



**NAWLA TRADERS MARKET®**  
November 3-5, 2010  
Hyatt Regency Chicago  
Chicago, Illinois

# 2010 EXHIBITOR BOOTH RENTAL AGREEMENT

Booth locations are randomly assigned on a first-come, first served basis.  
Booth Size 10'x 8'

This Booth Rental Agreement MUST be filled out completely and submitted with entire booth fee in order to be processed.

Company Information (please print or type)

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

\*Authorized Contact Person & Title \_\_\_\_\_  
(for ALL Exhibit-Related correspondence)

\*On-Site Contact Person and Title \_\_\_\_\_  
(if different from above)

Address \_\_\_\_\_ City, St./Prov. \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Website Address \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

We do not want to be near these booths  
(list up to 4 companies)

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

NAWLA will to its best to honor your request

\* In neither case does this constitute a delegate registration for the show. We are merely seeking prime contact information should it be needed.

Company Type:  Manufacturer  Service Affiliate  Wholesaler  Offshore Importer

(Check One) (Please refer to 'Who May Exhibit Attend' in Rules and Regulations)

Booth Rental Fee:  NAWLA Member \$799 (U.S. Funds)  Non-Member \$1,549 (U.S. Funds)

(Check One) NOTE: Separate registration forms and fees are required for at least one of your Booth Personnel, and must be received no later than August 2, 2010.

Yes, we want the standard booth furniture package containing 1 skirted 6' table, 2 chairs, 1 wastebasket & 1 booth sign, all at no extra charge.

No, we will furnish our own booth. (please select one)

Company Description for the MarketGuide, the official NAWLA Traders Market® publication.  
Using the space below, or attach a separate sheet, please describe your company and/or its objectives, products, services, etc., in 50 words or less. Please include your company's web site address, and use exact wording and punctuation as you would like it to appear in the MarketGuide on-site program book.

Check here if you would like to add your logo next to your listing in the MarketGuide for an additional \$95.

Payment Method:  Check payable to NAWLA in U.S. Funds, or  Charge to my (indicate): \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express

Card # \_\_\_\_\_ Billing Address \_\_\_\_\_

Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_

Note: If 15 or more delegates will be attending from your company, you are eligible to register for a double booth. Check here if you would like a double booth. Limited to first come, first served basis.

# Rules and Regulations

**By signing and submitting the NAWLA Booth Rental Agreement, Exhibiting company(s) (hereinafter, 'Exhibitor(s)') for itself and its Employees, and Representatives, agrees to abide by the following rules and by any amendments that may be put into effect by the NAWLA Traders Market® Committee (hereinafter, 'Management'), should your company be approved as a 2010 NAWLA Traders Market® Exhibitor.**

**To preserve the integrity of the NAWLA Traders Market®, please be advised that the following Rules and Regulations will be strictly enforced.**

### Who may exhibit/attend

'Manufacturers' or 'Wholesalers' of traditional wood products and/or engineered wood products and complimentary building products are eligible to exhibit. Complimentary building products are defined as materials made of wood, wood fiber, agrifiber, cement-based products, including concrete, blocks, and cementitious sidings, polymer products, or polymer-based composite products, as well as other products which incorporate wood as an integral component of their design. Also included in the category are coatings, fasteners, hangers, house wrap and ventilation products, roofing, insulation, gypsum, and any other products which the NAWLA Traders Market® Committee may determine are appropriate to the interest of show attendees. Additionally, companies such as rail and truck transportation providers, reload operators, remanufacturers with a majority of revenues generated by processing wood on account, pre-finishers and importers are also eligible to exhibit, as are certain Service Affiliates and non members who would qualify as Service Affiliate members of NAWLA. (*Importer* is defined as satisfying all NAWLA wholesaler membership criteria, but with the majority of dollar sales generated by selling forest products sourced offshore.) No persons under 18 years of age will be admitted to the NAWLA Traders Market®. Management shall have sole control over admission policies at all times.

**Non-exhibiting manufacturers and service providers are not eligible to attend.** Only bona-fide wholesalers, as defined by the NAWLA Bylaws, are invited to attend as non-exhibiting registrants.

