

# 50<sup>th</sup> Biennial Conference

National Association of the Deaf  
July 6-10, 2010 ★ Philadelphia, PA

Celebrate Our Heritage. Invest in Our Future.

## Invitation to Exhibitors

### GENERAL INFORMATION

The official conference site is:  
Philadelphia Marriott–Downtown  
1201 Market Street  
Philadelphia, Pennsylvania 19107

### WEB LINKS

#### About Philadelphia

[www.nad.org/philly/about](http://www.nad.org/philly/about)

#### Advertisers

[www.nad.org/philly/advertise](http://www.nad.org/philly/advertise)

#### Awards Nomination Information

[www.nad.org/philly/awards](http://www.nad.org/philly/awards)

#### Exhibitors

[www.nad.org/philly/exhibit](http://www.nad.org/philly/exhibit)

#### Hotel Information

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#### Schedule

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#### Sign Up/Register

[www.nad.org/philly/register](http://www.nad.org/philly/register)

#### Workshops

[www.nad.org/philly/workshops](http://www.nad.org/philly/workshops)

### CONTACT INFORMATION

National Association of the Deaf  
2010 NAD Conference  
8630 Fenton Street, Suite 820  
Silver Spring, MD 20910  
[www.nad.org/philly](http://www.nad.org/philly)  
Questions? [www.nad.org/contact](http://www.nad.org/contact)  
301.587.1791 FAX

*The National Association of the Deaf (NAD) invites you to participate as an exhibitor at one of the largest and most popular expositions of deaf-related products and services that will be held during the 50th Biennial NAD Conference in Philadelphia, PA, July 7-11, 2010. The entire conference will take place at the Philadelphia Marriott, steps away from famous downtown Philadelphia attractions such as Liberty Bell and Independence Hall.*

*The theme of the 2010 NAD Conference is: "Celebrate Our Heritage. Invest in Our Future."*

#### Why Exhibit?

- Showcase your business, corporation, or organization to thousands of key decision-makers—deaf, hard of hearing, late deafened, deaf blind and hearing professionals, leaders, and consumers, parents and youth.
- Make profitable new business contacts
- Present new products
- Educate decision makers
- Sell your products and services

NAD Conferences attract more than 2,000 people from across the country and overseas. Attendees have commented that the Exhibit Hall is one of their favorite parts of the Conference.

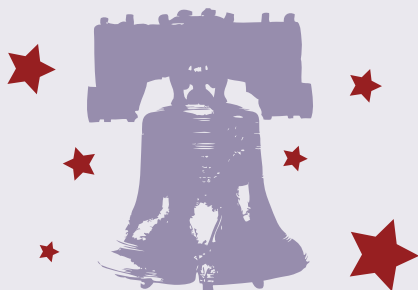
#### Excellent Visibility for Exhibitors

- Exhibit admittance is complimentary to all! Conference registration is not required.
- The NAD Conference schedule will allow conference participants to browse through the exhibit hall during generous breaks between workshops and during an extra long lunch break.
- Exhibit Hall is in one of the hotel ballrooms and it is carpeted and beautifully decorated.
- Exhibit Hall is located near conference registration and workshop rooms.
- Exhibitors will be listed on NAD Conference web pages and in the conference program book.

**Space is limited and contracts will be accepted on a first-come, first-served basis.**

*This is the NAD Conference you have been waiting for!*

*Continued on the next page.*



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### Exhibit Dates/Hours

<b>Move-in</b>	Tuesday, July 6	9:00 a.m.–5:00 p.m.
<b>Hours</b>	Wednesday, July 7	1:00 p.m.–5:00 p.m.
	Thursday, July 8	8:30 a.m.–5:00 p.m.
	Friday, July 9	8:30 a.m.–5:00 p.m.
	Saturday, July 10	8:30 a.m.–4:00 p.m.
<b>Breakdown</b>	Saturday, July 10	4:00 p.m. – 8:00 p.m.

### Exhibit Rates

<b>For-Profit</b>	<b>Deaf Owned</b>	<b>Non-Profit</b>
\$1250/booth	\$950/booth	\$750/booth

### Exhibit Hall

Exhibits will take place in Franklin Hall, a carpeted space.

### Exhibit Space Details

Each 8' x 10' exhibit booth package will consist of one draped 6' table, two side chairs, one wastebasket, and booth identification sign. Booth back drape will be 8' high with 3' high side rails.

