



Sheet Metal and Air Conditioning Contractors' National Association Inc.

68th Annual Convention

2011 Exhibitor Prospectus

September 27, 2011 • The Broadmoor Hotel • Colorado Springs, Colorado



2011 SMACNA Product Show

Promote your company, products, and services by exhibiting. Meet the top sheet metal/HVAC decision-makers. SMACNA's Product show is a high-profile, high-traffic event. Don't miss your opportunity to participate. Space is extremely limited!

SMACNA's Annual Product Show is an excellent vehicle for industry suppliers to meet and bond with the decision-makers for most of the largest sheet metal, HVAC, and specialty sheet metal contractors in the industry.

There is great benefit in getting to know your business partners to build solid business relationships. SMACNA contractors and vendor/suppliers are provided the opportunity to have profitable discussions concerning common needs, goals, industry directions, and new and future developments.

The format for the Product Show has proven to be very successful over the past several years and SMACNA and the members of the Convention Committee are looking forward to another beneficial sales/marketing forum for suppliers and contractors in 2011. SMACNA's 68th Annual Convention is scheduled for September 25-28, 2011 at the beautiful, 5-star Broadmoor Hotel in Colorado Springs, Colorado.

Space is limited!

The 2010 Product Show was a success and the exhibits location at The Broadmoor Hotel is ideal for the Product Show. Prime booth space will go very quickly. So act *NOW*.

The SMACNA Product Show has the potential to be your most productive and lucrative company promotional opportunity of 2011. Don't miss this opportunity to promote, demonstrate, and sell your products and services.

Show dates/time:

Tuesday, September 27, 2011
6:30 a.m. to 10:30 a.m.
The Broadmoor Hotel
Colorado Springs, Colorado

For more information, contact show management:

Melinda Yium
Dobson & Associates, Ltd.
1146 19th Street, NW, Suite 250
Washington, DC 20036
Phone: (202) 463-7905
Fax: (202) 467-6944

Reach A Powerful Market – The SMACNA Contractor!

SMACNA contractors spend hundreds of thousands of dollars annually for:

Air Filters
Architectural Metal Supplies
Automotive - Trucks, Cars
Business - CADD, CAM, etc.
Communication Equipment
Computer Hardware & Software
Cutting Machines
Dampers, Fire & Smoke
Duct Manufacturing Lines
Duplicating Machines
Hand Tools
Mail Processing Equipment
Material Handling Equipment
Press Brakes
Roll & Flat Steel Stock
Safety & Health Equipment
Spiral Duct & Fittings
Spiral Duct Equipment
Tapes & Adhesives
Testing & Balancing Equipment
Welding Equipment
.... and much, much more.

Consider these benefits:

- Meet face-to-face with the top decision-makers in the commercial, industrial, residential, institutional, and specialty sheet metal and air conditioning markets.
- Develop qualified sales leads without cold calling.
- Show your products and services to new prospects and reinforce a feeling of goodwill with existing customers.
- Stay close to the market — hear firsthand the interests, needs, and concerns of influential contractors.
- Reinforce your corporate image with SMACNA contractors and back up your existing promotional campaign.
- Keep up with industry issues and developments in the convention's educational sessions.
- Show SMACNA contractors your commitment to the industry and to their Association.
- Meet with often hard to identify "behind the scenes" decision-makers and influencers.

The SMACNA Contractor is involved in

Architectural Sheet Metal
BIM
Custom Fabrication
Energy Management
Food Handling Equipment
HVAC
Industrial Sheet Metal
LEED
Manufacturing
Pollution Control
Roofing
Service Work
Siding & Decking
Testing & Balancing

ASSOCIATE MEMBERSHIP

SMACNA offers opportunities for industry manufacturers and suppliers to reinforce their corporate image as an industry leader through an Associate Membership Program.

This tiered Associate Member Program provides options for any industry supplier interested in affiliating with and supporting SMACNA.

Platinum Associate Member\$20,000*
Gold Associate Member\$15,000*
Silver Associate Member.....\$ 7,500*
Bronze Associate Member\$ 3,000
Special Associate Member
(Canada)\$ 1,500

***Platinum, Gold and Silver associate members receive a free booth in the 2011 SMACNA Product Show.**

More specific information is available at www.smacna.org or contact Michael McCullion at (703) 995-4027 or at mmcullion@smacna.org for details.

