



NECA²⁰⁰⁸

EXHIBITOR PROSPECTUS

The electrical contractor is a specifier, a decision maker of brands and a buyer. Meet new customers and grow your sales at the most important show in the industry!

MCCORMICK PLACE LAKESIDE CENTER, CHICAGO

AMERICA'S LEADING POWER SYSTEM, LIGHTING & CABLING EXPOSITION

OCTOBER 4-7, 2008



"Attending the NECA Convention and Show is the most efficient way for our staff to minimize our registration investment and maximize our return. We recommend whether you are a company president who is looking to take your company to the next level, or a sales manager who is charged with increasing the bottom line and finding new customers, the NECA Show is the place to reach electrical contractors."

-Kevin Connelly, Connelly Electric Co., Addison, IL



Electrical contractors
make brand decisions.
Make sure they
choose yours!

Electrical contractors specify and purchase more than \$130 billion in products and services annually. Reach this powerful customer base! Get your share of this continually growing market.

Few organizations can claim over a century of industry leadership. NECA is the strongest electrical construction association in North America. It is the voice of the industry responsible for **\$130 billion** of products and services annually in lighting, power, and communication systems in buildings and communities.

There is a paradigm shift taking place in the electrical specification process. The role of the electrical contractor is changing and they are now both a buyer/installer and a specifier/designer.

Over **43%** of electrical contractors' revenue now comes from their involvement in design/build projects.

"Loose" specifications give electrical contractors the decision-making power to make brand decisions.

ELECTRICAL CONTRACTING IS NOT JUST ABOUT TRADITIONAL WIRING.

It now includes:

Audio/Video

Design/Build

Fire & Life Safety

Home Networking

Integrated Building Systems (IBS)

Lighting & Controls

Power Quality

Renewable Energy

Solar/Photovoltaics

Structured Cabling

IMPORTANT FACTS YOU NEED TO KNOW

32 of the nation's top 50 electrical contractors are NECA members (according to a 2006 *Engineering News-Record* report).

More than **80%** of NECA convention and show attendees are presidents, owners, partners, or corporate officers of their electrical contracting firms.

When asked "What is most valuable to you during the NECA Show?," the attendees responded: new products, seminars, networking (in that order).

54% of attendees say the NECA Show is the only national expo they attend.

72% of NECA Convention and Show attendees participate every year.

The average length of time spent on the Show floor is seven hours. More than **50%** of attendees spend time at the NECA Show all three days.

"We've been attending the NECA Show for years. This event is where we come to find product solutions for a variety of projects. We always look forward to seeing the new product introductions, and learn from the technical programs. The NECA Show is where the electrical construction industry meets."

-Craig Martin, Frost Electric, Aurora, IL





BENEFITS OF EXHIBITING IN THE NECA SHOW!

Exhibitions are perhaps the most powerful form of marketing that a company can undertake. "In-person events" are considered the #1 marketing tactic used to generate qualified leads (source: Forrester and American Business Media).

The NECA Show brings thousands of visitors who are eager to examine and understand the latest solutions that are available.

By taking part your company will:

- Increase sales
- Widen your client base
- Strengthen brand awareness in the market
- Reinforce current client relationships
- Explore new ideas and opportunities
- Launch new products with maximum impact
- Network with other suppliers
- Research new ideas
- Meet the trade press
- But, above all, it's cost- and time-effective

Why spend hours on the phone trying to secure appointments with individual electrical contractors? Or spend countless dollars on the road just to see one customer at a time? The industry leaders attend the NECA Show and they are looking for the newest products and services. Will they find yours?

