



2009 Annual Summit and Trade Show

NANPA Call for Exhibits

Feb 18 - 22, 2009 • Albuquerque, NM

Register before the Early Bird Deadline and Save \$100 on Booth Fees

What is the NANPA Annual Summit?

The North American Nature Photography Association (NANPA) is the only organization devoted exclusively to the art and science of nature photography. Our Annual Summit is the premier event in the nature photography community, bringing together professional, amateurs, and nature lovers. Our summit provides the ideal venue for an open exchange of ideas, experiences, and the newest technical information. Come be a part of it!

Did you know...

- 99% of our attendees visit the exhibit hall.
- Over 70% of our attendees purchase products/services from more than one exhibitor.
- 25% of those purchases are between \$500 and \$10,000.
- This past year's exhibitors stated that despite the struggling economy, they had their best year in sales at the Summit.

Why Your Company Should Be Here!

Experience Face-to-Face Contact with an estimated 800 professional and amateur nature photographers. Develop long-term business relationships and brand recognition.

Give your Customers Special Insight into your Products. Reserve a popular demonstration session listed in the meeting schedule to show your latest products and services to a dedicated audience of attendees.

Gain Exposure Through NANPA's Website that will include your company's description and direct customers to your website with a provided link. NANPA's website currently receives about 100,000 hits per month.

Reap the Benefits of Multiple Marketing Opportunities to reach potential clients at the meeting and throughout the year, including: advertising in the programs, inserting your brochure in attendees' registration packets, renting the attendees' list (email or mailing label format), and obtaining free passes for local customers.

Enjoy Non-Competing Trade Show Hours to ensure you have quality time with your key market.

Get Inside Information from the speakers on what equipment will be mentioned at their sessions so you can prepare and have those items in stock.

Marketing Opportunities

Sponsorship Opportunities:

Want to maximize your exposure? Sponsor an event at the Annual Summit. Sponsorship of events provides increased visibility for your company, reinforces brand recognition for your products and brings more visitors to your booth! To learn more or to sign up as a sponsor, please see the enclosed contract and list of opportunities. As part of your sponsorship, you will receive special onsite signage and logo placement in our preliminary and onsite programs (based on receipt and publishing dates) as well as podium recognition in certain sponsorships. For questions please contact the NANPA Development Director at exhibits@nanpa.org.

Promotional Demonstrations:

Take advantage of this opportunity to demonstrate your latest product or service during the extended 45 minute time slot! See price on contract. The demo area will have a table, hard-wired microphone and seating for attendees. The 45 minutes allotted should include the demonstration and any Q & A time. Set-up will be 15 minutes before scheduled start time. Please take into account this limited amount of preparation time when planning your demo. There are only a limited number of slots available. Zone A exhibits include one complimentary demonstration with first choice of time slots. Remaining times will be available on a first-come, first-served basis, so quick response is needed to ensure participation. If you have any questions, please contact the NANPA Exhibits Coordinator at 303-422-8527. Please email the following information to exhibits@nanpa.org

A. TITLE

B. 50 WORD DEMONSTRATION DESCRIPTION

Rent a Pre-Registered Attendee List:

Exhibitors can rent the list of pre-registered Summit attendees. Price is dependent upon the 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. The list is only available in label format to companies that have purchased and paid for an exhibit booth at the Summit. Contact the Director of Member Services at exhibits@nanpa.org for more information and to make arrangements.

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 the Director of Member Services at the NANPA office at exhibits@nanpa.org. We will work with you on the best way to send out the materials to your customers and possibly exchange mailing lists as an added benefit to your company.

Onsite Program Advertising:

Increase your exposure to NANPA members and attendees at the Summit by placing an ad in the Onsite Program. The Onsite Program is a 4" x 9" pocket-sized booklet distributed to Summit attendees. This booklet contains the final Summit schedule, registration information, information on exhibits and exhibitors, and other information. Ads may be placed in the Onsite Program if we receive your instructions, payment and copy no later than the date on the contract.

Registration Packet Insert:

A promotional brochure, coupon or flyer may be inserted into each attendee's registration packet. See price on contract. 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 the date on contract. Upon approval, we will notify you with the shipping address, quantity needed and receiving deadline.

