

# NAESCO's 27<sup>th</sup> Annual Conference

**Vendor Exhibition**

**Advertising**

**Sponsorship**

Distinguish Your Company as an Industry Leader

**Arizona Biltmore  
Phoenix, Arizona  
November 9-10, 2010**

## Summary of Opportunities

### I. Exhibition Showcase

➤ Booth – 10' x 10'	
○ NAESCO Member	\$1,650
○ Non-Member	\$2,150
➤ Table – 6' x 30"	
○ NAESCO Member	\$1,350
○ Non- Member	\$1,850

### II. Conference Advertising

➤ Full Page Ad Color	\$1,250
➤ Full Page Ad B&W	\$950
➤ Half Page Ad Color	\$650
➤ Half Page Ad B&W	\$500
➤ Inside Back Cover Color	\$1,500
➤ Inside Front Cover Color	\$1,500
➤ Back Cover Color	\$1,750

### III. Sponsorship Packages for the Annual Conference

➤ Platinum Sponsor – Tuesday Night Opening Reception	\$10,000
➤ Platinum Sponsor – Wednesday Keynote Breakfast	\$10,000
➤ Gold Sponsor – Tuesday Lunch	\$5,000
➤ Gold Sponsor – Wednesday Luncheon Co-Sponsor	\$5,000
➤ Gold Sponsor – Wireless Connection	\$5,000
➤ Silver Sponsor – Wednesday Reception	\$3,500
➤ Silver Sponsor – Showcase Breaks	\$3,500
➤ Bronze Sponsor – Conference Supporter	\$2,500
➤ Sponsor – Conference Give-away Co-Sponsor	\$2,000

## NAESCO CONFERENCES ARE A PREMIER VENUE

- Create brand awareness
- Promote your corporate expertise
- Increase product and services recognition
- Expand sales opportunities with existing clients
- Build new client relationships
- Take your visibility up a notch
- Support the Association and industry

## Packed with Prospects to Maximize Your Marketing Dollars

### ***EXHIBIT AT THE VENDOR SHOWCASE — Take the Lead!***

NAESCO's vendor exhibition showcase attracts a number of repeat exhibitors. Why? It's packed with prospects and it's an exclusive environment with the right kind of attendees!

All vendors will receive:

- Either a 10'x10' exhibition booth with a 6' table with drapery **OR** a 6'x30" skirted table. Each includes two chairs, wastebasket and company identification sign – Your Choice!
- One complimentary conference registration.
- One additional conference registration at 50% off registration fee
- Free listing in the conference program.
- Scheduled conference activities in the exhibit hall to build traffic and increase networking.
- An aggressive marketing campaign to ensure a large audience.
- Eligibility for a 15% discount on advertising.
- Special name badges denoting that you are an exhibitor.
- Your organization's name listed in all conference marketing materials
- Profile of your company, company logo and hyperlink to company Website on Vendor Showcase web page.
- Electronic list of attendees sent to you one week prior to the conference and final attendee list sent to you one week after the end of the conference.
- Access to all conference sessions, luncheons and networking events.
- Up to 4 free passes to the Opening Night Reception for your customers in the Phoenix area.

*Take advantage of the value! To ensure the greatest value and reward our many long-time exhibitors, NAESCO has chosen not to raise its exhibition fees.. Don't miss out – send in your application now along with a \$500 deposit to be guaranteed a spot. **Full payment is required prior to exhibitor setup.***

## Vendor Showcase Opportunities

### Tabletop or Booth Selection

#### Tabletop Exhibit (6'x30")

- NAESCO Member: \$1,350
- Non-Member: \$1,850

#### Booth (10'x10')

- NAESCO Member: \$1,650
- Non-Member: \$2,150

#### Showcase Hours

Tuesday, November 9	6:00 pm – 8:00 pm
Wednesday, November 10	7:30 am – 3:00 pm

#### Installation/Set-up

Tuesday, November 9	11:00 am – 5:00 pm
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#### Dismantle/Tear-down

Wednesday, November 10	3:00 pm – 5:00 pm
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**Not a member? Join NAESCO now by visiting our Website at [www.naesco.org/membership](http://www.naesco.org/membership)**

## ADVERTISING — Be in a Leadership Position

The Conference Program Book is considered a keeper by attendees. When a conference attendee reaches for a program book, why not let him see your company message again and again?

The NAESCO Program Book is a Must. Multiple viewings are the rule as attendees pour through the book repeatedly. Big impact. Low cost. The thing speaks for itself. Really.