For more details about exhibiting contact
Mickey at 301-215-4552 or mickey@necanet.org.
NECACONVENTION.ORG

17 REASONS YOUR COMPANY SHOULD EXHIBIT WITH NECA

- 1 Increase sales
- 2 Widen your client base
- 3 Strengthen brand awareness in the market
- 4 Reinforce current client relationships
- 5 Submit Technical Workshop topics for consideration
- 6 Launch new products with maximum impact and research new ideas
- 7 Network with other suppliers
- 8 Attend select NECA Convention functions
- 9 Receive FREE publicity for new products introduced at the Show
- 10 Meet the trade press
- 11 Receive FREE exhibit hall lunch for all three days for booth personnel
- 12 Get FREE listings in the Official Show Directory
- 13 Have unlimited booth staff registration
- 14 Receive FREE admission to General Sessions, Technical Sessions and Management Sessions
- 15 Be given FREE passes to mail to your clients
- 16 Obtain customized sponsorship opportunities
- 17 Have access to discount hotel rates and airfares

GENERAL BOOTH INFORMATION



WHAT

Annual NECA Trade Show—America's Leading Power and Cabling Exposition

WHERE

McCormick Place
Lakeside Center, Chicago

WHEN – SHOW HOURS*

Sunday, Oct. 5..... 11:30 a.m. – 5:00 p.m.
Monday, Oct. 6..... 10:30 a.m. – 5:00 p.m.
Tuesday, Oct. 7..... 10:00 a.m. – 2:00 p.m.

WHY EXHIBIT?

- Electrical contractors choose brands.
- Electrical construction is a \$130 billion annual business, and the market is growing.
- Thirty-two of the nation's top 50 electrical contractors are NECA members (according to a 2006 *Engineering News-Record* report).
- Electrical contractors are the key decision makers in specifying products for commercial, industrial, and institutional building projects.
- Eighty percent of Show attendees make the purchasing decisions for their company, accounting for nearly \$60 billion in annual purchases.
- Close to 50% of show attendees expect their work in communication systems, fiber optics, and security systems to increase by 50% in the next four years.
- The NECA Show is the best way for exhibitors to reach key decision makers like CEOs, COOs, project managers, estimators, specifiers, and operations managers.
- NECA 2008 Chicago offers electrical contractors educational and networking opportunities they can't get at any other event—that's why more electrical contractors come to NECA's Convention and Exposition than any other national event!

SHOW SPONSOR

NATIONAL ELECTRICAL CONTRACTORS ASSOCIATION (NECA)

3 Bethesda Metro Center
Suite 1100
Bethesda, MD 20814
Tel: 301-657-3110
Fax: 301-215-4553
www.necanet.org

NECA CONTACTS

BETH ELLIS—EXECUTIVE DIRECTOR, MEETINGS AND EXPOSITIONS

Tel: 301-215-4507
eie@necanet.org

MICKY CUZZUCOLI—EXHIBIT SALES MANAGER

Tel: 301-215-4552
mickey@necanet.org

BETTIE LUCKMAN—DIRECTOR, MEETINGS

Tel: 301-215-4508
bjl@necanet.org

KATIE NOLAN—ADMINISTRATOR

Tel: 301-215-4506
katie@necanet.org

RATES AND PAYMENT INFORMATION

BEFORE APRIL 18:

\$30.50 per square ft.

AFTER APRIL 18:

\$31.50 per square ft.

Each booth comes with pipe & drape and booth signage. (Note that carpet is not included but is mandatory. All exhibitors MUST contract for carpet.) Upon request, exhibitors will receive unlimited exhibitor badges, lunch all three days for exhibit personnel, unlimited complimentary Show passes for clients (a \$250 value for each registration), and a FREE Web site listing. Exhibitors are invited to attend the general sessions, the management sessions, and the technical sessions. Ticketed events are not included, but are offered at discounted rates.

TERMS

Note the new payment schedule. Your non-refundable deposit MUST accompany your completed application in order to be processed. Twenty-five percent is due with applications submitted prior to January 15, 2008. Fifty percent is due with applications submitted prior to April 18, 2008. Final 50% is due no later than June 16, 2008. For applications received after April 18, NECA will continue to sell space as available. NECA Show exhibitors may be denied booth set-up privileges unless all NECA Show exhibitor fees and any *Electrical Contractor* magazine invoices past due by more than 120 days are paid in full.

HOTEL AND TRAVEL

Information will be sent to exhibitors regarding available hotels and rates. Exhibitors will be able to make housing reservations through CMR beginning in June by calling 800-368-6322.

