



NHCFAE 2011 Training Conference

Aug 2-4, 2011

Gaylord National Hotel & Convention Center Washington, DC

Exhibitor & Sponsor Prospectus

Demonstrate your support of the National Hispanic Coalition of Federal Aviation Employees by being an exhibitor or sponsor of our 2011 training conference in our nation's capital. Our theme is "Shaping Our Destiny, Building the Future." There are a variety of ways to feature your organization at the training conference, and achieve maximum impact and exposure for your marketing investment. Your exhibit and sponsorship will demonstrate your leadership in one of the most important aviation events of the year, and put you in front of 200-250 FAA team members from across the country.

About NHCFAE

Our History: The National Hispanic Coalition of Federal Aviation Employees (NHCFAE) was established in 1978 in an effort to provide a network for Hispanic employees of the Federal Aviation Administration (FAA) and the aviation industry. It became a national organization in 1983. Today, the Coalition is the chief advocate for issues affecting Hispanics in the FAA. The Coalition derives its support from membership dues, corporate sponsorship and private donations.

Our Mission:

We are a professional organization acting as an advocate for equitable representation and opportunities in employment, development, and leadership. The purpose of NHCFAE is to promote equal employment opportunity for Hispanics and other minorities and women who are in the employment of the FAA.

We are a diverse organization that focuses on advocating career placement and advancement through representation, education, and alliances.

Our motto is "Con Orgullo En Nuestra Hispanidad" translated "With Pride In Our Hispanic Heritage."

About Our Convention

Who Attends: The NHCFAE Training Conference is attended by approximately 200-250 members of the FAA team. These include:

- FAA Departments from across the Organization – The following FAA organizations are represented:
 - ✓ Regions and Center Operations, such as Regional Operations Centers and Special Programs
 - ✓ Logistics
 - ✓ Accounting
 - ✓ Human Resources
 - ✓ Civil Rights
 - ✓ Budget
 - ✓ Medical
 - ✓ Legal
 - ✓ Security and Hazardous Materials
 - ✓ Airports
 - ✓ Flight Standards
 - ✓ Air Traffic Organization.

- FAA Job Titles -- The membership representation spans, but is not limited to, the following job categories:
 - ✓ Associate Administrators
 - ✓ Division Managers
 - ✓ Supervisors
 - ✓ Team Leaders
 - ✓ Contracting Officers
 - ✓ Administrative Personnel
 - ✓ Human Resource Specialists
 - ✓ Engineers
 - ✓ Air Traffic Controllers
 - ✓ Program Managers
 - ✓ Program and Management Analysts
 - ✓ Training Specialists
 - ✓ Technicians
 - ✓ Operations Officers
 - ✓ Airway Transportation Systems Specialists

Convention Location and Exhibitor Rooms: The 2011 Training Conference will be held at the Gaylord National Resort and Convention, 201 Waterfront Street, National Harbor, MD 20745, phone (301) 965-2000. NHCFAE has arranged a block of rooms for exhibitors and sponsors priced at \$170 plus tax for single and double occupancy. The rate for triple occupancy is \$190 plus tax and \$210 plus tax for quadruple. Contact the hotel directly to make your room reservation. Tell them you are with our group.

Exhibit Hall Opportunities

Exhibit Specifications, Inclusions

Included with your exhibit order: The basic exhibit area includes one table, 2 chairs, one waste basket and tablecloth. Please use Attachment "A" to place exhibit orders with NHCFAE.

Please note: If you desire electricity, internet, telephone, cleaning services, security, etc. you must order that directly from our exhibit hall vendor. Please use attachment "C" to place your order for these services and contact Ms. Amanda McCollough at 301-965-3724 or at amccollough@gaylordhotels.com if you have any questions. All of the above additions, as well as additional furniture must be ordered and paid for by the Exhibitor directly to the Exhibit Hall Vendor.

Exhibit Area Locations: The Gaylord exhibit area is of a total size such that all exhibit locations are virtually equivalent. Accordingly, we will assign booths as opposed to having exhibitors select booth numbers. The booths are in a corded area.

Vendor Registrations: Each exhibit area order includes two Vendor Conference Registrations. These registrations entitle the vendor to full exhibit hall access, Tuesday, Wednesday, and Thursday. Additionally, access is provided to the registrants' breakfasts, breaks, and lunches on Tuesday, Wednesday, and Thursday. You must RSVP for all of the events. Thursday evening banquet not included.

Exhibit Fees\$2,500

Ordering Your Exhibit Area

To order your exhibit area from NHCFAE, simply fill out and fax (or scan and email) the order form on attachment "A" and as instructed on that form. When we receive your email/fax, you will be invoiced for 50% of the fee as a deposit. To secure your space, that 50% deposit must be paid promptly.

