



# INTERNATIONAL CONCRETE SUSTAINABILITY CONFERENCE

MAY 7 - 10, 2012 - SEATTLE



## Exhibitor Opportunities

### Make sure you exhibit at the event attended by top industry professionals

Join the National Ready Mixed Concrete Association and other key sponsors by exhibiting at the 2012 *International Concrete Sustainability Conference*, May 7-10 in Seattle, WA. The seventh annual International Concrete Sustainability Conference will provide learning and networking opportunities on the latest advances, technical knowledge, continuing research, tools and solutions for sustainable concrete manufacturing and construction.

Researchers, academics, students, engineers, architects, contractors, concrete producers, public works officials, material suppliers and concrete industry professionals will attend this symposium to learn and discuss innovative and state-of-the-art developments on concrete sustainability. Topics include:

- Life Cycle Assessment
- Low Impact Development
- Green Concrete
- Sustainability Initiatives
- Functional Resilience



**NRMCA**  
NATIONAL READY MIXED  
CONCRETE ASSOCIATION

#### In cooperation with:

UNIVERSITY of WASHINGTON

COLLEGE OF  
BUILT  
ENVIRONMENTS



**WASHINGTON AGGREGATES  
& CONCRETE ASSOCIATION**

#### Exhibitors receive comprehensive exposure:

- 6' tabletop exhibit space
- Names and contact information of attendees
- Recognition and listing in the conference program
- One conference registration

Reserve your space now by completing and returning the attached Exhibitor Registration Form. There are only 15 exhibit spaces available and spaces are assigned on a first-come, first-serve basis.

Space is limited....make your reservation early!

[WWW.CONCRETESUSTAINABILITYCONFERENCE.ORG](http://WWW.CONCRETESUSTAINABILITYCONFERENCE.ORG)



## EXHIBITOR RULES AND REGULATIONS

### Exhibit Space Reservation

Exhibitor shall pay NRMCA 100% of the exhibit fee to reserve Exhibit Space. Each Exhibitor is limited to two (2) Exhibit Spaces at the 2012 International Concrete Sustainability Conference. **No assignment of space will be made until the FULL Exhibit Payment along with a signed Exhibitor Registration Form is received.**

### Assignment of Space

Assignment of space is on a first-come, first-serve basis. Whenever possible, Exhibit Space assignments will be made by NRMCA with the preference requested by the Exhibitor. However, NRMCA reserves the right to make final determination of all exhibit space assignments. Exhibitor shall not share, assign or sublet any part of the space without the written consent of NRMCA. NRMCA reserves the right to adjust the floor plan to meet the needs of the Conference.

### Exhibit Space

The Exhibit Space offered at the Conference includes the following:

- 6' tabletop exhibit space
- One 6 foot x 30 inch skirted table
- One (1) Conference registration.

### Exhibit Space Cost

Exhibit Space cost for NRMCA members and conference sponsors is \$1,250 per 6' tabletop exhibit (maximum 2 exhibit spaces per exhibitor). Exhibit Space cost for non-members is \$1,750 per 6' tabletop exhibit (maximum 2 exhibit spaces per exhibitor). Exhibit Space includes one Conference registration per space. Exhibitors desiring more than one Conference registration must pay the Conference registration fee for each additional attendee.

### Exhibit Set-up and Tear-down

Exhibitors may begin to set-up in the exhibit hall at **1:00 p.m. Monday, May 7, 2012**. The Exhibitor agrees to have his/her exhibit ready for inspection by NRMCA by **4:00 p.m. Monday, May 7, 2012**. The Exhibitor furthermore agrees not to begin teardown of the exhibit until **12:30 p.m. Thursday, May 10**. The Exhibitor agrees to have all exhibit material removed from the exhibit area by **2:00 p.m. Thursday, May 10**. NRMCA is not responsible for exhibit material left in the exhibit hall after that time.

### Exhibit Limitations

The following Exhibit Limitations must be adhered to by all Exhibitors to protect the general appearance of the Conference but also to maintain due regard to other Exhibitors.

