

# NORTH AMERICAN NATURE PHOTOGRAPHY ASSOCIATION

## INVITATION TO EXHIBIT

**NANPA 11th Annual Summit and Trade Show**  
**January 19 – 23, 2005**  
**Charlotte Convention Center & The Westin Hotel**  
**Charlotte, North Carolina**



### 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.

Did you know...

- 99% of attendees visit the exhibit hall
- Over 70% of attendees purchase products/services from more than one exhibitor
- 25% of those purchases were between \$500 to \$10,000

### Here are some reasons why your company should be there:

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

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

**M**arketing 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.

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

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

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

**I**nside 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 11<sup>th</sup> Annual Summit is the place to be!***

**REGISTER BEFORE NOVEMBER 19, 2004 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 19, 2004, the fees will be:**

Premier Zone A - \$1300

Standard Zone B - \$1100

Economy Zone C - \$900

There will be an additional \$200 added to the zone price above for any booth reservations received after November 19, 2004.

*See the floor plan for the list and location 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 11th Annual Banquet on the evening of Saturday, January 22, 2005, are not included in the booth fee but can be purchased for \$60 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 15, 2004. If full payment is not received by December 15, 2004 you will not be listed in the on-site program.

### EXHIBIT HALL LOCATION:

The exhibits will be located in the Convention Center Ballroom along with the Silent Auction and the NANPA Bookstore.

### EXHIBITORS' SCHEDULE:

NANPA reserves the right to make changes at its discretion.

<b>Set -up:</b>	Wednesday, January 19	2:00pm - 9:00pm
<b>Registration:</b>	Wednesday, January 19	2:00pm - 6:00pm
<b>Exhibit Hours:</b>	Thursday, January 20	12:00pm - 4:00pm
	Reception	5:30pm - 7:00pm
	Friday, January 21	12:00pm - 4:00pm
	Saturday, January 22	10:00am - 3:00pm
<b>Tear-down:</b>	Saturday, January 22	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 22, 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 10, 2004, to receive a full refund less a \$100 processing fee. There will be no refund for cancellations received after December 10, 2004.

### 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.

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**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 12, 2004. 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 a limited number of "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 Westin 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.



N A N P A

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## ACCOMMODATIONS:

The Westin Hotel is located approximately seven miles from the Charlotte-Douglas International Airport. The Charlotte Convention Center is located across the street from The Westin. The 700-room Westin Charlotte, located across the street from the Charlotte Convention Center, offers a premiere Uptown location in the heart of the city's financial district. A convenient trolley whisks guests to the city's hottest dining and entertainment district. All guest rooms and suites feature the new "Heavenly Bed" for a wonderful night's sleep, dual-line telephones with voice messaging, large work desk, in-room data port, complimentary gourmet coffee, in-room movies and minibar. To attend to all those last-minute details, a full-service concierge and well-equipped business center are available. For your dining pleasure, a gourmet restaurant and an outdoor café are guaranteed to satisfy any palate. A number of attractions are within minutes of the hotel including the shops and restaurants of the Historic South End and the Bank of America Stadium, home of the Carolina Panthers.

## NANPA HOTEL RATES AND RESERVATIONS DEADLINE:

NANPA has reserved a block of sleeping rooms at a discounted rate at the Westin Charlotte, allowing NANPA the use of the meeting and exhibit space at a great discount. Your support in staying at the Westin Charlotte helps to keep NANPA's meeting and membership costs down. The NANPA room rate for the Annual Summit is \$104 single/double occupancy (plus applicable taxes). A portion of this rate will go to funding meeting costs. To receive this special rate, you must identify yourself as a NANPA or North American Nature Photography Association attendee. The hotel reservation deadline is December 24, 2004; rooms will be on a space-available basis after that date.

## BOOKING YOUR HOTEL RESERVATIONS:

NEW THIS YEAR!! You can now book your hotel reservations online by going to the NANPA website. There is a link to the Westin website featuring a special NANPA attendee area which is personally designed to offer hotel, airline and Charlotte visitor information. This new service by the hotel allows you to book online at the NANPA group rate and check the availability of rooms left in the NANPA room block.

**Make Your Reservations Now by calling: 1-866-837-4148**

## AIRPORT SHUTTLE TRANSPORTATION:

There are several shuttle companies that provide airport transportation. For a list of companies and rates see the NANPA website at [www.nanpa.org](http://www.nanpa.org).

## CAR RENTAL:

NANPA has negotiated special low rates that are good from one week before to one week after the Summit with several companies so you can take in the sights and explore the Charlotte area at your own pace. See the NANPA website at [www.nanpa.org](http://www.nanpa.org) for detailed information and rates.

## AIR TRAVEL:

NANPA has negotiated special rates with US Airways and ATA Airlines.

### US Airways

To obtain discounts, call US Airways' Group and Meeting Reservation Office toll free at 877-874-7687 between 8:00am – 9:30pm (ET). You must refer to NANPA's Gold File Number 56653194.

### ATA

To obtain discounts, call ATA's Convention Desk at 877-282-4322 between 8:00am – 7:00pm (EST) Monday – Friday. Tell the agent you are with North American Nature Photography Association and provide your Convention Code MC50247.

## 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](mailto:info@nanpa.org), [www.nanpa.org](http://www.nanpa.org)