Exhibit Hall Hours

Tuesday, Aug 2

6:00 A.M -7:00 A.M. "SET UP" (Exhibitor-only access)
7:00 A.M.-4:30 P.M. Exhibits Open

Wednesday, Aug 3

6:30 A.M -7:00 A.M. (Exhibitor-only access)
7:00 A.M.-4:30 P.M. Exhibits Open

Thursday, Aug 4

6:30 A.M -7:00 A.M. (Exhibitor-only access)
7:00 A.M.-3:00 P.M. Exhibits Open
3:00 P.M -5:00 P.M. Exhibits Breakdown

Continued on Next Page...

Additional Important Points

1. All exhibits must be set up by 7:00 A.M. on Tuesday, 08/02/11.
2. All exhibits must be dismantled and removed by 6:00 p.m. on Thursday, 08/04/11.
3. NHCFAE and its agents reserve the right to refuse any organization from participating as an exhibitor or sponsor for any reason. NHCFAE and its agents reserve the right to review any and all materials to be distributed or presented at the convention, including speaker remarks and exhibitor booth contents. If, upon its review, NHCFAE determines that the materials may not be presented or displayed for any reason, the exhibitor or sponsor will not present or display the material.
4. NHCFAE and its agents reserve the right to alter any information in this prospectus at any time, without notice.

Sponsorship Opportunities (Please use Attachment "B" to place order.)

Attendee Essential Sponsorships

- Tote Bags w/Sponsor Exclusive logo \$3,750
- Souvenir Convention Mugs w/Sponsor Exclusive logo \$2,625

Conference Program Advertisements Place an advertisement or one page brochure in the binders that all registrants receive and use during the convention.

- One-quarter page color ad..... \$500
- One-half page color ad..... \$1,000
- One full page color ad \$1,500

Breakfast Sponsorships (Sponsor a breakfast on Tuesday, Wednesday or Thursday)

- Breakfast Sponsorship Tuesday.....\$2,500
- Breakfast Sponsorship Wednesday.....\$2,500
- Breakfast Sponsorship Thursday.....\$2,500

Lunch Sponsorships (Sponsor a lunch on Tuesday, Wednesday or Thursday)

- Lunch Sponsorship Tuesday..... \$3,750
- Lunch Sponsorship Wednesday..... \$3,750
- Lunch Sponsorship Thursday..... \$3,750

Break Sponsorships

Mon	PM	Break in Membership Meeting Room.....	\$2,500
Tues	AM	Break in Exhibit Hall	\$2,500
Tues	PM	Break in Exhibit Hall	\$2,500
Wed	AM	Break in Exhibit Hall	\$2,500
Wed	PM	Break in Exhibit Hall	\$2,500
Thurs	AM	Break in Exhibit Hall	\$2,500
Thurs	PM	Break in Exhibit Hall	\$2,500

5 PM Networking Hour Sponsorships (Providing refreshments, beverages and hors d'oeuvres in or near the exhibit hall right after the meeting's daily end.)

- Monday Night 5 PM Happy Hour..... \$3,750
- Tuesday Night 5PM Happy Hour \$3,750
- Wednesday Night 5PM Happy Hour \$3,750

NHCFAE Hospitality Suite Sponsorships (NHCFAE provides all food and beverages. Vendor sponsors one (or more) nights to help underwrite expense). Note that Vendors may not operate their own hospitality suites.

- Monday Evening NHCFAE Suite Sponsorship..... \$3,750
- Tuesday Evening NHCFAE Suite Sponsorship..... \$3,750

Presidential Appreciation Dinner - Sponsor this special dinner featuring President's special guests, by invitation only.

- Wednesday Night 6PM to 11PM..... \$5,000

President's Awards Cocktails and Banquet (The Cocktail Hour precedes the Awards banquet and lasts for 1 hour.)

- Thurs 6-7 PM Cocktail Hour \$3,750
- Thurs 7PM Awards Banquet Sponsorship..... \$6,000

Description of Sponsorships

Tote Bags – 1 available \$3,750

Achieve ultimate visibility for your organization by placing your logo on the tote bag distributed to every meeting participant. Exclusive sponsorship only.

Souvenir Convention Mug – 1 available \$2,625

Become part of each attendee's daily routine by sponsoring a souvenir take-home coffee mug. Each registered attendee will get a mug, and most will take these home and use them in the office. The fee is \$2,625 for an exclusive sponsorship.

Advertisements in Conference Program – See pricing on previous page.

Each registrant is provided a binder with important NHCFAE materials in it. Registrants use these binders during the convention and most take them home. You may purchase advertisements in this binder, or have your one page, 8.5x11" two-sided flyer inserted in the binder.

