Conference & Exhibition is not held or canceled, NAHRO will return the rental payment on a pro-rated basis after Exhibition expenses incurred to that date have been met. Such action will relieve exhibitor from payment of rental charges and its contract for space and shall release NAHRO from any further liability.

## 5. USE OF BOOTH SPACE.

In the event the exhibitors fails to install his display as of two hours prior to the time set for opening the exhibition, or fails to pay the full amount of booth space charges according to the appropriate payment time frames, or fails to comply with any provisions concerning the use of display space, NAHRO shall have the right to take possession of said space and resell same, or any part thereof, with the original exhibitor being liable for full, applicable monetary cancellation/reduction penalties as stated in Section 3 above. All booth equipment, product samples, demonstrations, and distribution of circulars/promotional material must be confined with the physical limits of the exhibitor's booth. No exhibitor shall assign, sublet or share the space assigned to him. Exhibitors must display only products/services manufactured or dealt in by them in their regular course of business. (Exhibits which include the generation or reproduction of sound, or

utilize any audiovisual or special lighting equipment must be approved by NAHRO in advance, and must be operated so that the noise or light resulting there from will not annoy or disturb adjacent exhibitors and their patrons. Exhibitors are required to have their booth space neat and orderly at all times.

## 6. HAZARDOUS MATERIALS.

Exhibitors are strictly prohibited from bringing hazardous materials of any kind into the exhibition facility unless such action has been approved in advance, in writing, by NAHRO and the manager of the facility. Hazardous materials are materials that may cause harm to persons or property and shall include, but not be limited to, explosives, fireworks, combustible fuels, other combustible materials, live animals, birds, or reptiles, living or dead insects, samples of bacteria or viruses or other biological material capable of causing illness or death of human beings, poisons, insecticides, herbicides, firearms or ammunition, weapons or other materials or devices capable of inflicting physical injury to or death of human beings, or any material prohibited from the facility under applicable federal, state or local law, the rules or regulations of the facility, or NAHRO's lease or contract for use of the facility. An exhibitor who desires to bring a hazardous material into the facility must request permission to do so from NAHRO in writing not less than 60 days prior to the commencement of the event. NAHRO may in its sole discretion refuse to approve any such request and may, if approval is given, specify terms and conditions relating to such approval. In all events, exhibitors shall be fully responsible for all injuries and damages caused by hazardous material brought into the facility by them, whether approved or unapproved.

## 7. HEIGHT AND CONSTRUCTION RESTRICTIONS.

The standard booth equipment has a draped back wall 8 feet high and dividing sidewalls no higher than 36 inches. The rear half of each sidewall of the booths may extend to the height of the back wall. The front half of the sidewall can be no higher than 36 inches to permit side viewing through the booth. A piece of equipment or a product that is an integral part of the display, but not a part of the booth, may extend above the back wall, as approved by NAHRO. In no instance will the exhibitor be permitted to install any item or structure (signs, booth structure, product, etc.) above height of the back wall. The above and any other special or unusual exhibition construction or installation must be approved, in advance by NAHRO. All materials within the exhibit booth area including, but not limited to actual display unit, decorative items, furnishings, fabrics, flooring, etc., must meet and comply with all national, local and facility fire, electrical, plumbing, safety and hazardous material codes. Proper written certification must be available for viewing at the

request of NAHRO. Any item or items that do not comply are subject to immediate correction/removal at the discretion of NAHRO at the exhibitor's expense. NAHRO retains sole discretion and authority in the placement, arrangement, and appearance of all displays.