▷ Management reserves the right to determine the eligibility of any company or individual to exhibit or attend with regard to the character and purpose of this event. **Anything that could be perceived as a poorly construed comparison to products offered by any other show exhibitors would be in extremely bad taste and deemed inappropriate for show use by the NAWLA Traders Market® Committee.**

### Booth limit

There is a limit of one booth per eligible company, except that there are a limited number of double booths available to accommodate companies that actually register and bring delegations of 15 persons or more. In no case may booths be otherwise joined, shared, sublet, or reassigned by any party other than NAWLA.

### Official NAWLA Traders Market® exhibit hours

The 2010 NAWLA Traders Market® Exhibit Hall will be open on Thursday and Friday, November 4 and 5, 2010. Official exhibit hall show times will be sent to all exhibitors well in advance of the show dates.

### Exhibit setup/removal hours

To be determined upon confirmation of exhibit hall hours.

### Security

NAWLA will provide continuous security guard service from setup to end of exhibit hours, and will exercise reasonable care for the protection of materials and displays. Only registrants possessing valid credentials will be permitted entrance to the exhibit hall or to any other NAWLA Traders Market® function.

Exhibitor agrees that the provision of such security services constitutes adequate discharge of all obligations of NAWLA to supervise and protect Exhibitor's property within the Exhibition. Exhibitor is advised to see that its regular company insurance includes extraterritorial coverage, and that it has its own theft, public liability, and property damage insurance.

### Limitation of liability

Exhibitor agrees to indemnify and hold harmless the North American Wholesale Lumber Association, the 2010 NAWLA Traders Market®, the Hyatt Hotel and its owners, managers, directors, agents, employees, subsidiaries and affiliates, and the City of Chicago in which this Exhibition is being held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space herein contracted for by reason of personal injuries, death, property damages or any other cause sustained by any persons or others.

The Management shall not be responsible for loss or damage to displays or goods belonging to exhibitors, whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats, domestic or international terrorism, or other causes. All such items are brought to the Exhibition and displayed at Exhibitor's own risk, and should be safeguarded at all times. NAWLA will bear no responsibility for damage to Exhibitor's property, or lost shipments either coming in or going out, nor for moving costs. Damage to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor is nevertheless responsible for exhibit space cost. Exhibitor is advised to ensure against these risks.

### Show Cancellation or Interruption

In the event the 2010 NAWLA Traders Market® fails to take place as scheduled or is interrupted and/or discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, acts of domestic or foreign terrorism, emergency declared by any government agency for any other cause beyond the reasonable control of the Association, the exhibitor and delegate releases the Association from all damages and claims for damages, and agrees that the sole liability of the Association shall be to return to each exhibitor and delegate any registration fees paid, less a prorated share of costs committed by the Association to that time and date.

### Damage to property

Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to another Exhibitor's property. Exhibitor may not apply paint, lacquer, adhesives or other coating to building walls, columns or floors or to standard booth equipment.

### Payment policy and booth assignment

Completed and signed Booth Rental Agreement Forms accompanied by full payment are *mandatory* for processing as complete booth reservations. **Incomplete paperwork will not be processed.** Because availability of booths is limited, assignment and confirmation of booth space will be on a first come, first served basis. Upon booth sellout, requests will be placed on a waiting list by order of the date received at the NAWLA office. When possible, sensitivity will be given to Exhibitor requests to be physically separated from specified competitors.

The deposit of your check or the processing of your credit card do not constitute contract acceptance. *This agreement is not binding until accepted by Management.*

### Booth Cancellation Policy

Booth cancellations received prior to **May 31, 2010**, will be eligible for full refund less a \$100 administrative processing fee. Cancellations received from **June 1 to September 17** will not be refunded UNLESS space is resold by NAWLA, in which case the exhibiting company will receive a full refund - less the \$100 administrative processing fee. **After September 17, 2010 there will be no refunds.**

### Sound level

Displays creating excessive noise, above normal conversation level, are not permitted. Management reserves the right to determine the acceptable sound level in all such instances. Licensing fees for the use of copyrighted music are the sole responsibility of Exhibitor.

