

# FAAR's 2011 Conference & Trade Show

*Where everyone is a star!*



*September 21, 2011  
Fredericksburg Expo Center*

## Trade Show Exhibitor Booth Reservation

**Fax forms to (540) 736-0301**

Company: \_\_\_\_\_

City: \_\_\_\_\_

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

Email Address: \_\_\_\_\_

Company Name, as to appear in Trade Show Program: \_\_\_\_\_

Street Address: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Product or Service to be exhibited: \_\_\_\_\_

### Exhibit Space Options

Booths include 8' pipe & drape backdrop, 3' side rails, 8' table topped & skirted, 2 chairs, 1 wastebasket, & 1 sign. 10x10 booth includes 2 boxed lunches. 10x20 booth includes 4 boxed lunches. Additional lunches may be purchased for \$10 each. Additional décor and electrical options are available through Expo Center for an additional cost. This information will be sent after exhibitor packet is received by FAAR.

10x10 Booth, FAAR Member = \$550

10x20 Booth, FAAR Member = \$700

Additional Lunches \$10 each

10x10 Booth, Non-Member = \$650

10x20 Booth, Non-Member = \$800

# \_\_\_\_\_ Amount \$ \_\_\_\_\_

Additional \$75 for a Premium Booth Upgrade (All corner booths or any booth in the first row)

For greater benefits, consider becoming a Trade Show sponsor—booth is included in the sponsorship. See page four for details.

### Payment Information

**EARLY BIRD SPECIAL—Reserve Your Booth by July 8, 2011 and Save \$100!**

After July 8, 2011, reservations and payment must be received by FAAR no later than 9/9/11. **Total Payment \$ \_\_\_\_\_**

Sending check made payable to:

Fredericksburg Area Association of REALTORS®

2050 Gordon W. Shelton Blvd.

Fredericksburg, VA 22402

(Please Mail to Vonda Merrill's Attention)

Charge my credit card:

VISA  MASTERCARD  American Express

Name on Credit Card: \_\_\_\_\_

CC #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

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

**QUESTIONS? Contact Vonda Merrill, Marketing Director / 540-373-7711, x207 or vmerrill@faarmembers.com**

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## Marketing Opportunities

Fax forms to (540) 736-0301

### Participate in the Official Trade Show Game! AMPs—FREE, Affiliate Members \$100, Non-Members \$150

This game is open to 20 exhibitors and requires attendees to visit participating exhibitor booths to qualify for the door prize drawings. Your company logo will appear on the game card. Participating exhibitors must provide a door prize. Please note: AMPs and Affiliates will be given priority to participate in the game. You will be notified if you are a game participant.

Yes, I would like to participate in the Trade Show game. Company Name: \_\_\_\_\_  
Door Prize: \_\_\_\_\_ Estimated Value: \_\_\_\_\_

### Advertise in the Official Trade Show Program Distributed to all attendees the day of the event!

Camera-ready artwork due **9/1/11** - all ads are B/W. Email ad to rdaniels@faarmembers.com (pdf, jpeg or tif format).

- Full page (Ad size = 7 3/4" high x 5" wide) AMPs \$100/ Affiliate Members \$175 / Non-Members \$225
- Half page (Ad size = 3 3/4" high x 5" wide) AMPs \$50 / Affiliate Members \$90 / Non-Members \$150
- I am a Trade Show Sponsor and would like to use my free advertising space. (Ad size dependent upon sponsorship level.)

### Advertise in FAAR's Member Newsletter Distributed to all members in August!

Camera-ready artwork due **7/15/11** - all ads are B/W. Email ad to rdaniels@faarmembers.com (pdf, jpeg or tif format).

- Full page (Ad size = 9 1/4" high x 7 1/2" wide) Affiliate Members \$175 / Non-Members \$225
- Half page (Ad size = 4 1/2" high x 7 1/2" wide) Affiliate Members \$90 / Non-Members \$150
- Quarter page = (Ad size = 4 1/2" high x 4 7/8" wide) Affiliate Members \$45 / Non-Members \$100
- I am an AMP and will use my free advertising included with my AMP sponsorship

**Advertising Payment**                      **Total Payment \$** \_\_\_\_\_

- |   |  |
|---|--|
| <input type="checkbox"/> Sending check made payable to:<br>Fredericksburg Area Association of REALTORS®<br>2050 Gordon W. Shelton Blvd.<br>Fredericksburg, VA 22402<br>(Please Mail to Vonda Merrill's Attention) | <input type="checkbox"/> Charge my credit card:<br><input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> American Express<br>Name on Credit Card: _____<br>CC #: _____ Exp. Date: _____<br>Signature: _____ Date: _____ |
|---|--|

**QUESTIONS? Contact Vonda Merrill, Marketing Director / 540-373-7711, x207 or vmerrill@faarmembers.com**

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## Exhibitor Terms & Conditions

Fax forms to (540) 736-0301

Company Name: \_\_\_\_\_

**Space Installation** - Exhibit space installation and set-up is Tuesday, September 20, 2011 from 3:00-8:00 p.m. at the Fredericksburg Expo Center. All spaces must be installed and ready for show by 8:00 a.m. on Wednesday, September 21, 2011. Any space not occupied by 8:00 a.m. shall be deemed as a failure to comply by the Exhibitor.