- Exhibits and all exhibit materials (including the supplied 6-foot wide by 30 -inch deep by 30-inch high skirted table) shall not exceed a height of 9 feet, a width of 6 feet and depth of 3 feet (see exhibit floor plan)
- The front of the Exhibit and all exhibit materials shall not protrude more than 3 feet from the wall behind the exhibit
- Table top displays are preferred and must fall within the space limitations
- Custom freestanding displays are permitted provided they do not exceed the Space Limitations
- Exhibitor may opt to not use the supplied table in order to fit freestanding display within Space Limitations
- Electricity, A/V equipment rental, telephone and internet service must be made through the Renaissance Seattle Hotel at additional cost to the Exhibitor
- Costs of shipping and drayage of Exhibitor displays and materials to and from the Conference are the responsibility of the Exhibitor
- Any A/V stands, signs or easels must be placed on the supplied table or within the Space Limitations
- Tabletop units when placed on the table may not exceed a height of 9 feet from the floor
- Tabletop units and freestanding displays may not obstruct Exhibit Spaces to the right or left of the Exhibit Space
- Exhibitor may not exhibit, hang additional signage or distribute literature outside their assigned Exhibit Space
- A noise level of 10 DBA above the ambient level in the exhibit hall is the maximum sound permitted

- Exhibitor is responsible for informing their personnel and their authorized representatives of the requirements of these rules and regulations

### Permitted Activities

Within the Exhibit Space the Exhibitor may:

- Distribute literature including catalogs, circulars, newsletters, folders, fact sheets and other information about its services, facilities, products and/or equipment
- Display and demonstrate products, equipment, small models, and/or videos
- Take orders for its products, services and/or equipment

### Promotional Giveaways

Exhibitor may not give away promotional products that in the opinion of NRMCA can be distracting (i.e. whistles). Exhibitor may not give away any items, promotional or otherwise, that are above \$10.00 per unit cost or provide any food or beverage items. Exhibitor is responsible for any and all state, county and/or local taxes.

### Character of Exhibit

NRMCA reserves the right to approve all exhibits and may reject, in whole or in part and at any time, any exhibit or individual that in its opinion contains objectionable features or otherwise detracts from the general character of the Conference. NRMCA, its officers, directors and agents shall not be liable for any loss, damage, cost or expense resulting from such rejection or disapproval.

### Booth Violation Policy

The Exhibitor agrees to have his/her booth ready for inspection by NRMCA by 4:00 p.m. Monday, May 7, 2012. If NRMCA finds the booth to be in violation of any of the Exhibitor Rules and Regulations, the exhibitor will be cited. Should the exhibitor be unwilling or unable to correct the violations, then NRMCA will find them in violation and may issue any and all of the following penalties:

- Exhibitor will be forced to dismantle cited exhibit
- Exhibitor will pay a violation fee of no less than 20% of the Exhibit Space cost
- Exhibitor will forfeit exhibiting eligibility for future conferences

### Cancellation Policy

NRMCA will refund Exhibit Space fee less \$250.00 administration fee per Exhibit Space if cancelled on or before February 28, 2012. After February 28, 2012, the entire amount of the Exhibit Space fee shall be retained by NRMCA. This cancellation policy does not depend upon whether the Exhibit Space is resold or re-assigned.

### Liability

Neither NRMCA, other conference sponsors, the Renaissance Seattle Hotel nor their respective agents or employees shall be liable for any damage to the property or loss of business to the Exhibitor or for any loss by theft, or damage by fire or other means, or for any injuries to the Exhibitor, its employees, agents, customers or guests, arising from any cause or matter whatsoever, even though occasioned, caused or contributed to by negligence of NRMCA, other conference sponsors, the Renaissance Seattle Hotel, their employees or agents. Neither NRMCA, other conference sponsors, the Renaissance Seattle Hotel nor their respective agents or employees will be responsible for the loss of or damage to shipments of materials consigned en route to or from the Conference. No shipment will be accepted if consigned to NRMCA. All materials must be consigned to the Exhibitor and must be prepaid.

### Protection of Property

Nothing shall be pasted, tacked, taped, nailed, screwed or otherwise attached to columns, walls, floor or other parts of the hotel building or furniture. The Exhibitor violating this regulation shall be responsible for any and all damages to the premises caused by the acts of Exhibitor or Exhibitor's agent, employees, patrons or guests, whether accidental or otherwise; and Exhibitor further agrees to leave the Conference property in the same condition as existed on the date possession commenced. The Exhibitor agrees to reimburse NRMCA or owners of the property such sums as may be necessary to restore or repair any such damaged property space, or for removal of any unusual or excessive amounts of debris.

### Right of Entry and Inspection

NRMCA in its absolute discretion shall have the right at any time to enter the



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Exhibit Space occupied by Exhibitor or otherwise inspect the Exhibitor's materials.

### Exhibitor Property Sold

If an Exhibitor's property/organization changes management or is bought by another company, the Exhibit Space becomes the asset of the new company.