**Advertising Deadline October 12, 2010!**

Please e-mail your ad to [nkl@dwgp.com](mailto:nkl@dwgp.com).

**\*\*Exhibitors are eligible for a 15% discount on all interior ads.**

- Full Page Ad Color \$1,250
- Full Page Ad B&W \$950
- Half Page Ad Color \$650
- Half Page Ad B&W \$500
- Inside Back Cover Color \$1,500
- Inside Front Cover Color \$1,500
- Back Cover Color \$1,750

## EVENT SPONSORSHIPS — Be a Leader!

### Awareness + Access

Promote your products and services to conference attendees who represent every facet of the energy services industry. Don't miss these value-packed sponsorship packages designed for firms who want an efficient, high-impact marketing solution.

### PLATINUM SPONSOR (Investment: \$10,000)

#### Opening Night Reception – Tuesday, November 9, 2010

This exciting and well-attended event will be integrated with the Vendor Showcase. As always, this event will be a lot of fun and an opportunity for attendees to meet informally in a relaxed atmosphere.

#### The Keynote Breakfast – Wednesday, November 10, 2010

Attendees will start the day with a hearty Southwestern breakfast served in the Vendor Showcase Exhibit hall.

### BENEFITS

- Half page black and white advertisement in the Conference Program Book
- One free conference registration and a second registration at a 50% discount.
- Credit on welcome signs posted at registration and at the event that you sponsor, and in the conference program
- Electronic list of attendees sent to you one week prior to the conference and final attendee list sent to you one week after the end of the conference.
- Special name badges denoting sponsorship
- Your organization's name and logo listed in all conference marketing materials
- Profile of your company featured in the front section of the Conference Program Book
- Inclusion on the Annual Conference page of NAESCO's Website with company logo and hyperlink to company Website

### GOLD SPONSOR (Investment: \$5,000)

#### Choose among the following events:

##### Luncheon – Tuesday, November 9, 2010

At this informal conference kick-off luncheon, we welcome arriving attendees and provide the first of many networking opportunities.

##### Luncheon co-sponsor – Wednesday, November 10, 2010

At this sit-down event, attendees build new relationships, visit with old friends, and enjoy the observations of a noted speaker.

##### Wireless Connection – Entire Conference

Help keep you and your fellow conference attendees connected with each other and the outside world by sponsoring free wireless connection for all attendees.

### BENEFITS

- Credit on welcome signs posted at registration and at the event that you sponsor, and in the conference program
- One free registration
- Electronic list of attendees sent to you one week prior to the conference and final attendee list sent to you one week after the end of the conference.
- Special name badges denoting sponsorship
- Your organization's name and logo listed in the brochure and on marketing materials

- Profile of your company will be featured in the front section of the Conference Program Book
- Inclusion on the Conference page of NAESCO's Website with your company logo and hyperlink to your company Website

### **SILVER SPONSOR (Investment: \$3,500)**

**Please select from the following Sponsorship Opportunities:**

**Closing Night Reception** –Wednesday, November 10, 2010  
This gathering, after a full day of meetings, is always well attended.

**The Vendor Showcase Breaks** – Wednesday November 10, 2010  
Refreshments are offered during the morning and afternoon breaks when attendees visit the Vendor Showcase Exhibit hall.

#### **BENEFITS**

- Credit on welcome signs posted at registration and at the event that you sponsor
- 50% off of one registration fee
- Advance list of attendees sent to you one week prior to the conference and final attendee list sent to you one week after the end of the conference.
- Special name badges denoting sponsorship
- Your organization's name and logo listed in the brochure, and on all marketing materials
- Profile of your company featured in the front section of the Conference Program Book
- Inclusion on the Conference page of NAESCO's Website with your company logo and hyperlink to your company Website

### **BRONZE SPONSOR (Investment: \$2,500)**

As a general conference supporter, you will be visibly showing your support for NAESCO and the industry.

#### **BENEFITS**

- Credit on welcome signs posted at registration and at the event
- Special name badges denoting sponsorship
- Electronic list of attendees sent to you one week prior to the conference and final attendee list sent to you one week after the end of the conference.
- Your organization's name and logo listed in the brochure and on all marketing materials
- Profile of your company featured in the front section of the Conference Program Book
- Inclusion on the Conference page of NAESCO's Website with your company logo and hyperlink to your company Website

### **CONFERENCE PROMOTIONAL GIVE-AWAY CO-SPONSOR (Investment: \$2,000)**

**The deadline for this sponsorship is October 5, 2010.**

As a conference give-away supporter, your company logo will appear on a promotional gift item of your choice along with that of NAESCO and the other give-away co-sponsors. The give-away will be distributed to all attendees. NAESCO will work with you to select possible promotional items which might include water bottles, flash drives, or a conference bag. A conference bag requires a minimum of **four** participating companies.