### Exhibit Space Extras

Furnishings, rental of additional carpeting, phone/internet lines, electricity, special sign service, audio-visual services, and labor are not included in the price of the exhibit space. These services will be handled by the NAD contracted decorator. You will receive an Exhibitors Service Kit containing information on shipping exhibit materials, information, and rates for decorator and drayage services, and order forms for labor, cleaning, and electrical services, etc. Please note that instructions contained in the Exhibitors Service Kit take precedence over those outlined in the 2010 NAD Conference Exhibit Contract.



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### EXHIBIT RULES AND REGULATIONS

*The following rules and regulations have been designed for the benefit of all exhibitors. The NAD requests the full cooperation of the exhibitor in their observance. The NAD reserves the right to terminate the exhibitor's display privileges at any time for breach of any of these terms, rules, and regulations. Such termination may become effective during the Conference, at which time the exhibitor agrees to close his/her exhibit upon receipt of notice of termination and thereafter remove his/her exhibit from the exhibition hall as soon as possible without disruption of the meeting. Expulsion of an exhibitor under these rules shall not give rise to a claim for a refund of the fees paid by such exhibitor.*

#### Agreement

Exhibitor signature on the contract stipulates having read and agreed to the Rules and Regulations. The Rules and Regulations are incorporated into the contract by reference and the application becomes a contract when accepted and confirmed by the NAD Exhibit Coordinator. All fees are to be paid in full upon submission of signed contract.

#### Booth Sales—Payment of License Fees/Taxes

Exhibitors shall be solely responsible for the payment of any licensing fees, the payment of any sales tax or for the collection and payment of any sales or other tax necessitated by any sale or promotion within its booth during the course of the NAD Conference. NAD shall not be responsible for the payment of any such fee or tax, and the exhibitor hereby expressly holds NAD harmless for the obligation of the payment of any such fee or tax and further agrees to indemnify NAD in the event that a demand for the payment of any such fee or tax is made upon NAD.

#### Cancellation of Exhibit Contract

Should an Exhibitor wish to cancel this contract, the refund schedule is as follows: 1) Notification of cancellation of contract on or before Friday, April 30, 2010 – refund of 100% of total contracted costs; 2) Notification of cancellation of contract after Friday, April 30, 2010 or if Exhibitor fails to occupy the space – the NAD retains 100% of contracted costs.

**NOTE: Exhibitor contracts are not considered cancelled unless the NAD has received notice in writing. No exceptions.**

#### Default in Occupancy

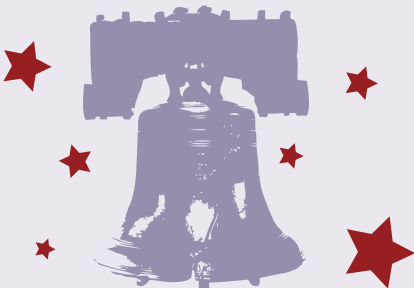
Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental of such space as provided in the signed application. If not occupied by the time set for completion of installation of displays, such space may be possessed by the Association. If Exhibitor fails to occupy the space - the NAD retains 100% of contracted costs.

#### Exhibit Space Assignment

Exhibit booth location is based on the following: Submission date of application and full payment; sponsor status; affiliate of the NAD; type of business or service.

#### Exhibitor Representatives

Each person assigned to staff exhibit booths must wear NAD Conference Exhibitor identification. Each Exhibitor is entitled to four free personnel identification badges per booth. **NOTE: Exhibitor badges do not constitute Conference registration, and do not permit access by exhibit personnel to any Conference events or workshops.**



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### Installation and Dismantling of Exhibits

All construction (set-up) and dismantling (breakdown) of exhibits must be carried out during the times stipulated in the Exhibition Dates and Hours section. No exhibit may be erected after the exhibition opens or dismantled before the official breakdown time.

Exhibits should be constructed and arranged so that they do not obstruct the general view, or detract from the exhibits of others (i.e., flashing lights, loud noise or music, swirling objects). The NAD reserves the right to determine the appropriateness of exhibit space and materials. NOTE: The exhibit area must be cleared of all exhibit materials by 8:00 pm on Saturday, July 10, 2010.