### Standard booth package. Booth fee includes these components:

- One (1) standard **10' x 8' booth space**, with pipe and drape - **10' wide x 8' deep**.  
(back panel is 8' high, & 2 side rails are 3' high from floor)
- One (1) 7" x 44" white sign with company name
- One (1) draped & skirted 6' table. Two (2) side chairs. One(1) wastebasket

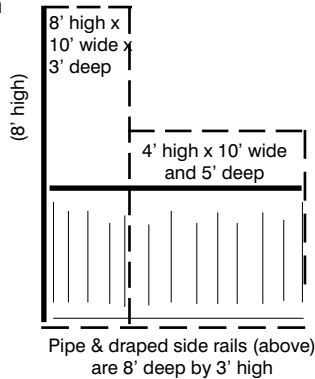
Additional furniture desired should be ordered through NAWLA's Exhibit Services Contractor, Freeman Decorating Company. Item lists with pricing will be sent to each exhibitor in ample time prior to show dates to utilize special pre-show discounted prices.

### Booth specifications and display restrictions - PLEASE READ!

- ▶ Each booth back panel is 8' high, and the side rails are 3' high.
- ▶ Display material or signage up to 8' high from the floor may be placed up to, but not exceeding, the distance 3' from the back of the booth area. (No display material or signage up to 8' high may be placed past this 3' point in the booth.)
- ▶ No booth contents shall exceed 4' from the booth floor beyond the 3' from the back wall of the booth point.
- ▶ **Nothing may protrude beyond, nor be placed outside the confines of the booth, nor may booth contents block reasonable sight lines of neighboring booths.** (See following illustration for allowable display areas.)
- ▶ Signs, banners and posters may not be affixed to walls, drapes or electrical fixtures, nor hung outside of side rails.

#### Side View of booth

Back side of booth, pipe & draped, is 10' wide by 8' high.



### Signs, literature, samples and prizes

Demonstrations, samples, signs and literature must be confined to the limits of each exhibitor's booth. **No projectiles of any type shall be thrown, tossed, or kicked around inside the Exhibit Halls.** This includes, but is not limited to, foam rubber balls of all types, frisbees, and so on.

### Fire Department Regulations

Exhibitors must abide by state and local fire department codes and regulations, including, but not limited to, booth displays and materials, and access to fire/safety devices. No part of the exhibit nor related materials shall impede or block aisles and/or exit doors. No storage behind exhibits is provided or permitted.

### NAWLA Traders Market on-site publication, the MarketGuide

All exhibiting companies will be listed on the official, on-site program, the MarketGuide, with a 50-word or less description of the company and products. This text is furnished to NAWLA by each Exhibitor on the Booth Rental Agreement Form when submitted with payment.

**Again this year** will be a listing in the MarketGuide of products produced by exhibiting companies. See page 2 of this contract.

### Personnel and attire

Management reserves the right to determine whether the character and/or attire of Booth personnel is acceptable and in keeping with the best interests of Exhibitors and the Exhibition. Exhibitor expressly agrees that it and its Personnel will not conduct official exhibitor functions in private rooms during business hours of the Exhibition.

### Booth Personnel and Registration (Name Badges)

**All** exhibitor personnel attending the NAWLA Traders Market® are required to register and pay the appropriate fee (member or nonmember) for stated registration. Exhibitor personnel includes supplemental or temporarily contracted or "hired help."

Completed Delegate Registration Forms with payment in full for a minimum of one (1) booth staffing personnel must be received in the NAWLA office by **August 2, 2010**.

**Failure to register one booth personnel by August 2, 2010** may result in the reserved booth(s) being forfeited for resale to NAWLA's current Exhibit Booth Waiting List.

### Extraordinary Activities

Product demonstrations in exhibitor booths are encouraged; however, it is suggested that the exhibiting company contact the Association in writing to advise of its intention to have demonstrations and in order to schedule such demonstrations so that they do not conflict with other scheduled activities in the exhibit hall. Demonstrations refer to, but are not limited to, the following: opening and/or operating machinery or equipment in the booth, recorded or live presentations or performances (especially where sound, volume, speakers and / or PA systems are involved), and application of a product to demonstrate its uses. Exhibiting companies are encouraged to contact the Association regarding what constitutes a demonstration.

### Extraordinary Activities continued...

Sideshow tactics or undignified methods considered by the Association to be objectionable are expressly prohibited in the exhibit hall. Demonstrations / Sales and Solicitations using live models are subject to the Association's approval.

All activities of all exhibitor personnel, including temporary, contracted or hired help, in the exhibit hall must be confined to the exhibitor's allotted exhibit space. Roaming solicitation throughout the exhibit hall is prohibited.