EXHIBITOR MANUAL

The NECA Show exhibitor manual will be available online in June.
www.necashow.org

DECORATORS

GES Exposition Services
7000 Lindell Road
Las Vegas, NV 89118
Tel: 702-515-5500

MAIL REQUEST FORMS AND CONTRACTS TO:

Mickey Cuzzucoli
NECA
3 Bethesda Metro Center
Suite 1100
Bethesda, MD 20814

MAKE CHECKS PAYABLE TO NECA AND MAIL PAYMENTS TO:

NECA
P.O. Box 17033
Baltimore, MD 21297-1033

SHOW SCHEDULE KICKOFF

Saturday, Oct. 4
Opening Reception
Tuesday, Oct. 7
Closing Celebration

SHOW DATES/HOURS

Sunday, Oct. 5, 11:30 a.m. – 5:00 p.m.
Monday, Oct. 6, 10:30 a.m. – 5:00 p.m.
Tuesday, Oct. 7, 10:00 a.m. – 2:00 p.m.

SPONSORSHIPS: MAXIMIZE YOUR EXHIBIT EXPERIENCE



GET YOUR NAME IN FRONT OF AMERICA'S BIGGEST ELECTRICAL CONTRACTORS.

Connect with the benefits of a NECA sponsorship:

- Drive traffic to your booth
- Secure brand awareness
- Promote new products and technology
- Be a part of the electrical industry's most important annual event

WHAT MAKES THE NECA SHOW SO IMPORTANT TO YOU?

Only the NECA Show allows electrical contractors to try new products, see and experience new technology and get answers about product specifications straight from the source. Study after study proves that electrical contractors are specifiers as well as installers.

- Seventy-six percent of NECA Show attendees have sales in excess of \$7.5 million
- More than 54% of NECA Show attendees say the NECA Show is the ONLY Expo they attend
- Eighty percent of the attendees influence buying decisions
- NECA members represent 61% of the purchasing power in the \$130 billion electrical industry

Check out all the ways your company can expand and express your support for the electrical contracting industry at NECA 2008. Be a part of the electrical industry's most important annual event!

MANY OPTIONS TO CHOOSE FROM

Increase your company's visibility, awareness and overall value at NECA 2008 by creating a customized sponsorship package. Pre- and post-Show marketing and promotion, as well as exclusive exposure during the Show, are part of every custom package. Choose the items that appeal to you, such as:

- Kiosks
- Carpet logos
- Golf challenge
- Back cover of official Show map
- Opening reception
- Badge lanyards
- Internet cafés
- And so much more

CONTACT MICKEY CUZZUCOLI TO DISCUSS YOUR IDEAS TODAY!

301-215-4552
mickey@necanet.org

PREVIOUS SPONSORS

Accubid Systems
American Express
Aramark
ASB Capital Management Inc.
ASCO Power
Autodesk
Blue Volt
Cablofil
Conduit Repair Systems
Conergy
ELECTRI International
Electrical Contractor Magazine
ElectrifyingCareers.com
Encore Wire
Estimation
Fulham Co. Inc.
GE Consumer & Industrial
GM Fleet & Commercial
Graybar
Greenlee, a Textron Company
Hubbell/Homeselect
IlSCO
Intertek ETL Semko
Invensys Controls
JLG Industries Inc.
Leica Geosystems
Klein Tools
Material Management Software
Maxwell Systems
McCormick Systems
Michael Latas & Associates
Milwaukee Electric Tool
NECA
NJATC
Pass & Seymour
Ray Tools
Rectorseal
San Francisco NECA Chapter
Security + Life Safety Systems
Southwire Co.
Thomas & Betts
Tyco Electronics
Vision InfoSoft Corporation
Werner Co.
Wesco
Woodhead Industries

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2007 EXHIBITORS LIST



AS OF SEPTEMBER 12, 2007

2007 M TECH
3M Electrical Markets Division
3M Health & Safety Solutions
Access Hardware Supply
Accubid
Acuity Brands
Advance
AEE Solar
AEMC Instruments
AFC Cable
Alaska Tool Design
Alcan Cable
Allied Tube & Conduit
Allstate Insurance
American Connectors, Inc.
American Express
American Solar Energy Society
American Technical Publishers, Inc.
Amprobe
Anixter
APTORA
Aramark Uniform Services
Arlington Ind.
Arrow Fastener
ASCO Power
Associated Electrical Products
Atlas Publishing
Autodesk
Bad Dog Tools
BARK Conduit Bodies, LLC
Baselite Corporation
BCBSA (National Labor Office)
Benner-Nawman, Inc.
Blevins & Associates
BlueVolt
Bobcat Company
Bosch Security Systems
Bridgeport Fittings
Brother International Corporation
Burndy Products
CAB
Cablofil Inc.
Calvert Wire & Cable
Canadian Solar
Cantex Inc.
CapitalPlus Equity, LLC
Carhartt