Note: There are NO complimentary convention registrations for exhibitors. Associate Members and SMACNA Patrons will be eligible for convention registrations at the SMACNA member rate. Exhibitors wishing to participate in convention activities must register separately.

Exhibit Terms And Conditions

The following provisions, plus any additions and amendments thereto that may hereafter be established by SMACNA/Show Management, become binding upon acceptance of this contract between the applicant, his employees and agents and SMACNA/Show Management.

1. SPACE ASSIGNMENT

Space assignments are on a first-come, first-served basis with the following exception:

- Platinum participants (Associate Members or SMACNA Patrons) are eligible for booth selection priority.

SMACNA Associate Members and SMACNA Members exhibiting must be in good standing and must have paid their 2011 annual dues prior to space assignment confirmation. If dues are not current, space assignment will revert to a non-member status.

All exhibitor requests for specific location in relationship with other exhibitors will be honored where possible and practical with priority to appropriate Associate classifications and Patrons.

First Assignment Qualification: In order to qualify for the first assignment process (SMACNA members and non-members), a valid application/contract for exhibit space and deposit as specified made payable to SMACNA must be received at SMACNA Product Show Headquarters by June 3, 2011.

For all applications received after June 3, 2011, booth assignments will be made on a first-come, first-served basis.

For information on booth floor plan and booth design requirements visit www.smacna.org.

2. TABLETOP COSTS

The cost for participation in the SMACNA 2011 Product Show is:

SMACNA Members

1st 10 X 10 Space	\$3,000
2nd 10 X 10 Space	\$2,800

Non-Members

1st 10 X 10 Space	\$4,000
2nd 10 X 10 Space	\$3,800

SMACNA will provide the following at no additional charge:

- Eight (8) complimentary badges for the first space for Platinum participants
- Four (4) complimentary badges for the first space for all other exhibitors
- Four (4) complimentary badges for the additional space for Platinum participants

- Two (2) complimentary badges for each additional space for all other exhibitors
- One set of labels (electronic or paper format) of all pre-registered attendees
- Publicity in SMACNews and the Convention Daily.

3. PAYMENT AND CANCELLATIONS

Applications for space, excluding gratis spaces, must be accompanied by a non-refundable 50% deposit in U.S. funds for each 10'x10' booth requested. Space applications without the deposit will be returned and will delay assignment. Should this application be made after July 15, 2011, a check for the total cost of the requested space must be attached in order to receive space assignment.

Should an exhibitor cancel from the Exhibitor Product Show, the following shall apply:

- If an exhibitor cancels between time of application and July 15, 2011, only amounts in excess of the deposit will be refunded.
- Cancellations after August 12, 2011, NO REFUNDS.
- No cancellation shall be acknowledged unless received in writing by SMACNA/Show Management. The date upon which the notice of cancellation is received shall apply as the official date of cancellation.
- Upon exhibitor notification of cancellation, SMACNA/Show Management has the right to re-sell the space vacated.
- Exhibit space assigned shall be accepted unless reflected in writing to SMACNA/Show Management within five (5) days from the date of confirmation.

4. SET UP/TEAR DOWN

Installation Date

Monday, September 26, 2011
1:00 p.m. – 5:00 p.m.

Show Date

Tuesday, September 27, 2011
6:30 a.m. – 10:30 a.m.

Dismantling Date

Tuesday, September 27, 2011
11:00 a.m. – 1:00 p.m.

All materials must be removed from the exhibit area by 1:00 p.m. after the conclusion of the Product Show. All materials not removed from the area within that period will be discarded. SMACNA/Show Management cannot be held responsible for the shipment, set up, labor, security, or damage to any tabletop display.

5. SERVICE ORDER KIT

Service Order Kit containing general and technical information regarding the Product Show, the facilities of the Product Show site, instructions, rates and pertinent information regarding the services of the official contractors will be provided to Product Show exhibitors in good standing on August 1, 2011. Any rules and regulations changes or additions will be included in the Service Order Kit. All services not ordered in advance may be procured through the Product Show Service Desk which will be maintained at the facility.

6. LIABILITY INSURANCE

SMACNA/Show Management will employ professional security guards and will take reasonable precautions to safeguard the perimeter of the exhibit area. However, SMACNA/Show Management assumes no liability whatsoever for loss or damage through any cause of goods, hand-carried items, exhibits, or other materials owned, rented, or leased by the exhibitor. If insurance is desired, it must be secured by the exhibitor. The exhibitor shall indemnify SMACNA/Show Management, the official service contractor, and the facility management against, and hold harmless from, any complaints, suits or liabilities resulting from negligence of the exhibitor in connection with the exhibitor's use of display space. Personal effects, souvenir handouts, and easily removed items should not be left unattended.