Breakfast and Morning and Afternoon Break Sponsorships – 10 at \$2,500 ea.

Sponsorship of breaks is a great way to build good will among the registrants. Breakfasts and Breaks will be set up the exhibit area. Your organization's logo will be featured at each sponsored breakfast or break and the Convention program will highlight your organization's generosity.

Lunch Sponsorships – 3 at \$3,750 ea.

Help get your name out to the registrants by sponsoring a Lunch in the main dining hall. The tables will be decorated with your company logos and your provided literature. You will be given a few minutes on stage in front of all registrants to make a few brief statements about your company. Tuesday, Wednesday and Thursday.

NHCFAE Networking Hour Sponsorships – 3 at \$3,750 ea. Mon, Tues, Wed

The Happy Hour Sponsorship is an elegant method of exposure to not only our membership, but to other vendors in attendance. We hope you will consider this sponsorship. Immediately following business, the attendees will head to a well decorated area with 2 open bars serving beer, wine, or soft drinks. Hot hord'oeuvres of your choice will be served. 5-6PM Monday, Tuesday and Wednesday.

NHCFAE Hospitality Suite Sponsorships – 2 at \$3,750 ea. Monday & Tuesday

NHCFAE will be operating its own hospitality suite Monday and Tuesday evenings. These are extremely well-attended. You can sponsor one evening (or more) to bring attention to your company in this relaxed, informal atmosphere. Your sponsorship helps NHCFAE upgrade the food and beverage offerings. On your night, you will be recognized as the vendor who made it all possible. You will be able to distribute your promotional materials on that night as well.

Presidential Appreciation Reception – 1 at \$5,000

On Wednesday evening, NHCFAE will be holding its first Presidential Appreciation Dinner to honor our outgoing President. Your company can sponsor this dinner, for guest invited by the President. Corporate sponsors and conference VIP's are the usual guests at this event. This is a great opportunity to interact and network with this group as well as with the NHCFAE Executive Board. This event will take place at a destination away from the Hotel. You will have the right to attend (2 seats), and the opportunity to make a few brief statements about your company in front of the entire audience. This is a high prestige event.

President's Awards Cocktail Hour Sponsorship – 1 at \$3,750

On Thursday night, every registrant attends the Awards cocktail hour and Awards Banquet. You can be the exclusive sponsor of the cocktail hour, turning what was in previous years a cash bar into fully sponsored bar with free drinks for all registrants. Also as sponsor of this function, you are one of the very few vendors which get to attend the dinner. This sponsorship is sure to be a big hit with registrants, because you are providing them with free drinks.

President's Awards Banquet Sponsorships – 1 at \$6,000

The Gala event of the entire convention is the President's Awards Banquet, held on Thursday evening. Almost every registrant attends. All tables will be decorated, will be filled with your literature, and will give you the chance to attend and mingle with the registrants. 2 persons of your party will sit at the President's table. You will be given an opportunity to address the group.

NHCFAE PARTNERSHIP OPPORTUNITIES (One year beginning from conference date. Please use attachment "B" to order.)

Diamond Partner

\$12,000

1. 20 minute speaking opportunity.
2. Complimentary booth space at annual training conference.
3. Full conference participation for four.
4. Formal introduction at opening ceremony.
5. Corporate logo banner displayed at annual conference, provided by NHCFAE.
6. Corporate Award presentation at the Conference Banquet.
7. Full page advertisement in Conference Program.
8. Recognition as a Diamond Partner in the Conference Program
9. Full page partner's ad or article in four La Palabra Magazine (circulation 600+ distributed nationwide to members, FAA management and Senior Executives.)
10. Recognition on the NHCFAE website, with direct link to your website.
11. Full year subscription to La Palabra Magazine (4 issues).
12. Access to membership email through NHCFAE Board Member (600+)
13. Full access to year round membership events across the country.

Platinum Partner

\$8,000

1. Complimentary booth space at annual training conference.
2. Full conference participation for three.
3. Formal introduction at opening ceremony.
4. Corporate logo banner displayed at annual conference.
5. Corporate Award presentation at the Conference Banquet.
6. Full page advertisement in Conference Program.
7. Recognition as a Platinum Partner in the Conference Program.
8. Full page partner's ad or article in four La Palabra Magazine (circulation 600+ distributed nationwide to members, FAA management and Senior Executives.)
9. Recognition on the NHCFAE website.
10. Full year subscription to La Palabra magazine (4 issues).
11. Access to membership email through NHCFAE Board Member.
12. Limited access to year round membership events.

