

NORTH AMERICAN NATURE PHOTOGRAPHY ASSOCIATION

INVITATION TO EXHIBIT

NANPA 10th Anniversary Summit and Trade Show
January 21 – 25, 2004
DoubleTree Hotels Jantzen Beach/Columbia River Complex
Portland, Oregon



WHAT IS THE NANPA ANNUAL SUMMIT?

The NANPA Annual Summit is the focal point for those engaged in nature photography. By bringing professionals and amateurs together in an open exchange of ideas, experiences, and the newest technical information, the meeting provides an ideal opportunity to communicate to nature photographers. It offers exhibitors the opportunity to display products and services to a key market.

Here are some reasons why your company should be there:

Opportunity to have face to face contact with an estimated 800 professional and amateur nature related photography attendees to help grow your market share.

Reserve a popular demonstration session, listed in the meeting schedule and show your latest products and services to a dedicated audience of attendees.

Marketing opportunities to reach potential clients at the meeting and throughout the year including: advertising in the programs, inserting your brochure in attendee's registration packets, renting the attendees' list (email or mailing label format), and passes for local customers.

Traffic building drawings each day for prizes which requires attendees visit every exhibitor to be eligible for a chance to win.

Trade Show hours not competing with the meeting schedule to ensure you have quality time with your key market.

Exposure through NANPA's web site, which will include your company's description and direct traffic to your web site with a provided link.

Inside information from the speakers on what equipment will be mentioned at their sessions to prepare and have the items in stock.

WHO ATTENDS?

Professionals and amateurs in all sectors including: photographers, publishers, editors, manufacturers, stock agencies, vendors, and hobbyists concerned with quality and ethics of nature photography. Each attendee comes to the meeting seeking new ideas in product and service technology.

*Whether your company sells products or a service to the photographic industry,
NANPA's 10th Anniversary Summit is the place to be!*

REGISTER BEFORE NOVEMBER 2, 2003 TO SAVE \$200 ON BOOTH FEES!



Invitation to Exhibit

EXHIBITORS' REGULATIONS:

The following Rules and Regulations are designed to implement in a fair, effective, and equitable manner the principles set forth by NANPA. These rules, along with the terms and conditions of the application for exhibit space, are an integral and binding part of your contract with NANPA.

EXHIBIT SPACE SPECIFICATIONS:

To maintain uniformity and to prevent obstruction of the view of adjoining booths, displays must not be higher than 8' in the back and 4' along dividers and aisles. No walls, partitions, decorations, or any other obstructions may be erected which in any way interfere with the view of any other exhibit. Exhibitors desiring to use other than standard booth equipment or any signs, decorations, or arrangements of display materials conflicting in any way with these above regulations, must submit two copies of a detailed sketch or a proposed layout at least 60 days prior to the opening of the exhibit, and must receive written approval from NANPA.

FEES:

BOOTH PACKAGE - Each 8' x 10' exhibit includes a draped 6' table, two chairs, a wastebasket, a standard sign plus an 8' draped back wall and 3' draped side rails. **Each booth also includes three registrations to attend the Summit sessions** (keynote speakers and breakout sessions). *The exhibit hall is carpeted.* Show colors will be indicated in the decorator kit sent at a later date.

Booth fees are broken out into three zones based on the location of the booth within the room and the date payment is received.

For booth reservations received by the early bird deadline of November 2, 2003, the fees will be:

Premier (Zone A) - \$1200 (26 booths available)

Standard (Zone B) - \$1050 (31 booths available)

Economy (Zone C) - \$850 (8 booths available)

There will be an additional \$200 added to the zone price above for any booth reservations received after November 2, 2003.

See the floor plan for the list of booths in each zone.

MEAL OPTION - Meals are not included with the booth fee but can be purchased for \$100 per person. This includes lunches on Thursday, Friday and Saturday, and dinner on Friday night. (See hotel information on page 4 about breakfast details.)

BANQUET TICKETS - Tickets for the 10th Anniversary Banquet on the evening of Saturday, January 24, 2004, are not included in the booth fee but can be purchased for \$55 each. All exhibitors are encouraged to attend the banquet.

PAYMENT PLAN - Option 1: The total amount may be turned in with the contract. Option 2: Half of the total amount due is needed as a deposit when the contract is submitted. The remaining total may be sent in a maximum of three additional payments of choice due by December 17, 2003. If full payment is not received by December 17, 2003 you will not be listed in the on-site program.

EXHIBIT HALL LOCATION:

The exhibits will be located in the Grand Ballroom Jantzen Beach along with the NANPA Bookstore and Silent Auction.

EXHIBITORS' SCHEDULE:

NANPA reserves the right to make changes at its discretion.