7. EXHIBIT MANAGEMENT

All exhibits will be under the management and control of SMACNA/Show Management. Only authorized staff has the authority to make decisions affecting exhibit activities. All questions regarding the Product Show should be directed to:

SMACNA Product Show Headquarters

Melinda Yium
Dobson & Associates, Ltd.
1146 19th Street, NW, Suite 250
Washington, DC 20036
Phone: (202) 463-7905
Fax: (202) 467-6944

Any inquiries and requests regarding hotel accommodations should be directed to:

SMACNA

Meetings and Convention Department
PO Box 221230
Chantilly, VA 20153
Phone: (703) 803-2980
Fax: (703) 803-3732

2011 SMACNA PRODUCT SHOW • EXHIBIT SPACE APPLICATION/CONTRACT
The Broadmoor Hotel • Colorado Springs, Colorado • www.smacna.org

Company Name* _____
 Street Address _____
 City, State, ZIP _____
 Country _____
 E-mail _____
 Phone _____
 Fax _____
 Authorized Rep. _____
 Title _____
 *Company name as it will appear in all Product Show publications and advertising.
 We plan to display the following _____

Forward completed application and direct all inquiries to:

SMACNA Product Show Headquarters
 Melinda Yium
 Dobson & Associates, Ltd
 1146 19th Street, NW, Suite 250
 Washington, DC 20036
 Phone: (202) 463-7905
 Fax: (202) 467-6944

Please address all further correspondence on the show to the attention of
 Name _____

Address _____

City _____ State _____ Zip Code _____

Email _____

Phone _____

We hereby make application for exhibit space(s) as indicated below for our use at the Product Show sponsored by the Sheet Metal and Air Conditioning Contractors' National Association, Inc. in Colorado Springs, Colo., on September 27, 2011.

Booth Rates:	SMACNA Members	Non-Member	Platinum, Gold, Silver Associate Members Receive One Gratis 10x10 booth*
First 10'x 10' Space	\$3,000	\$4,000	FREE
Each Additional Space	\$2,800	\$3,800	\$2,800

*This cost is included as a benefit in the Associate Membership and SMACNA Patron participation.

Go to www.smacna.org to see booth floor plan and design requirements

Size of Space Requested:

All booths in increments of 10' x 10' _____ Number of booths _____

Our preferred booth space(s)/number(s) are as follows:

1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____ 5th Choice _____ 6th Choice _____

Booth assignment is on a first-come, first-served basis.

- Member type (circle one): Contractor Associate Non-Member
- Associate level (circle one): Platinum Gold Silver Bronze Special
- Patron level (circle one): Platinum Gold Silver Bronze

Platinum Associate Members and Platinum SMACNA Patrons will be eligible for booth selection priority.

We prefer not to be located next to or near the following companies: _____

If applicable, we agree to submit a non-refundable 50% deposit in U.S. funds made payable to SMACNA for each 10'x 10' booth requested with this application and to pay the balance by July 15, 2011. We agree to abide by the withdrawal clause set forth in the Exhibit Terms and Conditions.

NO SPACE WILL BE ASSIGNED UNTIL PAYMENT IS RECEIVED.

We further agree that if, in the judgment of SMACNA Show Management, it becomes necessary to change the original allocation of space, SMACNA Show Management may do so by notifying the authorized exhibitor representative. We understand that upon acceptance of this application by SMACNA, the contract consisting of this application, all items incorporated by reference herein, and the space assignment will be in full force and effect.

My signature confirms that I have read, understand, agree and will comply with the published rules and regulations – including the payment and cancellation policy – as stated in this document and the 2011 Product Show Exhibit Terms and Conditions.

Signature _____ Date _____

A copy of this application will be returned to you after it is accepted by SMACNA and SMACNA/Show Management and booth space has been assigned.

FOR SHOW MANAGEMENT USE ONLY:		Accepted by SMACNA/Show Management _____	
Space(s) Assigned _____	T.S.F. _____	Total Amount Due _____	
Check # _____ Date _____	Payment _____	Balance Due _____	
Check # _____ Date _____	Payment _____	Balance Due _____	