Carlton
Carson Oldcastle
Cembre
Cementex Products, Inc.
Certified Insulated Products
Cert-In Software
CFMA
Channellock, Inc.
Chicago 2008
Citigroup Shell Fleet Cards
Clifford of VT/A Power & Tel Co.
CMiC
ComputerEase
Concero Technology
Condux
Conergy, Inc.
ConEst
Connect-Air International
Construction Imaging System
Contractors Choice Inc.
Contractors Wire & Cable
Conzerv Inc.
Cooper Wheelock
Copper Development Association
Crescent Electric Supply Company
CSA International
Current Tools
Danfoss
Day4 Energy
Design Master Software
Dexter & Chaney
Direct Power & Water
DIS-TRAN Packaged Substations, LLC
Dolphins Software
Dottie Company (L.H.)
DuPont
E Village Solar
EA Technology
Eaton Corporation
EC&M, EW, EM Magazines
EFI Electronics, Inc.
ELECTRI International
Electric Pilot
Electrical Contracting Products
Electrical Contractor
Electrical Product Services
ElectrifyingCareers.com

E-Mon
Encore Wire
Energy Billing Systems
Enterprise Fleet Management
Erico, Inc.
Ericson Manufacturing
ESL Power Systems, Inc.
Estimation/Maxwell Systems
eSUB Inc.
Fair-play Scoreboards
Flash Fastener
Fluke Corporation
Foundation Software
FSR Inc.
Fulham Co., Inc.
Gaia Power Technologies
Gardner Bender
GE Consumer & Industrial
GE Security
Geist Manufacturing
General Equipment
Gensco
Gentex Corporation
Geo Prince Takeshita Co. Ltd.
Gexpro
Gillette Generators Inc.
Global Power Supply
GM Fleet and Commercial
Graybar
Greenlee
HAI - Home Automation
Harger Lightning & Grounding
Helmets to Hardhats
Hioki USA
Hubbell Building Automation
Hubbell Lighting
Hubbell Wiring Systems
Ideal Industries
ILSCO
Insight Direct
Integrated Meeting Systems, Inc.
Interactive Building Services
Intermatic, Inc.
IPEX
ITW Buildex
ITW Ramset
J.W. Davis & Co.