Any booth personnel may be temporarily or permanently excluded from the exhibit hall by the Association in the event of conduct in violation of any of these rules, or for conduct that adversely affects or interferes with the orderly and professional atmosphere of the exhibit hall or the other exhibitors.

Distribution of refreshments or other food items from booths must be approved by the Association prior to the opening of the exposition. Distribution of alcoholic beverages from exhibitor booth is prohibited.

### Default in occupancy

If exhibition space is not occupied by the time set for completion of installation of displays, such space may be possessed by Management for such purposes as it may see fit. *Booths must be staffed during all 2010 NAWLA Traders Market® hours.* Booths that are unstaffed without the express consent of NAWLA are subject to closure and immediate tear-down.

### Exhibit services contractor

The official NAWLA Traders Market® services contractor is **Freeman Decorating Company**, which through its employees and subsidiaries, will handle exhibit/materials receiving, storage and return shipping, and well as Exhibitor's on-site needs. Approximately 60 days prior to the show, Freeman will provide to each approved Exhibitor the NAWLA Traders Market® **Exhibitor Service Kit** outlining available services, pricing, equipment and booth furnishings. **This kit will also contain forms for ordering electrical service, telephone hookups, and audiovisual equipment.**

### Social functions

Reservations for *suites* or arrangements for *any hotel function space* are available only to exhibiting companies and registered wholesalers as defined by the NAWLA Bylaws and NAWLA Traders Market® Rules and Regulations, and must be approved in advance by NAWLA. Invitations to any social functions must be extended only to NAWLA Traders Market® registrants. Exhibitors are prohibited from scheduling demonstrations, meetings, special events, cocktail parties, tours, etc., during official NAWLA Traders Market® event hours.

### Amendments and enforcement

In the interest of a beneficial and effective event, NAWLA and Management reserve the right to amend and enforce these rules as appropriate and necessary. Failure to comply with NAWLA Traders Market® Rules and Regulations will result in loss of priority status booth assignment in future years, and possible expulsion from the show floor for the duration of the show.

### Questions?

We want this to be a productive and positive endeavor for your company. Should you have any questions or concerns, please call the NAWLA office at (800) 527-8258 or (847) 870-7470.

⇒ **Please make a note: The economical NAWLA Traders Market® booth registration fee DOES NOT include registration fees for your booth personnel.** These registration forms will be sent to you at a later date, closer to the show. **You must register at least one (1) of your booth personnel and include the appropriate fee payment no later than August 2, 2010 to retain your booth space!**

3601 Algonquin Road, Suite 400 • Rolling Meadows, Illinois 60008  
(847) 870-7470 or (800) 527-8258 • Fax: (847) 870-0201  
info@nawla.org • www.nawla.org



# Exhibit Booth Rental Agreement Continued

## This form must be completed!

NAWLA Traders Market®  
November 3-5, 2010  
Hyatt Regency Chicago, Chicago, IL

### COMPANY PRODUCT CATEGORY FORM (To be published in the onsite MarketGuide)

NAWLA will again be publishing a listing of products in the onsite program book. This product listing will be by category of manufactured products or services by exhibiting companies at the show. On the form below, select two products or services what your company manufacturers or otherwise has available.

#### PRIMARY/SECONDARY PRODUCT OR SERVICE

SELECT NO MORE THAN TWO

- Dimension Lumber
- Boards
- Wood Products Specifically for Offshore Markets
- Timbers
- Engineered Wood Products
- Treated Wood Products
- Millwork\Mouldings\Flooring
- Window or Doors
- Decking (Wood)
- Siding (Wood)
- Shingles & Shakes
- Roofing (Wood)
- OSB
- Plywood (Softwood or Hardwood)
- MDF
- Particleboard
- Fencing
- Metal Products (other than screws & fasteners)
- Paint\Stains\Chemicals
- Screws\Fasteners\Hangers
- Wood Alternative Products\Composites (All), Cementitious
- Wood Packaging Materials
- Equipment
- Transportation Logistics
- Wholesaler
- Services
- Computer Products\Software
- Miscellaneous Building Products

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

(For listing in the MarketGuide Product Category)

**Please be sure to return this form to NAWLA along with the Booth Rental Agreement.**

NAWLA • 3601 Algonquin Rd. Suite 400 • Rolling Meadows, IL 60008 • 847.870.7470 • Fax: 847.870.0201 • www.nawla.org