Set -up:	Wednesday, January 21	2:00pm - 9:00pm
Registration:	Wednesday, January 21	2:00pm - 6:00pm
Exhibit Hours:	Thursday, January 22	12:00pm - 4:00pm
	Reception	5:30pm - 7:00pm
	Friday, January 23	12:00pm - 4:00pm
	Saturday, January 24	10:00am - 3:00pm
Tear-down:	Saturday, January 24	3:00pm - 5:00pm

*Each exhibitor will complete arrangements for removal of material from the DoubleTree Hotel Jantzen Beach in accordance with these rules. No packing or dismantling of exhibits will be allowed until the official closing of the NANPA Exhibit show on Saturday, January 24, at 3:00pm and all material must be packed and ready for shipment by 5:00pm. All space occupied by an exhibitor must be surrendered in the same condition as originally leased at the commencement of occupation.

CANCELLATION:

Cancellations must be received in writing by December 17, 2003, to receive a full refund less a \$100 processing fee. There will be no refund for cancellations received after December 17, 2003.

CONFIRMATION AND ASSIGNMENT:

Confirmation will be sent in writing. Space will be assigned based on payment receipt date. **NANPA reserves the right to assign space as necessary in the Summit's best interests.** Every effort will be made to assign the exhibitor their first choice of locations or as near the first choice as possible. When two or more exhibitors ask for the same booth location, booths will be assigned in accordance with date of receipt of payment and application.

TRAFFIC BUILDER DRAWINGS:

To increase traffic in the exhibit hall, a portion of your exhibit booth fee will be used towards the purchase of prizes, to be given away in drawings held in the exhibit area each day. **To be eligible for the drawing, an attendee must visit every exhibitor and must be present to win.**

DEMONSTRATION SESSIONS:

One of our most popular and exciting opportunities is the Demonstration Sessions. Take advantage of the opportunity to demonstrate your latest product or services in a scheduled, 30-minute time slot held in a separate room close to the exhibit area and listed in the on-site program (scheduled time and description) for the fee of \$150. A company can purchase more than one demonstration time slot. There are a limited number of slots available on a first-come, first-served basis.

MARKETING TO YOUR CUSTOMERS:

Many of you have asked if we could send promotional materials about the Summit to your customers to help increase attendance to the meeting and trade show. If you are interested in this opportunity please contact Ruth Gleason, the Director of Member Services at the NANPA office. We will work with you on the best way to send out the materials to your customers and possibly exchange mailing lists in return as an added benefit to your company.

REGISTRATION PACKET INSERT:

A promotional brochure, coupon, or flyer may be inserted into each attendee's registration packet for \$300 per insert. The insert must be pre-approved and the size must be no larger than 8 1/2" x 11". For approval of an insert, submit a sample by November 16, 2003. Upon approval, we will notify you with the shipping address, quantity needed and receiving deadline.

RENT A PRE-REGISTERED ATTENDEE LIST:

Exhibitors can rent the list of pre-registered Summit attendees. Price is dependent on number of attendees registered at the time (price ranges from \$50 to \$200). A sample of the mailing must be submitted and approved by NANPA. List only available in label format to companies that have purchased and paid for an exhibit booth at the Summit. Contact Ruth Gleason, Director of Member Services for more information and to make arrangements.

CONTACT NANPA MEMBERS BY EMAIL:

Submit to the NANPA office the email you would like to send and, for a fee, we will send it out to NANPA members that have agreed to accept industry related correspondence. Fee will be based on sending options to only meeting attendees or full membership. Contact Ruth Gleason, Director of Member Services for more information and to make arrangements.

SPONSORSHIP OPPORTUNITIES:

Want to maximize your exposure at the Summit? Sponsor an event at the Annual Summit! Sponsorship of events provides increased visibility for your company, reinforces brand recognition for your products, and can bring more visitors to your booth! Sponsors receive recognition by prominent on-site signage, listing in the final program, announcements at the meeting and recognition in promotional and website materials. To learn more or to sign up as a sponsor, please contact Christy Powers, Director of Meetings.

EXHIBIT HALL ATTENDANCE:

Attendance to the exhibits is for Summit registrants and for the public with a separate entrance fee. There will be extended hours on Saturday to allow the public to attend the trade show. Exhibitors may request "Exhibit Only" passes for their customers, at no additional charge, by contacting the NANPA office sometime before the Summit.

SHIPPING:

Exhibitors are responsible for any handling charges associated with their packages. It is recommended to use a trackable service. **The shipping address, dates and forms will be located in your exhibitor kit sent directly to you.** NANPA, the decorator, its employees and agents are not responsible for the shipping of stored materials.

UTILITIES:

Utilities (e.g., electrical, telephone, etc.) must be ordered directly from the designated vendors and are not included in the fee. Order forms will be in the exhibitor kit from the decorator.

SOLICITATION:

Solicitations or demonstrations by exhibitors must be confined to their respective space, except reserved demonstration sessions.

SUBLETTING:

Subleasing of the exhibit space is not permitted.

FIRE CODES:

Exhibitors must conform to all fire regulations of the hotel.

HOTEL USE:

NANPA reserves the right to control suite reservations and meeting space at the Hotel. No exhibitor will be allowed access to a hotel suite to circumvent the NANPA Exhibits. No social functions may be scheduled during NANPA Summit events. If space is needed, you must submit the request for approval.

SECURITY:

Security will be provided from move-in to move-out. The area will be secured at all times, other than exhibition show hours, but each exhibitor is responsible for safeguarding their materials, equipment, and exhibit at all times. NANPA is not responsible for loss or damage to any property.