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JLG Industries, Inc.
Jones and Bartlett Publishers
King Innovation
Klein Tools
LA NECA/IBEW/LMCC
Leica Geosystems
Leviton Mfg. Co., Inc.
Lightning Preventor of America
Lightsmith Inc.
Local 164 JATC
Lord & Sons
LSI Industries
Magnetic Technologies Corporation
Marco Consulting Group
Marvel Union Office Furniture
Material Management Inc
Matot, Inc.
Maxis
Maxwell Systems/Estimation
McCormick Systems
McFarland Cascade
Megger
Michael Latas & Associates
Milspec Industries
Milwaukee Tools
MIRO Industries, Inc.
Mobile Medical Corp
Multi-Employer Property Trust
Musco Lighting, LLC
NABCEP
NCSCB
NECA Educational Services
NECA Government Affairs
NECA Marketing Services
NECA Sevicees
NECA/CIR Relations
NECA/CODES & STANDARDS
NetPricer/Electric Smarts
NFPA (National Fire Protection Association)
Niedax-Kleinhuis USA, Inc.
NJATC
Northwest Lighting System
NSI Industries, LLC
Oil Changers
On-Q/Legrand
Osram Sylvania
Pacific Gas and Electric Company
Panduit
Paragon Lighting, Inc.
Pass & Seymour
Pearl
Peer Light Inc./New Tools Int'l Inc.
Pencell Plastics
Penta
Petersen Brands, LLC
Platt Electric Supply
Post Glover LifeLink
Powermate Corporation
Protect Connect
Qk-Saw
QualArc
Quality Coastal Initiative
Quick Mount PV
Quickpen
RA & MCO Insurance Services
Rack-A-Tiers Mfg. Inc.
Ray Tools
Rechargeable Battery Recycling Corp.
Rectorseal
Relectric
Rexel
RHINO
Riverside Manufacturing Co.
ROMAC
Ruud Lighting
Sage Software
Salisbury Electrical Safety, LLC
Santronics, Inc.
ScreenSafe, Inc.
SeaBright Insurance Co.
Sensor Switch
SFECA
Shaker Computer & Management Services, Inc.
Sharp Solar
Siemens Energy & Automation
SnakeTray
SolarTech Power, Inc.
Sourcery Wire
Southwire
S-P Products Inc.
Specified Technologies, Inc.
Square D
Stems Energy Mangement
Stout Tool Corp.
Strip Technology
Sumner Manufacturing Company, Inc.
Sungevity
SunLink Corp.
T&R Electric Supply
TakeOff 16, Inc.
Tasco, Inc.
Tech Systems
Telogy
Thacker Manufacturing, Inc.
The Electrcial Distributor Magazine/NAED
The Electric Guard Dog
The Electrical Advertiser
The M.K. Morse Company
Think Solar
Thomas & Betts Corporation
Thomson Delmar Learning
Toyota Motor
Trade Sevice
TRC, Inc.
Tridium
Triple Crown Products
Triplett/Jewell Instruments
TUV Rheinland of N.A.
Tyco Electronics
UEi
Underground Devices
Underwriters Laboratories
USE Lighting Control Inc.
Utility Equipment Leasing Co.
Utility Metals
Vest-Tech, Inc.
Virginia Transformer Corp.
Vision Engraving Systems
Vision InfoSoft
Wago Corp.
WattStopper/Legrand
Werner Co.
WESCO Distribution
West Penn Wire
Westex Inc.
Wheatland Tube Co.
Wire Wagon
Wiremaid Products
Wiremold
Woodhead Industries
Workrite Uniform Co.
X10 PRO

EXHIBIT SPACE APPLICATION FORM



COMPANY NAME _____

ADDRESS _____

CITY | STATE | ZIP _____

COUNTRY _____

E-MAIL _____

PHONE _____

FAX _____

DESCRIBE PRODUCT TO BE EXHIBITED _____

CONTACT NAME _____

WEBSITE _____

BOOTH FEES

BEFORE APRIL 18:

\$30.50 per square ft. if contracted prior to April 18, 2008

AFTER APRIL 18:

\$31.50 per square ft.

Each booth comes with pipe & drape, booth signage, unlimited exhibitor badges, lunch all three days for exhibit personnel, unlimited complimentary show passes for clients, and a FREE Web site listing. Note that carpet is not included, but is mandatory. All exhibitors MUST contract for carpet.

Note the new payment schedule. Your non-refundable deposit MUST accompany your completed application in order to be processed.

- 25% due with application or by January 15, 2008
- 50% due with application or by April 18, 2008
- Final 50% due no later than June 16, 2008

Indicate the size of space you are requesting: (example: 10'x10' or 20'x20' island)

Preferred booth locations: 1st choice _____ 2nd choice _____
(Specific booth location requests will be considered, but not guaranteed)

Space assignments: Exhibit space will be sold on an available basis. NECA will not hold space without a complete application and deposit.

NECA reserves the right to re-assign any exhibit locations it deems advisable for the benefit of the show.

FORMS OF PAYMENT:

Enclose a check or credit card for:

25% due with application \$ _____

50% due with application \$ _____

Final balance \$ _____

Check enclosed:

Check # _____

Please check the appropriate credit card:

_____ American Express

_____ Visa

_____ MasterCard

Print or type your credit card number:

Exp. date _____

ACCEPTANCE

We understand that this application becomes a binding contract upon acceptance by NECA and is subject to all the terms, conditions, rules, and regulations that hereto constitute a part of, or are included in this application and contract. NECA reserves the right to reject any exhibit application for any reason.