**Failure to comply** - Failure to comply will result in Exhibitor's forfeiture of rights to the exhibit space and rights to this exhibit space are relinquished to FAAR without refund. Under few, if any, circumstances will any Exhibitor be allowed to set up once the Trade Show begins, and this will require prior approval from FAAR.

**Dismantling of exhibits** - Breakdown of any type is not permitted until after 4:30 p.m. on September 21, 2011. Exhibit breakdown will be from 4:30 p.m.-7:00 p.m. on September 21, 2011. \* Please note this may change if we add a cocktail hour to the end of the trade show.

**Application and eligibility** - FAAR reserves the right to adjust, alter, change and therefore modify the floor plan to accommodate space for any reasons deemed necessary by the Association, at its sole discretion. Space assignments will be made in the order of membership status and order in which exhibit space selections, and payments are received at the Association office. In the event all preferred choices are taken, it is understood that FAAR will assign the best space available until all spaces are filled. Exhibitors are subject to approval by FAAR. Exhibitors will be notified of their space assignment.

**Liability and Indemnification Waiver** - The Exhibitor agrees to comply with all fire and safety rules and regulations adopted by all applicable government authorities and the Fredericksburg Exposition and Conference Center, Fredericksburg, Virginia. Exhibitor further agrees to comply with the Americans Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible to attendees with disabilities. Information on ADA is available from the U.S. Department of Justice. In the event FAAR shall be held liable for any occurrence that might result from the Exhibitor's action(s) or failure to act, including, but not limited to, acts of omissions constituting negligence, deceptive trade practices, strict liability, or the creation of liability resulting from an unreasonably dangerous product (product liability), such Exhibitor shall reimburse and indemnify FAAR for damages resulting from such liability and the costs of the Incident thereto. Exhibitor further agrees that they shall hold harmless and indemnify FAAR for any loss, damage, expense or penalty arising from any action including any action based on strict liability or negligence, on account of personal injury and property.

**Cancellation Policy** - A cancellation fee equivalent to 50% of the cost will be assessed for cancellations by August 5, 2011. No refunds will be granted after August 2, 2010. FAAR reserves the right to, upon cancellation or forfeiture of any Exhibitor contract, reassign the space to any other applicant or Exhibitor.

**Additional Rules and Regulations** - No Exhibitor shall be permitted to erect an exhibit without having made full remittance of space rental to FAAR. Exhibits must be manned at all times during the exhibit hours as outlined in contract. Exhibit personnel shall wear name badges supplied by FAAR as requested by FEACC. Exhibitor may not sublet or assign any portion of their space to others without prior written consent from FAAR. Only products of the Exhibitor under contract for the space may be displayed or used in the exhibit area. Products may be sold by Exhibitors with permission from FAAR. Exhibitors agree to respect the visibility of adjoining Exhibitors, keeping all booth and display materials low enough that adjoining booths are visible and not blocked. Tower exhibits, components, canopies, or other booths that may block the visibility of others may not be displayed without prior permission from FAAR and may require special floor placement, which is at the discretion of FAAR. Standing booth displays may not be erected in an area reserved for tables. Booth exhibits should be designed and erected in a manner that will withstand normal contact and vibration. Exhibitors should also ensure that any display fixtures are designed and properly installed to support the product or marketing materials displayed. FAAR reserves the right to approve the character of any exhibit and prohibit displays which are the cause of noise or other objectionable features that may distract from the general character of the show. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc. No Exhibitor shall be permitted to interfere with the orderly procedure of another Exhibitor. Exhibitors shall assume full responsibility and liability for loss, damage, and claims arising out of injury or damage from, or to, exhibitors displays, equipment, and other property brought to or taken from the facility premises and shall indemnify and hold harmless the Fredericksburg Area Association of REALTORS®, the convention center and its representatives from any and all liability which may ensue, from whatever cause, loss, damage, or claim. Exhibitor agrees to limit advertising, personal solicitation, or company material distribution to the exhibitor's rented space or exhibitor's rented trade show advertising venue. Exhibitor agrees not to intrude upon another affiliate company's sponsored advertising venue that the affiliate company has paid for at the Trade Show. Exhibitors shall exercise maximum care in the prevention of fire and to avoid loss of properties which are part of the exhibit and must conform to state and local fire codes. Neither FAAR nor its employees, officers, and committee members thereof, the owners of FEACC, nor their representatives, will be responsible for loss of property due to fire, theft, damage, delay, mechanical failure, labor, trouble or any other cause, while Exhibitor and merchandise are in transit, or within the trade show premises.

I have read, understand, and agree with all the terms and conditions stated in this contract.