LIABILITY AND INDEMNITY:

The exhibitor, upon contracting to exhibit, agrees to protect, indemnify, defend, and hold harmless NANPA and its officers, directors, employees, committee members and agents, and the DoubleTree Hotels Jantzen Beach/Columbia River and its officers, directors, employees and agents from any and all claims, losses, damages, injury or expenses arising out of or caused by exhibitors' installation, removal, maintenance, occupancy or the use of the exhibition premises or a part thereof or other activities or functions of the exhibitors. The exhibitor acknowledges that he or she is responsible for obtaining insurance coverage in such amounts as it deems appropriate to comply with its obligations herein and for its own protection. NANPA will not be responsible for delays, damage, loss or other unfavorable conditions caused by circumstances beyond its control. Under government order or emergency, or other fair reasons beyond its control, NANPA reserves the right to cancel the show with no further liability to the Exhibitor than full refund of space rental payments made. NANPA reserves the right to change the location of the Exhibition in event a strike, fire, or Act of God should render the hall in which the Exhibition has been scheduled or any other convention facility unusable.

INTERPRETATION AND ENFORCEMENT:

These regulations become a part of the contract between the exhibitor and NANPA. NANPA has full power of interpretation and enforcement of these rules and its decision is final. All matters in question not covered by these rules are subject to the decisions of NANPA and all decisions so made shall be binding on all parties affected by them as the original regulations. Exhibitors or their representatives who fail to observe these conditions or contract or who, in the opinion of NANPA, conduct themselves unethically may be dismissed from the exhibition without refund or other appeal.



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N A N P A

ACCOMMODATIONS:

Situated on the scenic Columbia River, DoubleTree Hotels Jantzen Beach/Columbia River Complex is conveniently located just off I-5, only 10 minutes north of downtown Portland and 12 minutes west of the Portland International Airport via complimentary hotel transportation. The hotel is located across the street from the Jantzen Beach Supercenter Mall, featuring 57 stores and 10 restaurants. The guestrooms feature balconies, many with views of the Columbia River, large work areas, voicemail, TVs with in-room movies, and in-room coffee. The hotels have restaurants and bars/lounges on property, room service, business services and an outdoor pool and hot tub.

NANPA HOTEL RATES AND RESERVATION DEADLINE:

NANPA has reserved a block of sleeping rooms at a discounted rate at the DoubleTree Hotels Jantzen Beach/Columbia River. This allows NANPA the use of the meeting and exhibit space at a great discount. Your support in staying at the DoubleTree helps to keep NANPA's meeting and membership costs down. The discounted room rate for the Annual Summit is \$115 single/double occupancy (plus applicable taxes) which a portion of this rate will go towards the food and beverage cost at this meeting. This rate also includes a \$9.00 valued breakfast voucher per person, per night, to redeem at any restaurant on the property or through room service. Full details will be printed on the voucher. To receive this special rate, you must identify yourself as a NANPA or North American Nature Photography Association attendee. The hotel **reservation deadline is January 7, 2004**; rooms will be on a space available basis after that date.

Make Your Reservations Now by calling: 1-800-643-7340.

FREE PARKING is provided for all attendees staying at The DoubleTree Hotels Jantzen Beach/Columbia River Complex.

AIRPORT SHUTTLE TRANSPORTATION - The DoubleTree Hotels Jantzen Beach/Columbia River Complex provides a free shuttle to and from the airport every 20 minutes.

ATTENDEE APPRECIATION DRAWING:

NANPA appreciates your support and wants to thank you! We are having Attendee Appreciation Drawings just for you. You have the chance to win free nights at the DoubleTree Hotels. By staying at our host hotel you are automatically entered into the drawing and just need to be present at the events to win. See on-site program for event listings.

Eligibility Rules:

You must be staying at the DoubleTree Hotels during the Summit for a minimum of 3-nights. You will be entered into the drawing from the reservation list received from the hotel of attendees who have reserved rooms for 3 or more nights. You must be present at the drawing to win. Not redeemable for cash; amount will be taken directly off your hotel bill. Redeemed only at the DoubleTree Hotels during the 2004 NANPA Annual Summit.

AVIS CAR RENTAL:

NANPA has special low Avis rates that are good from one week before to one week after the Summit so you can take in the sights and explore at your own pace. Call **(800) 331-1600** and use the specific Avis Worldwide Discount (AWD) number J658972 just for NANPA attendees.

TRAVEL:

For travel assistance contact **Preferred Travel Services** at **(800) 848-6864** or **(303) 298-7050** or fax request to **(303) 298-7090** Monday - Friday, 7:30am - 6pm (MT). Identify yourself as a NANPA attendee.

CONTACT INFORMATION:

All Exhibitor inquiries should be addressed to:
North American Nature Photography Association
Attn: Meetings Department
10200 West 44th Avenue, Suite 304
Wheat Ridge, CO 80033-2840
Tel: (303) 422-8527, FAX: (303) 422-8894
E-mail: info@nanpa.org, www.nanpa.org