### Insurance

Each Exhibitor shall be responsible for the safety of his/her exhibits and other property against robbery, fire, accident or any hazard whatsoever without limitation. Each Exhibitor agrees to defend, hold harmless and indemnify NRMCA from and against any and all claims for omissions or negligent acts. Each Exhibitor further agrees to furnish to NRMCA proof of public liability and property damage insurance.

### Music Licenses

Exhibitor agrees that it will not permit music, either live or reproduced mechanically, to be played during the Conference without first having obtained all requisite licenses from the copyright owner or agent of the copyright owner. The Exhibitor will post all such licenses in the Exhibit Space; licenses will be available for inspection by representatives of NRMCA and of the American Society of Composers, Authors and Publishers (ASCAP) and/or Broadcast Music, Inc. (BMI). Exhibitor hereby indemnifies and holds NRMCA harmless

from and against any and all claims damages, losses, liabilities, costs (including attorneys' fees and court costs, without limitation) arising out of, or in any way connected with the use by Exhibitor of any material which may be subject to, or covered by, any State or Federal copyright laws, or infringement upon any person's or entity's rights which may arise from any such State or Federal copyright laws.

### Inability to Perform

If NRMCA should be prevented from conducting the Conference by any cause beyond its reasonable control or if it cannot permit the Exhibitor to occupy his/her space due to circumstances beyond its reasonable control, NRMCA will refund to the Exhibitor the amount of the rental fee paid, less a proportionate share of the Conference expenses, and NRMCA shall have no further obligation or liability to the Exhibitor.

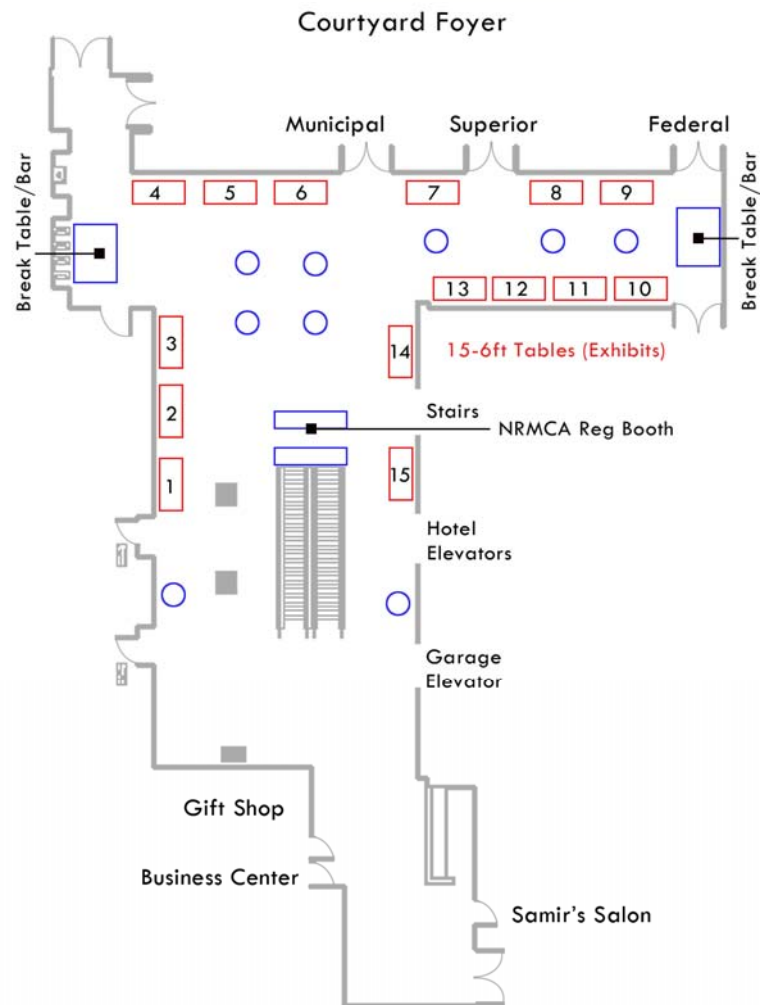
### Amendments

Any and all matters or questions not specifically covered by this Agreement and by the Exhibitor Rules and Regulations of this Agreement may be amended by NRMCA and any such amendment shall be binding on the Exhibitor as though it were originally a part of the Agreement or the Exhibitor Rules and Regulations, provided, however, no amendment shall be made which materially affects the rights of an Exhibitor without his/her consent.