Booth Fees

Premier Zone A booth - \$1,595

* Includes (1) 45-minute Demonstration

Standard Zone B booth - \$1,295

Economy Zone C booth - \$1,095

An additional adjacent booth of a lower Zone may be purchased at a \$295 discount by the early bird deadline.

The price per booth increases by \$100 for booths reserved after October 31, 2008.

Important Dates/Deadlines:

Early Bird Deadline: October 31, 2008

(Fees increase \$100 after this date).

Onsite Program Ad Copy: November 28, 2008

Final Date to be Listed in Onsite Program:

December 15, 2008

Exhibitor Set Up: February 18, 2009

Exhibitor Tear Down: February 21, 2009

Tentative Exhibitor's Schedule:

NANPA reserves the right to make changes at its discretion.

Set-up:	Wednesday (Feb 18)	2:00 pm - 9:00 pm
Exhibit Hours:	Thursday (Feb 19)	11:30 am - 5:00 pm
	Friday (Feb 20)	11:30 am - 5:00 pm
	Saturday (Feb 21)	9:30 am - 5:00 pm
Tear-down:	Saturday (Feb 21)	5:00 pm - 7:00 pm

Exhibitor Rules and Regulations

Exhibitor's Regulations:

The 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 term and conditions of the application for exhibit space, are an integral and binding part of your contract with NANPA.

1) Confirmation and Assignment:

Confirmation will be sent in writing. Space will be assigned based on zone level and 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 exhibitors 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.

2) Payment Plan:

Option 1: The total amount may be turned in with the contract.

Option 2: Half of the total amount is needed as a deposit when the contract is submitted. The remaining total may be submitted in a maximum of three additional payments of choice due by date on contract. If full payment is not received by that date you will not be listed in the onsite program.

3) Exhibit Space Specifications & Fees:

Each 8' x 10' exhibit includes a draped 6' table, two chairs, a wastebasket, a standard sign plus an 8' draped back wall, 3' draped side rails and carpet in the booth. Each booth also includes three registrations to attend the Summit sessions (keynote speakers and breakout sessions). Show colors will be indicated in the decorator kit sent at a later date. Booth fees are divided into three zones based on the location of the booth within the room. There will be an additional \$100 added to the zone price for any booth reservations received after the early bird deadline. See the floor plan for the list and location of booths in each zone.

NOTE: To maintain uniformity and to prevent the obstruction of 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 that in any way interfere with the view of any other exhibit. Exhibitors desiring to use something 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.

4) Meal Option:

Meals are not included with the booth fee but can be purchased separately. Please see price on contract. This includes lunches on Thursday, Friday, and Saturday.

5) Banquet Tickets:

Tickets for the Annual Banquet are not included in the booth fee but can be purchased separately. Please see price on contract. All exhibitors are encouraged to attend the banquet.

6) Exhibitor's Schedule:

NANPA reserves the right to make changes at its discretion. Each exhibitor will complete arrangements for removal of material from the exhibit hall in accordance with these rules. No packing or dismantling of exhibits will be allowed until the official closing of the NANPA trade show and all material must be packed and ready for shipment three hours after tear-down starts. All space occupied by an exhibitor must be surrendered in the same condition as originally leased at the commencement of occupation.

7) Cancellation:

Please see cancellation policy on the contract insert.

8) Subletting or Sharing Booth Space:

Subleasing or sharing a booth is not permitted. Each booth may only represent the one company that purchased it.

9) Exhibit Hall Attendance:

Attendance at 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 "Exhibitor Only" Passes for their customers at no additional charge by contacting exhibits@nanpa.org some time before the summit.

10) 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 hotel and its officers, directors, employees, and agents from any and all claims, losses, damages, injury, or expenses arising out of or caused by exhibitor's 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, 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 the 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.

11) Security

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

12) Shipping:

Exhibitors are responsible for any handling charges associated with their packages. We recommend that you use a traceable service. The shipping address, dates and forms will be located in the exhibitor kit sent directly to you by the decorator. NANPA, the decorator, its employees and agents are not responsible for the shipping of stored materials.

13) Solicitation:

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

14) Utilities:

Utilities (e.g., electrical, internet connection, 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.

15) Fire Codes:

Exhibitors must conform to all fire regulations of the facility.

16) 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 a request for approval.

17) 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.



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
exhibits@nanpa.org
www.nanpa.org