## Confirm Your Participation as an Exhibitor, Advertiser, or Sponsor

Exhibitors should complete, sign, and forward the enclosed exhibit space application with a \$500 deposit. Advertisers and Sponsors do not have to provide a deposit with the order form. Sponsorships will be confirmed via a separate letter of agreement. A confirmation of space will be returned to the exhibitor upon receipt of the contract and deposit. Register early to secure prime exhibit space.

If you wish to include an ad in the conference program, please indicate your preference for ad placement on the order form. NAESCO will try to accommodate placement requests although advertisements will be distributed throughout the conference program ultimately at the discretion of NAESCO. Note that all ads must conform to the ad sizes listed. **Camera-ready art must be received by NAESCO no later than October 12<sup>th</sup>**. Please e-mail your ad to [nkl@dwgp.com](mailto:nkl@dwgp.com).

## Payment

### Method of Payment

Exhibit payment **MUST** be received by check or credit card prior to exhibitor setup. **Sponsorship fees must be paid prior to the conference and advertising fees must be received prior to October 12<sup>th</sup>**. Any Vendor Request for Cancellation of the space commitment must be made in writing and received by NAESCO no later than October 12, 2010. NAESCO will retain the deposit but no additional monies would be required from the Vendor if the cancellation request is received by NAESCO by the October 12th deadline.

Any questions can be directed to Terry Balcom at 804.580.8353 or [naescoconference@thebalcomgroup.com](mailto:naescoconference@thebalcomgroup.com). The completed application and check should be sent to the following address:

National Association of Energy Service Companies  
c/o The Balcom Group  
992 Locust Cove Road  
Heathsville, VA 22473  
804.580.8353 (p)  
804.580.8354 (f)  
[naescoconference@thebalcomgroup.com](mailto:naescoconference@thebalcomgroup.com)

## Preliminary Schedule of Events

### **Tuesday November 9<sup>th</sup>**

11:00 am – 5:00 pm

12:15 pm – 1:15 pm

2:30 pm – 5:30 pm

6:00 pm – 8:00 pm

Exhibitor Set up

Welcome Luncheon

Opening Session

Opening Night Reception in Vendor Showcase

### **Wednesday November 10<sup>th</sup>**

7:30 am – 8:30 am

10:15 am – 10:30 am

12:30 pm – 1:30 pm

1:30 pm – 2:00 pm

3:00 pm – 5:00 pm

5:00 pm – 6:00 pm

Keynote Breakfast in Vendor Showcase

Break – To be held in the Vendor Showcase

Luncheon – Opportunity for Vendors to informally network with attendees at a sit-down lunch

Dessert and Break to be hosted in Vendor Showcase

Exhibitor tear- down

Networking Reception

# NAESCO ANNUAL CONFERENCE November 9-10, 2010

## Exhibit/Sponsorship/Advertising Form

Please print or type

### Company Information

List this information exactly as it should appear in all conference promotional material and on NAESCO's Website. Please type or print clearly to ensure that published information is correct.

Company \_\_\_\_\_

Address \_\_\_\_\_

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

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

E-Mail \_\_\_\_\_ Website \_\_\_\_\_

### Company Contact Prior to the Conference

Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### I. Vendors: Tabletop or Booth Selection

#### Tabletop Exhibit (6'x30')

- NAESCO Member: \$1,350
- Non-Member: \$1,850

#### Booth (10'x10')

- NAESCO Member: \$1,650
- Non-Member: \$2,150

Each booth receives one complimentary registration. Please list below the person to receive the complimentary registration. Complimentary registrant must be with exhibiting company.