AUTHORIZED SIGNATURE

DATE _____

FOR OFFICE USE ONLY:

BOOTH # ASSIGNED: _____

TOTAL BOOTH COST: \$ _____

DEPOSIT RECEIVED: \$ _____

DEPOSIT PROCESSED: _____

BALANCE DUE \$ _____

SEND YOUR COMPLETED APPLICATION TO:

The NECA Show
3 Bethesda Metro Center, Suite 1100
Bethesda, MD 20814
301-215-4553 Fax

QUESTIONS?

Contact Mickey Cuzzucoli at
301-215-4552 or mickey@necanet.org.

NECACONVENTION.ORG

CONDITIONS OF CONTRACT

AND REGULATIONS GOVERNING PARTICIPATION IN THE NECA SHOW

1. CONTRACT FOR SPACE

The contract for space, the formal notification of space assignment, and full payment of rental charges, together constitute a contract between the exhibiting organization, hereinafter known as the exhibitor, and National Electrical Contractors Association, Inc., hereinafter known as the sponsor, for the right to use space in the NECA Show in the year designated in this contract. The contract is based upon the plan of exhibits, rates shown thereon and general information contained in the NECA Show brochure, all of which are to be considered along with details on the front and back of this form as part of the contract. A non-refundable 25% deposit, of the total exhibit space value, is due with this completed application or space can be released. The balance is due by the remittance date hereinafter stated. The exposition manager reserves the right to reassign space for which complete payment has not been made by the remittance date. Full payment for space applied for after the remittance date is due upon receipt of the contract by the sponsor.

All measurements shown on the floor plan are approximate and the sponsor reserves the right to make such modifications as may be deemed to be necessary, making equitable adjustment with any exhibitor or exhibitors thereby affected. The exposition manager also reserves the right to adjust the floor plan to meet the needs of the exposition.

Cancellation of space will result in the loss of monies after a certain date and all deposits and holding fees are non-refundable. Please be aware that, as of January 16, 2008, and through June 14, 2008, NECA reserves the right to keep 50% of all monies paid (over and above the deposit). After July 15, 2008, there will be no refunds of any monies. Failure to pay the balance due on the contract as specified will subject exhibitor to cancellation of contract and forfeiture of all monies paid, including deposit. (If booth space is not occupied by 8:00 a.m. of the first Show day, the sponsor shall have the right to use such space as it sees fit, to eliminate blank spaces in the exhibit.)

In the event that the exposition is not held for any reason beyond the control of the sponsor, the rental and lease of space to the exhibitor shall be cancelled and all monies received by the sponsor shall be returned to the exhibitor less all legitimate expenses incurred for advertising, promotion, rentals, salaries, and travel. Return of such monies will terminate the liability of the sponsor.

2. INSTALLATION AND DISMANTLING OF EXHIBITS

Delivery of freight, installation of exhibits and completion of erection of exhibits will take place on the dates hereinafter shown. The exhibits must be ready for inspection no later than 9:00 a.m. of the first show day. The sponsor reserves the right to authorize the installation of any exhibit on the floor not installed by 5:00 p.m. of the day prior to the first show day at the expense of the exhibitor. Freight delivered to a booth but unopened by 9:00 a.m. the first show day will be removed from the hall at the expense of the exhibitor. Freight will not be delivered to booths during show hours. Dismantling may not begin until the close of the exposition on the final show day.

Goods and materials used in any display, except bona fide samples, shall not be removed from the exhibit hall until the exposition has officially been closed. Any exception to this rule must have the approval of the exposition manager.

Dismantling must be completed and all exhibit materials removed by the final move-out date and hour shown. (NOTE: Exhibitors are advised to remove small, portable items immediately upon conclusion of the exposition. Passes will be available from security guards to authorize such removals.)

3. STORAGE OF BOXES AND PACKING CRATES

Exhibitors will not be permitted to store boxes or packing crates in or behind exhibit booths. Prior to 8:00 a.m. of the first show day, all boxes and crates will be placed in storage provided they are properly labeled for storage. Those not so labeled will be removed and destroyed as refuse. (NOTE: Storage labels will be provided at the Exhibitor's Service Desk.)