### Insurance and Security

The NAD will provide peripheral security in the Exhibit Hall during the Move-in and Breakdown as well as closed hours of the exhibition. The NAD and its subcontractors cannot accept any responsibility for the protection of exhibitor's materials and displays during the conference. Exhibitors are expected to carry all risk insurance on their exhibits, utilize lock boxes, and/or arrange for their own security in their booths, as appropriate, at their own expense.

### Interpreting Services

Exhibitors are responsible for their interpreter needs. Those who require interpreters can make arrangements through NAD Conference Interpreter Services. Interpreters shall be counted in the four free personnel identification badges provided. Please check the appropriate box on the Exhibit Contract.

### Liability

It is mutually agreed by and between the National Association of the Deaf and Exhibitor that the National Association of the Deaf shall have no liability whatsoever to an exhibitor, his/her employees or business activities. The National Association of the Deaf shall have no liability for loss or damage resulting from any cause to the property of Exhibitor, his/her employees or business. It is further understood and agreed that all claims against the National Association of the Deaf for any such damage, loss or injury are expressly waived by Exhibitor and assumed as Exhibitor's responsibility.

Space is leased with the understanding the NAD will act for Exhibitor and his/her representatives only in the capacity of agent and not as principal.

The NAD assumes no liability whatsoever for damages for any act of omission or commission in connection with the said agency, and the Exhibitor and his/her representative/s hereby keep forever harmless the NAD from any and all liabilities for loss ensuing from a cause.

It is further understood and agreed that the NAD shall in no event be liable to an exhibitor for any lost profits, sales or business opportunities, or any other type of direct or consequential damages to be due from a breach of this contract. It is understood and agreed that the sole liability of the NAD to Exhibitor for any breach of this contract shall be for refunds of all monies paid by Exhibitor pursuant to this contract as the exclusive remedy.



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### Hold Harmless Agreement

Exhibitor will take all steps necessary, including hiring counsel, to defend, protect, indemnify, hold harmless and render the National Association of the Deaf (including its officers, directors, employees, agents and/or volunteers) against any and all claims, demands, suits or causes of action brought against the National Association of the Deaf (including its officers, directors, employees, agents and/or volunteers) for all liability, damage or loss, whether sought under law or in equity, which may be asserted against the National Association of the Deaf (including its officers, directors, employees, agents and/or volunteers) are on account of injury, loss or damage caused by, arising out of, or in any way incidental to the conduct or operation of the Exhibitor.

The National Association of the Deaf and the Exhibitor agree that the obligations under this agreement include, but are not limited to those situations where liability for:

1. injury, loss or damage is caused by the combined or concurrent negligence of the National Association of the Deaf, Exhibitor or any third party (and any of their respective officers, directors, employees, agents and/or volunteers); and/or
2. injury, loss, or damage arises with or without fault based on any theory of strict liability, statutory liability or by operation of law.

The National Association of the Deaf and the Exhibitor agree that to the extent this indemnification of the National Association of the Deaf (its officers, directors, employees, agents and/or volunteers) for injury, loss or damage may be found to be contrary to existing or newly enacted law, this provision, to such extent (and only to such extent), is and shall be void or voidable. In such instance, Exhibitor agrees to immediately defend, indemnify, save and hold the National Association of the Deaf harmless to the fullest extent allowed by law.

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Philadelphia Marriott ("Hotel") premises and will indemnify, defend, and hold harmless the Hotel, its owners, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

*Page 5 of 7 (including exhibitor contract).*



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### Restriction on Use of Space

Two or more organizations cannot share booth space. No exhibitor may sublet, assign, or share any part of the space allotted them without written consent of the NAD.

Solicitations or demonstrations by exhibitors must be confined within the boundaries of their respective space(s). Aisle space or space outside of Exhibit Hall shall not be used for exhibit purposes, display signs, or solicitation or distribution of promotional materials. No exceptions.