## 8. INSTALLATION AND REMOVAL OF DISPLAYS.

All displays must be erected and completely arranged for viewing at least two hours in advance of the date and hour officially announced for the opening of the exhibition by NAHRO. Noisy or unsightly work in an exhibitor's booth after the above deadline and/or during show open hours is prohibited. Exhibitor goods/materials received after the opening of the exhibition must be delivered to the booth at times approved by NAHRO, other than official exhibit open hours. Goods and materials used in any display (except bona fide samples) may not be removed from the exhibit hall or outdoor exhibition area until the exhibition has been officially closed unless approved by NAHRO. The deadline for removal of all materials from the exhibit hall will be enforced. It is the sole responsibility of each exhibitor to have materials packed, identified and cleared for shipment by the appropriate deadline published by NAHRO. NAHRO reserves the right, with no liability whatsoever for damage, spoilage, or loss, to dismantle, dispose of, store or clear from the premises any display material, goods, property or merchandise of an exhibitor who has failed to comply with the aforementioned removal requirements, and to order such work to be done at the sole expense of the exhibitor.

## 9. OPERATING RESTRICTIONS.

NAHRO reserves the right to restrict displays, which, because of noise, methods of operation, materials, or for any reason, become objectionable, and to prohibit or remove any displays, which, in the opinion of NAHRO, detract from the general character, theme, purpose, or appearance of the exhibition. Unusual or distracting signs or illumination are subject to immediate removal by NAHRO at the sole expense of the exhibitor. Serving or distribution of alcoholic beverages or food within the exhibit is forbidden unless approved by the Exhibit Manager. The use of live models, performers and similar persons within the exhibit areas for product/service demonstrations, explanations, etc., shall in no way detract from or interrupt the activities of the other exhibitors. No costumes, wearing of leotards, tights, bathing apparel or "suggestive" uniforms shall be permitted within the exhibit area. No lotteries, drawings or contests of any type within the exhibit area are permitted by any exhibitor without the advance approval of NAHRO. Promotional materials such as carrying bags, self-adhering promotional "stickers," etc., may be distributed from the exhibit booth to attendees by exhibitors, but shall not obscure the attendees identification. Samples, catalogues,

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pamphlets and publications directly related to the product or service displayed may be distributed only from the designated exhibit booth. Due to the educational nature of the exhibition as defined by NAHRO, no firm/organization is permitted to engage in direct sales activities within the exhibit area.

## 10. STORAGE OF PACKING CRATES AND BOXES.

Exhibitors will not be permitted to store packing crates and/or boxes within their booth during the show period, but these items, when properly marked, will be stored and returned to the booth by service contractors at the expense of the exhibitor. It is the exhibitor's responsibility to mark and identify his crates as soon as they are empty or otherwise ready for removal to facilitate the final preparation of the event for opening. Crates not properly marked or identified may be lost or destroyed and are not the responsibility of NAHRO, the facility, the official service contractors or any representatives thereof.

## 11. CARE OF BUILDING EQUIPMENT.

Exhibitors and their agents shall not injure or deface the walls, floors or any part of the exhibit building or any booth materials and equipment of another exhibitor, contractor or NAHRO. When such damage occurs, the exhibitor causing such damage is liable to the owner of the property so damaged.

## 12. PUBLIC POLICY.

Each exhibitor is charged with knowledge of and compliance with all laws, ordinances and regulations pertaining to health, fire prevention and public safety. All materials within the exhibit booth area included, but not limited to actual display unit, decorative items, furnishings, fabrics, floors, etc., must meet and comply with all national, local, and facility fire, electrical, plumbing, safety, and hazardous material codes. Properly written certification must be available for viewing at the request of NAHRO. Any item or items that do not comply are subject to immediate correction/removal at the discretion of NAHRO at the exhibitor's expense.

## 13. EXHIBITOR'S AUTHORIZED REPRESENTATIVES.

NAHRO will have sole control over all admittance to the exhibition. Exhibit Booth Personnel identification shall be restricted to owners, full-time employees of exhibiting organizations or other authorized representatives of exhibiting firms approved by NAHRO who are actually "staffing" the exhibit booth during published move-in, show open/or move-out hours. Each exhibiting organization shall provide NAHRO, in advance, the name and title of the person who will be in attendance at the exhibition and who will be designated responsible for the installation, operation and removal of the exhibit.