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

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## Sponsorship Opportunities

Fax forms to (540) 736-0301

Company Name: \_\_\_\_\_

As a Trade Show Sponsor you'll enjoy these great benefits and more depending on the sponsorship. For complete details, contact René Daniels, Marketing Director, at 540-373-7711, x207 or rdaniels@faarmembers.com.

### Sponsorship Benefits

- Recognized as Sponsor on all promotional materials sent to membership
- Recognized as Sponsor in FAARSide Newsletter and FAAR Update Email Bulletin
- Exhibitor listing on faarmembers.com Trade Show webpage with link to company website
- Exhibitor listing in Trade Show Program
- Booth Space
- Official Game Participant

- ~~Event Sponsor - \$5000~~ **SOLD**       Lunch Sponsor - \$2500       Cocktail Sponsor - \$1550
- ~~Official Trade Show Bag Sponsor - \$3500~~ **SOLD**       ~~Name Badge/Lanyard Sponsor - \$1,500~~ **SOLD**
- Headline Seminar Sponsor - \$2,500       Seminar Sponsor - \$750
- ~~Internet Cafe Sponsor - \$2500~~ **SOLD**       ~~Game Sponsor - \$1500~~ **SOLD**

Yes, I want to be the \_\_\_\_\_ sponsor.

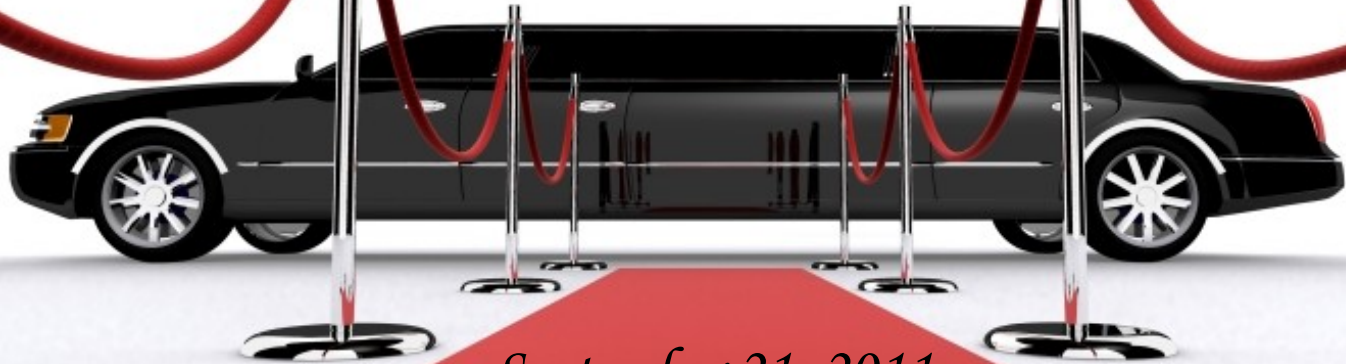
**Sponsorship Payment**      **Total Payment \$** \_\_\_\_\_

- Sending check made payable to:  
Fredericksburg Area Association of REALTORS®  
2050 Gordon W. Shelton Blvd.  
Fredericksburg, VA 22402  
(Please Mail to Vonda Merrill's Attention)

- Charge my credit card:  
 VISA     MASTERCARD     American Express  
Name on Credit Card: \_\_\_\_\_  
CC #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## Booth Information

Fax forms to (540) 736-0301

Company Name: \_\_\_\_\_ Movie Theme: \_\_\_\_\_

### Trade Show Theme & Booth Decorating

The 2011 FAAR Trade Show theme is "A Red Carpet Event where every one is a star." We strongly encourage exhibitors to carry out the theme in their booth by featuring a movie...it can be an oldie such as Casablanca, Wizard of Oz or a newer movie such as Titanic or Avatar. We are going to ask the Trade Show attendees to select their top favorite 3 booths. Booth winners will receive \$100 off a 2012 FAAR Trade Show & Conference booth.

### Booth Selection

FAAR will make every effort to separate competitive companies but makes NO GUARANTEES. FAAR reserves the right to restrict the number of booths for any one vendor, to make changes to booth layout as needed, and to limit the number of exhibitors.

Booth spaces are available on a first-come, first-served basis. Using the booth layout provided in this Trade Show package, list booth numbers in order of preference. If your choices are not available, FAAR will select the next best available booth.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

NOTE: Premium booth upgrade—corner booths and booths located in the first row are and are an additional \$75.

### Booth Breakdown

All exhibitors must move out on Wednesday, September 21, from 4:30 p.m.—7 p.m.  
No exhibitors may begin dismantling their booths before 4:30 p.m. on September 21.






**NOTE: this breakdown time will change if a cocktail hour is added to the conference & trade show event.**

**FAAR  
Use  
Only**

Assigned Booth Number \_\_\_\_\_  
Amount Received \_\_\_\_\_  
Date Payment Received \_\_\_\_\_  
Date Contract Received \_\_\_\_\_  
AMP AM NM Game Program Newsletter Sponsor

# Trade Show Booth Layout

**Legend:**

-  Available
-  Stage
-  REALTOR® Store
-  Unavailable
-  Internet Cafe