4. LIABILITY

Neither the sponsor, the service contractors, hall management, nor any of the officers or employees of the above will be responsible for the safety of property of exhibitors from theft, strikes, damage by fire, water, storm, vandalism or other causes, but the sponsor will take reasonable precautions through the employment of security personnel to protect exhibitors from such loss.

All property of the exhibitors is understood to remain in the exhibitor's custody and control in transit to or from or within the confines of the exhibit hall, subject to the rules and regulations for the exposition. (NOTE: Exhibitors are advised to carry insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person and property of others.)

The exhibitor is charged with knowledge of all local laws, ordinances and regulations pertaining to health, fire prevention and public safety affecting his participation in the exposition. Compliance with such laws is mandatory for all exhibitors and is the sole responsibility of the exhibitor.

If unusual equipment is to be installed, or equipment that might conflict with fire codes is to be used, the exhibitor should communicate with the exposition director for information concerning facilities or regulations.

5. FIRE PREVENTION—All booth decorations must be flame-proofed, and all hangings must clear the floor. Electrical wiring must conform to the National Electrical Code and local ordinances. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise might incur a fire hazard, the sponsor reserves the right to eliminate or remove at the exhibitor's expense all or such part of the exhibitor's display determined by the authorities or exposition director to be hazardous.

6. LIGHTING, SOUND AND MOTION PICTURE PROJECTION

All projection equipment must be in accordance with the requirements of the fire prevention authorities and in compliance with any agreements entered into by the sponsor with the director of the exhibit hall or applicable labor unions. All plans for installation and operation of projection equipment must be approved by the sponsor before operation is undertaken. All projection equipment, lighting devices, displays, or demonstrations must be arranged in such a manner as not to annoy other exhibitors or the exposition in general. The sponsor reserves the right to restrict the use of objectionable lighting. Exhibits that include the operation of lighting devices, sound equipment or any noise-making devices must secure approval for the operation of same from the sponsor at least 70 days prior to the opening of the show.

7. PHOTOGRAPHY & VIDEOGRAPHY

No photography, videography, or audio/visual of any kind is allowed anywhere on the exhibit floor or in the conference areas of the show before, during, or after show hours, except by official NECA photographers and those professional photographers approved by NECA management. Violators will be escorted from the show and their film and/or credentials forfeited.

8. USE OF SPACE

All demonstrations, distribution of circulars, or other promotional activities must be confined to the limits of the exhibit booth, and must not interfere with adjacent booths or intrude on aisle space. Demonstration of equipment that requires the use of space above the 8-foot backwall height must be approved by the exposition manager at least 60 days prior to the opening of the show. Exhibitors shall not assign, sublet or share the space allotted without the knowledge and consent of the sponsor. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business, except for prizes. Exhibitor representatives manning the exhibit will be owners, employees or agents of exhibiting companies, and such representatives will wear proper badge identification furnished by the exposition. Such badges will be supplied upon presentation of the list of personnel by the exhibitor or by application made at the Exhibitor's Registration Desk. Exhibitors are forbidden to pass along badges designated for exhibit personnel to their customers or prospects. If such use of exhibitor's badges is made and this is recognized, these badges will be removed. Each exhibitor will place the name of the representative on file at the Exhibitor Registration Desk who has the prime responsibility on the floor for the exhibitor's display, and who is authorized to make decisions for the exhibitor as requested by the exposition director. Setup rules must adhere to the Guidelines for Display Rules & Regulation by IAEE. See Exhibitor Service Manual for details. The standard booth equipment furnished under this contract will consist of an 8-foot-high backwall of draperies with metal uprights and stanchions with division rails 36 inches high covered with draperies. Backgrounds 8 feet high may extend out from the booth backline one-half the depth of the booth and from that point to the aisle to a maximum height of 44 inches. However, no equipment, partitions, etc., may extend above 44 inches height within four feet of any aisle. Exhibitors building to these specifications must mask any exposed and unfinished side or back portion of their exhibit so it will not be objectionable to adjacent exhibitors. The sponsor reserves the right to have such masking done, billing the exhibitor for charges incurred. Built-up exhibits or other construction shall not exceed the 8-foot backwall height including company name or other advertising except as specifically provided hereinafter. In island spaces, or across-the-aisle space, overhead panels or open "bridge-type" construction will be permitted to a maximum height of 16 feet. However, built-up construction, except slender supporting posts, shall not exceed

44 inches in height within 4 feet of any aisle. Plans for such above-mentioned displays must be submitted to and approved by the exposition director at least 60 days prior to the opening of the show. Each exhibitor is required to respect the rights of other exhibitors and to recognize that the general appearance of the exposition as a whole must take precedence over that of any individual exhibit.