## EXHIBITOR SCHEDULE

May 7	Renaissance Seattle Hotel
1:00 pm – 4:00 pm	Exhibitor Set-up
6:00 pm – 7:00 pm	Opening Reception in Exhibit Area
May 8	Renaissance Seattle Hotel
7:30 am – 7:00 pm	Registration Desk Open
7:30 am – 8:30 am	Continental Breakfast in Exhibit Area
8:30 am – 10:00 am	General Session
10:00 am – 10:30 am	Break in Exhibit Area
10:30 am – 12:00 pm	Concurrent Technical Sessions
12:00 pm – 1:30 pm	LUNCH
1:30 pm – 3:00 pm	Concurrent Technical Sessions
3:00 pm – 3:30 pm	Break in Exhibit Area
3:30 pm – 5:00 pm	Concurrent Technical Sessions
6:00 pm – 7:00 pm	Reception in Exhibit Area
May 9	Renaissance Seattle Hotel
6:30 am – 7:30 am	RMCREW Walk for Sustainability*
7:30 am – 8:30 am	Continental Breakfast in Exhibit Area
8:30 am – 10:00 am	Concurrent Technical Sessions
10:00 am – 10:30 am	Break in Exhibit Area
10:30 am – 12:00 pm	Concurrent Technical Sessions
12:00 pm – 1:30 pm	LUNCH
1:30 pm – 3:00 pm	Concurrent Technical Sessions
3:00 pm – 3:30 pm	Break in Exhibit Area
3:30 pm – 5:00 pm	General Session
5:30 pm – 9:30 pm	WACA Annual Awards Banquet*
May 10	Renaissance Seattle Hotel
7:30 am – 8:30 am	Continental Breakfast in Exhibit Area
8:30 am – 10:00 am	General Session
10:00 am – 10:30 am	Break in Exhibit Area
10:30 am – 12:00 pm	General Session
12:30 pm – 2:00 pm	Exhibitor Tear-down

## EXHIBITOR FLOOR PLAN





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## EXHIBITOR REGISTRATION FORM

Primary Contact Name (Attendee) \_\_\_\_\_ Badge Name \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

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

Country \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_ Website \_\_\_\_\_

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

### Additional Registrants from same company (see below for additional cost)

Name \_\_\_\_\_ Badge Name \_\_\_\_\_

Name \_\_\_\_\_ Badge Name \_\_\_\_\_

## PAYMENT INFORMATION Member/Sponsor Non-member

Exhibit Space cost, member/sponsor*	Number of 6' Exhibit Spaces (2 max):		@ \$1250 ea. =	
Exhibit Space cost, non-member*	Number of 6' Exhibit Spaces (2 max):		@ \$1750 ea. =	
Additional registrants on or before April 13, 2012	Number of additional registrants:		@ \$500 ea. =	
Additional registrants after April 13, 2012	Number of additional registrants:		@ \$600 ea. =	
			<b>TOTAL</b>	

\* Includes 1 Conference registration per Exhibit Space.

## PAYMENT METHOD (Exhibit Space WILL NOT be assigned until full payment is received.)

**Check** (payable to NRMCA) Check # \_\_\_\_\_

**Visa**  **MasterCard**  **American Express**

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as it appears on Credit Card \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_



## EXHIBITOR SPACE PREFERENCE

Every attempt will be made to meet the space preferences you have requested to ensure your success at the 2012 International Concrete Sustainability Conference. Please list your space preferences below using the Exhibit Hall Floor Plan.

First Choice: \_\_\_\_\_ Second Choice: \_\_\_\_\_ Third Choice: \_\_\_\_\_ Fourth Choice: \_\_\_\_\_

## SIGNATURE

We the undersigned Exhibitor have read and agree to comply by ALL terms, conditions and guidelines listed in Exhibitor Rules and Regulations.

Signature: \_\_\_\_\_ Date \_\_\_\_\_

If paying by credit card fax completed form to: (301) 565-8200, Attn. Meetings Dept.

If paying by check mail check and form to: SunTrust Bank, c/o NRMCA  
P.O. Box 79433  
Baltimore, MD 21279

## HOTEL RESERVATIONS

Renaissance Seattle Hotel, 515 Madison Street, Seattle, Washington, 98104. Make hotel reservations by phone at 1-800-266-9432 or online at www.concretesustainabilityconference.org. Mention "NRMCA" to receive the conference rate of \$185 plus tax per night (on or before 4/13/12).



301.587.1400 » www.nrmca.org » 900 Spring Street, Silver Spring, MD 20910

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