Name \_\_\_\_\_

Address \_\_\_\_\_

Title \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

**Additional Conference Registrations** (For Exhibitors and eligible Sponsors, you may register up to one additional person at a 50% discount from the registration fee. The registration fee is \$795 for members and \$895 for non-members )

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

**Company Description**

Please provide a brief description (50 words or less) of your company and what product(s)/service(s) will be on display at NAESCO's Annual Conference Vendor Showcase. This description will appear in the Vendor Profiles and on the NAESCO Virtual Vendor Showcase section of the website. If your description exceeds 50 words, NAESCO reserves the right to edit. **Please email this description to [naescoconference@thebalcomgroup.com](mailto:naescoconference@thebalcomgroup.com).**

**II. Conference Advertising**

- Full Page Ad Color \$1,250
- Full Page Ad B&W \$950
- Half Page Ad Color \$650
- Half Page Ad B&W \$500
- Inside Back Cover Color \$1,500
- Inside Front Cover Color \$1,500
- Back Cover Color \$1,750

**III. Sponsorship Packages**

- Platinum Sponsor \$10,000
- Platinum Sponsor – Wednesday Breakfast \$10,000
- Gold Sponsor- Tuesday Luncheon \$5,000
- Gold Sponsor- Wednesday Luncheon \$5,000
- Gold Sponsor – Wireless Connection \$5,000
- Silver Sponsor- Wednesday Reception \$3,500
- Silver Sponsor- Showcase Breaks \$3,500
- Bronze Sponsor- Conference Supporter \$2,500
- Sponsor Promotional Give-away \$2,000

**Payment Information**

Sponsor Package \$ \_\_\_\_\_

Exhibit Package \$ \_\_\_\_\_

Advertisement \$ \_\_\_\_\_

Additional Registrations \$ \_\_\_\_\_

Total cost \$ \_\_\_\_\_  
Deposit for booth enclosed (minimum of \$500) \$ \_\_\_\_\_  
Balance Due \$ \_\_\_\_\_

**Method of Payment**

- Check enclosed, number: \_\_\_\_\_
- Credit Card #           -           -           -  
\_\_ Visa   \_\_ MasterCard   \_\_ American Express  
Expiration Date:   \_\_\_\_/\_\_\_\_  
Name on credit card: \_\_\_\_\_

Billing Address: \_\_\_\_\_  
\_\_\_\_\_

Signature \_\_\_\_\_

Signature of this application signifies acceptance of the **Rules and Regulations** of NAESCO's Vendor Showcase.  
*(See following pages.)*

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

Any questions can be directed to Terry Balcom at 804.580.8353 or [naescoconference@thebalcomgroup.com](mailto:naescoconference@thebalcomgroup.com). The completed application should be mailed to the address below or faxed to 804.580.8354. Check payments should also be sent to the address below. If you wish to pay with a credit card after you have submitted your application, please call Terry Balcom at 804.580.8353 with your credit card information.

National Association of Energy Service Companies  
c/o The Balcom Group  
992 Locust Cove Road  
Heathsville, VA 22473  
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804.580.8354 (f)  
naescoconference@thebalcomgroup.com

## Hotel Information

The meeting will be held at the Arizona Biltmore in Phoenix, Arizona.

Arizona Biltmore  
2400 East Missouri Avenue  
Phoenix, Arizona 85016  
602-955-6600 or 800-950-0086

A special, discounted rate of \$179 is being offered for single or double occupancy rooms. These rates do not include applicable taxes. All reservations require a one-night deposit and check with the hotel about their cancellation policies.

To make your reservations, please **call the hotel directly at 800-950-0086** and identify yourself as a NAESCO meeting attendee. This **rate is offered only until October 15<sup>th</sup>** and after that date a higher rate will apply. A limited number of rooms are available so call now to ensure you have a room at the conference hotel.

## Affiliated Policy

Affiliate groups/exhibitors desiring space for meetings and social events that are not official NAESCO events must submit a letter of request to NAESCO four weeks prior to the conference. No entertaining, social functions, focus groups, or symposia may be scheduled in conflict with official NAESCO events.