Interference with the light or space of other exhibitors will not be allowed. Exhibitors are expected to submit plans for any special or unusual type of exhibit to the exposition director at least 60 days prior to the opening of the show to determine whether or not they comply with these regulations or if the proposed deviation is acceptable. All booths must be carpeted.

9. ATTENDANCE PRIZES AND GAMES

In deference to all exhibitors, those wanting to give away prizes to develop traffic at their displays will comply with the following rules:

(a) The exhibitor is charged with the knowledge of national, state, and local legal restrictions on any merchandising, advertising, or promotional inducement that might be construed as a lottery, gambling or gambling devices. The sponsor does not accept responsibility for any promotional schemes undertaken by the exhibitors, but does require that any drawing and announcement for special gifts must be done within the confines of the exhibit booth and ticket holders need not be present to win when drawing is made.

(b) All prizes must be approved by the exposition manager, and requests for such approval must be received in the sponsor's office at least 30 days prior to the opening of the show.

(c) The method of drawing or selection of winners must have the approval or be under the supervision of the exposition manager.

(d) The name(s) of the daily winner(s) must be posted at the sponsoring exhibit for at least one full session of the exposition, except for the final day.

(e) Games in which winners are immediately known because of their participation will be permitted, providing there is no infringement on the rights of other exhibitors. The approval for such games must be given by the exposition director and requests for such approval must be received at least 60 days prior to the opening of the show.

(f) Display of prizes must conform to the aforementioned rules for exhibiting.

10. CARE OF BUILDING AND EQUIPMENT

Exhibitors or their agents shall not injure or deface the building, the booths or the equipment of the booths. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

11. RESTRICTIONS IN OPERATION OF EXHIBITS

The sponsor reserves the right to restrict exhibits which, because of noise, lighting, method of operation, materials, or for any reason are considered objectionable, and also to prohibit from exhibiting or evict from the exposition as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that the exposition director determines is objectionable to the exposition. In the event of such restriction or eviction, the sponsor is not liable for any refunds of rentals, or other exhibit expense. Advertising plans and stunts that are intended to promote traffic must be submitted at least 60 days prior to the opening of the show to the exposition director for approval. Sideshow tactics, scantily attired models or other undignified promotional methods will not be permitted.

12. SALES

Cash sales are not permitted.

13. HOSPITALITY FUNCTIONS

Only exhibitors will be permitted to conduct hospitality functions in the hotels under contract to the sponsor. Such functions will be permitted to open only during hours in which there are no exposition or convention functions. Breakfast functions are not permitted. Permission for hospitality functions must be received 60 days prior to opening of show.

Prizes given to persons attending hospitality functions and the method in which winners are selected must be approved by the exposition director and requests for such approval must be received at least 60 days prior to the opening of the show. These regulations become a part of the contract between the exhibitor and the sponsor and have been formulated in the best interest of all concerned. The director respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of the exposition manager.

Show dates and times:

First show day, Sunday, Oct. 5, 11:30 a.m. – 5:00 p.m.
Second show day, Monday, Oct. 6, 10:30 a.m. – 5:00 p.m.
Third show day, Tuesday, Oct. 7, 10:00 a.m. – 2:00 p.m.
Note: All times subject to change

Under contract, the company must obey the times and days of the Show. Contract does not permit breaking down a booth early; this could result in a fine.

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Products & Fixtures

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Meters/Instruments

MasterFormat

Motor & Motor Control

National Electrical Code

Platforms, Scaffolding, Ladders & Lifts

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Residential-Home Automation, Security,
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