Said representatives shall be authorized to enter into such service contracts as may be necessary, for which the exhibitor shall be responsible. All exhibitor personnel shall wear badge identification provided by NAHRO prominently displayed plus have corporate identification available for viewing by NAHRO or the representatives of the Official Contractor for security, at all times. NAHRO shall have the right to limit the number of exhibitor representatives present in any exhibit space, and shall have the right to limit the total number of exhibitor credentials that may be included with the cost of each booth. Official Exhibitor Credentials will permit access to the exhibit areas during published move-in, show open, move-out and after hours.

## 14. MEETING ROOMS AND HOSPITALITY OR SPECIAL FUNCTIONS.

The assembling of attendees in any meeting room, hotel suite or special function room by an exhibitor except as approved by NAHRO is prohibited. Violations of this provision shall be grounds for expulsion from the exhibit area and/or restriction from participation in any future exhibition. Each exhibitor is limited to two approved events per conference and will be charged a nominal fee of \$100.00 per event. Please ensure that your request is not in conflict with an official NAHRO Conference function. No other events may be scheduled at such times.

## 15. EXHIBIT HALL OPEN HOURS.

NAHRO reserves the right to set and limit the hours of the exhibition. The hours of the exhibition shall be printed in the official program of the conference.

## 16. LIABILITY, INDEMNITY AND INSURANCE.

Every reasonable precaution will be taken by NAHRO to protect property during installation, show period and removal. However, neither NAHRO, service contractors, building or grounds officials, nor any officers, staff members, or directors of any of the same are responsible for the safety of the property of the exhibitors from theft or damage by fire, accident, vandalism, or other causes. Security will be on the premises as determined by NAHRO. All property of the exhibitor will remain under his custody and control in transit to, from, and within the confines of the exhibit hall, subject to the rules and regulations of the exhibition. Exhibitor assumes entire responsibility for its acts and that of its employees and agents and hereby agrees to protect, indemnify, defend and save NAHRO and its directors, officers, employees, contractors and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of exhibition premises or a part thereof and its activities as an exhibitor. This indemnity includes, but is not limited to, claims of copyright, trademark or patent

infringement, unfair competition, violations of antitrust laws, products liability, and all personal injury or property damage due to negligence or intentional misconduct of exhibitor and its agents and employees. The exhibitor, on signing these rules and regulations, expressly releases NAHRO and individuals from any claim for such loss, damage or injury. At their sole expense, exhibitors are required to obtain adequate insurance coverage for property loss or damage, minimum one million U.S. dollars per occurrence, and liability for personal injury, minimum one million U.S dollars per occurrence, and must provide evidence of insurance (i.e. a Certificate of Insurance) naming NAHRO as an additional insured on or before September 26, 2021. For exhibitors signing contracts after September 26, 2021, space reservation will not be confirmed until evidence of insurance is received. Insurance coverage must be maintained through October 9, 2021.

## 17. OFFICIAL EXHIBITOR CREDENTIALS.

Each exhibiting firm/organization is entitled to one complimentary conference registration and one extra exhibitor personnel badge per 10' x 10' booth.

## 18. AGREEMENT.

Any and all exceptions to, deviations from or special approvals concerning these Official Rules and Regulations must be in writing and duly signed by NAHRO. All terms of these Rules and Regulations are in accordance and incorporated upon the initial signing and execution of the Official Exhibit Space Application filled out by exhibitor and supplied by NAHRO.

\_\_\_\_\_  
EXHIBITING COMPANY

\_\_\_\_\_  
COMPANY REPRESENTATIVE

\_\_\_\_\_  
DATE

### FOR NAHRO USE ONLY

\_\_\_\_\_  
BOOTH ASSIGNMENT(S)

\_\_\_\_\_  
DATE ASSIGNED

\_\_\_\_\_  
DEPOSIT

\_\_\_\_\_  
PROCESSED

\_\_\_\_\_  
APPROVED



## **EXHIBIT & SPONSORSHIP SALES**

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