## Rules and Regulations - Vendor Showcase

1. Exhibits shall be arranged so as not to obstruct the general view nor hide the exhibits of others.
2. The exhibitor assumes all responsibility for compliance with all applicable local, city, and state ordinances, including but not limited to fire, safety, and health. All exhibit equipment and materials will be reasonably located within the booth and protected by safety devices when necessary. Only fireproof materials may be used in the displays and all necessary fire precautions will be taken by the exhibitor.
3. Rules and regulations for union labor are made by the local unions and these regulations may be changed at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with those regulations.
4. If moving pictures or sound devices are used, the exhibitor agrees to comply with union requirements for the operation of the equipment. Sound movies or devices will be permitted if tuned to conversational level and if not objectionable to neighboring exhibitors. It shall be the responsibility of exhibitors wishing to play music in their booths to secure the necessary music licensing agreements and fee payments from the appropriate agencies. NAESCO bears no responsibility for any legal action, fines, or litigation incurred by exhibitors who have not obtained said agreements and/or made said payments. NAESCO reserves the right to restrict the use of glaring lights or objectionable lighting or sound effects.
5. Exhibitors are prohibited from distributing literature or souvenirs from outside the boundaries of their booth. This includes canvassing other exhibits before or during the show. Canvassing in exhibit halls or distribution of advertising matter or souvenirs by representatives of non-exhibiting firms is strictly forbidden.
6. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the show hours without permission from NAESCO.
7. Booths should be staffed by technical specialists who should be qualified to discuss product details of their products. *All booths must remain intact until the close of the Showcase.*
8. Whenever possible, crates or boxes will be stored under cover. NAESCO assumes no responsibility for damage or loss of packing boxes or crates.
9. It is mutually understood and agreed that NAESCO shall use proper and reasonable care to have all power services installed in time for the opening of the show. Proper and reasonable care shall be taken to prevent the interruption of power services during the exhibition. However, NAESCO shall not be held responsible for late installation or any interruption that may occur.
10. NAESCO reserves the right, should any rented exhibitor's space remain unoccupied on the opening day, or should any space be forfeited due to failure to make proper payment, to rent said space to any other exhibitor, or use said space in any other manner NAESCO feels necessary. This clause shall not be construed as affecting the obligation of the exhibitor to pay the full amount specified in the contract for space rental. When a space application is accepted and space is assigned, the exhibitor is liable for full payment.

11. Neither NAESCO, nor its agents or representatives will be responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor's employees or property from any cause whatsoever. Under no circumstances will NAESCO be liable for lost profit or other incidental or consequential damages. *Exhibitors shall obtain, at their own expense, adequate insurance against any such injury, loss, or damage.* NAESCO shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing, or otherwise participating in the exhibitor's exhibit is deemed to be the invitee or licensee of the exhibitor, rather than the invitee or licensee of NAESCO. NAESCO shall not be liable for any injury to, or loss of, property of the exhibitor or injury to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the exhibitor. Exhibitors assume full responsibility and liability for the actions of their agents, employees of independent contractors, whether acting within or without the scope of their authority and agree to hold harmless NAESCO, the exhibit hall and the hotel or facility at which showcase is being held from responsibility for liability resulting directly, or indirectly, or jointly, from other causes which arise because of the actions or omissions of its agents, employees, or independent contractors, whether within or without the scope of authority. There is not another agreement or warranty between the exhibitor and NAESCO except as set forth in this document. The rights of NAESCO under this contract shall not be deemed waived, except as specifically stated in writing and signed by an authorized officer of NAESCO.
12. NAESCO will make sure that the exhibit area is locked during hours the exhibit area is not open to the public to the extent that the property can be locked. However, exhibitors are solely responsible for their own exhibits and material and should insure the exhibit against loss or damage from any causes whatsoever. All property of an exhibitor are understood to remain in their care, custody, and control in transit to, and from, and within the confines of the exhibit hall.
13. In case the hall is damaged or destroyed by fire, elements, or any other cause, or if circumstances shall make it impossible for NAESCO to permit an exhibitor or exhibitors to occupy the space assigned during any part or the whole of the period covered, then during such circumstances, NAESCO will not be liable for the fulfillment of this contract as to the delivery of space and the exhibitor shall be reimbursed a proportionate share of the space rental.
14. Full payment of space rental must be made by prior to exhibitor setup. Should any exhibitor fail to comply with this requirement, NAESCO has full authority to cancel any or all space assigned to the applicant, and to retain the deposit. In the event that it becomes necessary for NAESCO to engage outside services for the collection of any outstanding payments, the exhibitor agrees to pay all legal fees incurred.
15. Exhibitors shall be responsible for obtaining any licenses, permits, or approvals required under local or national laws applicable to their activity at the exposition. Exhibitors shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, or other charges that shall become due to any governmental authority in connection with their activities at the exposition.
16. In the event that a contracted exhibitor wishes to cancel the allotted exhibit space before October 12, 2010, the \$500 deposit payment will be forfeited but the exhibitor will not be responsible for any additional monies associated with the Showcase. All cancellations should be in writing and mailed to NAESCO Conference, 992 Locust Cove Road, Heathsville, VA 22473 or faxed to 804.580.8354 or emailed to [naescoconference@thebalcomgroup.com](mailto:naescoconference@thebalcomgroup.com). NAESCO assumes no responsibility for having included the name of the defaulting exhibitor in the show catalogue, brochures, news releases, on the Website, or other materials.