- Exhibitor materials, signs and displays are prohibited in any area other than the booth assigned, unless approved in advance by NAD and site facility management. These areas include, but are not limited to public places, meeting facilities, hotel hallways or guest room and guest room suites.
- Nothing can be affixed to any wall or pillar: nails, hooks, staples, tape, Velcro, etc. of the hotel without permission. Repairs for any damages will be charged to the exhibitor.
- No equipment or materials are to be leaned against or placed immediately against the walls, this includes scaffolding, staging, crates, boxes, etc. Reasonable distance and care is to be used at all times.
- Exhibitors must not sell food and beverages (*i.e., popcorn, snack packets, sodas, etc.*).
- Helium balloons shall not be used or given away by exhibitors.
- Glitter, confetti, or similar items shall not be used on tables or floors in carpeted areas, or given away by exhibitors.
- Exhibits containing any type of live animal must obtain a permit from the City's Animal Control Division.
- Storage space is not available for crates and other materials within the Hotel. Exhibitor must work with decorating company should storage for materials be needed.
- Any property damaged or destroyed by an exhibitor must be replaced in its original condition by the exhibitor at the exhibitor's expense.
- All points not covered here are subject to decisions of NAD.

### Shipping, Handling, and Removal Instructions

Exhibitors are responsible for the cost of shipping their materials and equipment and shall make arrangements directly with the NAD Conference contracted decorator. Once the NAD receives the signed contract and payment in full from the Exhibitor, the NAD will instruct the decorator to send an Exhibitors Service Kit or to provide a link for an online kit that will include shipping, handling, and removal instructions.

### Terms of Payment

Payment in full is due upon submission of signed contract. Payment can be made by company check made payable to 2010 NAD Conference, Cashier's check, Visa, or MasterCard.

Mail completed contract and payment to:

2010 NAD Conference Exhibits  
National Association of the Deaf  
8630 Fenton Street, Suite 820  
Silver Spring, MD 20910

### Questions?

Contact Donna Morris at:

[www.nad.org/contact](http://www.nad.org/contact)  
301-587-1791 FAX



## 2010 NAD Conference Exhibit Contract

Please read the complete 2010 NAD Conference Exhibitor Information and Rules and Regulations carefully. Go to: [www.nad.org/philly/exhibit](http://www.nad.org/philly/exhibit)

**Mail/FAX Instructions:**

*Make a copy of completed contract for your records.*  
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*Please type or print clearly.*

Business/Organization Name: \_\_\_\_\_

Status:             For Profit             Deaf Owned             Non Profit (please provide proof of NFP status)

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

Street Address 2: \_\_\_\_\_

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

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

Daytime Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Rates**

For-Profit	Deaf Owned	Non-Profit
\$1250/booth	\$950/booth	\$750/booth

**Exhibit Reservation**

Number of booths requested:     One     Two     Three     Four

For more than five booths, please fill out an inquiry at [www.nad.org/contact](http://www.nad.org/contact)  
 [Check here if requesting information for interpreting services \(at exhibitor's expenses\)](#)

Names of Exhibit Attendants (up to four per booth): \_\_\_\_\_

**Program Book Identification/Booth Description Sign**

Please print the following information *exactly* as you wish it to appear in the program book and booth identification sign.

Business/organization name: \_\_\_\_\_ City/State: \_\_\_\_\_

Web address: \_\_\_\_\_

**Cancellation of Exhibit Contract**

Should an Exhibitor wish to cancel this contract, the refund schedule is as follows: 1) Notification of cancellation of contract on or before April 30, 2010—refund of 100% of total contracted costs; 2) Notification of cancellation of contract after April 30, 2010 or if Exhibitor fails to occupy the space—the NAD retains 100% of contracted costs. **Note: Exhibitor contracts are not considered cancelled unless the NAD has received the note in writing. No Exceptions.**

**Exhibitor Agreement**

Exhibitor signature below stipulates having read and agreed to the complete 2010 NAD Conference Exhibitor Rules and Regulations which are incorporated into this contract by reference. The application becomes a contract when accepted and confirmed by the NAD Exhibit Coordinator. All fees are to be paid in full upon submission of signed contract.

Signature of representative: \_\_\_\_\_ Position: \_\_\_\_\_

Print name of representative: \_\_\_\_\_

**Payment Section**

Credit card information and this contract can also be faxed (see sidebar). A \$30 charge will be assessed on all returned checks.

Check/Cashier's Check/Money Order enclosed (payable to the 2010 NAD Conference)

Credit card (select type): \_\_\_ Visa \_\_\_ MasterCard

Total payment: \$ \_\_\_\_\_

16-Digit Account Number: \_\_\_\_\_

3-Digit CCV Code (located on back of credit card): \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Full Name as Shown on Card: \_\_\_\_\_