Gold Partner

\$6,000

1. Complimentary booth space at annual training conference.
2. Full conference participation for two.
3. Formal introduction at opening ceremony.
4. Corporate logo banner displayed at annual conference.
5. Corporate Award presentation at the Conference Banquet.
6. Half page advertisement in Conference Program.
7. Recognition as a Gold Partner in the Conference Program.

8. Half page partner's ad or article in four La Palabra Magazine (circulation 600+ distributed nationwide to members, FAA management and Senior Executives.)
9. Recognition on the NHCFAE website.
10. Full year subscription to La Palabra magazine.
11. Access to membership email through NHCFAE Board Member.

Silver Partner

\$4,000

1. Complimentary booth space at annual training conference.
2. Full conference participation for two.
3. Formal introduction at opening ceremony.
4. Recognition as a Gold Partner in the Conference Program.
5. Access to membership email through NHCFAE Board Member .
6. Full year subscription to La Palabra Magazine (circulation 600+ distributed nationwide to members, FAA management and Senior Executives.)

Ordering Your Sponsorship or Questions on Sponsorships

To order your sponsorship, fill out the Sponsorship Order Form which is the last page of this Prospectus, and fax it as directed. We will invoice you, preferably, pay by credit card. For more information on sponsorships, contact Faviola Garcia, Sponsorship Director, at (310)725-3821 Faviola.garcia@nhcfae.org.

Rules & Regulations

1. SHOW MANAGEMENT

The exhibition is organized and managed by NHCFAE. Any matters not covered in these Rules and Regulations are subject to the interpretation of the NHCFAE Manager in charge or his or her designee, and all Sponsor/Exhibitors must abide by their decisions. Sponsor/Exhibitors must comply with hotel policies and procedures as well. Show Management shall have full power to interpret, amend, and enforce these rules and regulations. Each Sponsor/Exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations. NHCFAE has the right to refuse any exhibitor or sponsor candidate from participating in the convention for any reason whatsoever.

2. SPONSORSHIP ORDER FORM COMMITS SPONSOR TO THESE TERMS AND CONDITIONS

By signing the Sponsorship Order Form (SOF), sponsor/Sponsor/Exhibitor agrees to all terms and conditions contained herein. The Sponsor/Exhibitor fully understands that it becomes a binding contract and the Sponsor/Exhibitor is subject to the terms and regulations set forth by NHCFAE as listed here. In addition, NHCFAE reserves the right to reject an SOF application that in its judgment is not appropriate for the Conference.

3. ASSIGNMENT OF BOOTH SPACE

Booths will be assigned on a first-come, first-served basis. Because of the limited amount of floor space available, space is assigned by NHCFAE, and vendors are not permitted to choose locations.

4. INCLUDED IN BOOTH SPACE

Each booth includes one identification sign; one table; 2 chairs; and wastebasket. Internet and electric outlets are not included and must be purchased separately. Phone service must be purchased separately, if needed. Contact GES for these services. See exhibitor Package.

5. INSTALLATION AND DISMANTLE OF EXHIBITS

Show Management reserves the right to fix the time for the installation of a booth prior to the conference opening and for its removal after the conclusion of the conference. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during conference hours. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours.

6. FAILURE TO OCCUPY SPACE

Space not occupied by the time designated in the Sponsor/Exhibitor Services Manual will be forfeited by Sponsor/Exhibitors and their space may be resold, reassigned or used by the NHCFAE without refund.

7. CONTRACTOR SERVICES

An official exhibit hall contractor will provide all services in the exhibit area. Complete information, instructions and schedule of prices regarding shipping, drayage, labor for installation and dismantling, additional services, etc., will be included in the Sponsor/Exhibitor Services Manual to be forwarded from the official contractor once a vendor secures exhibit space. An Sponsor/Exhibitors' service center will be maintained during applicable hours to facilitate services requested for additional needs of Sponsor/Exhibitors. Under no circumstances will NHCFAE or Hotel assume responsibilities for loss or damage to goods consigned to the official contractor. Advance shipments of exhibit material must be made to the official contractor as specified in the Sponsor/Exhibitor Services Manual. Should any shipments not be made as specified in the manual, they will be removed by the official contractor and stored until the hall is ready to accept materials for the exhibition and all costs involved will be charged to the exhibiting NHCFAE. Sponsor/Exhibitors are responsible for the information provided in the Sponsor/Exhibitor Services Manual.

8. CONDUCT

All exhibits will be to serve the interest of the Conference attendees and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. The exhibit management reserves the right to request the immediate withdrawal of any exhibit that NHCFAE believes to be injurious to the purpose of the Conference. Management reserves the right to refuse to admit and eject from the exhibit building any objectionable or undesirable person or persons. Appropriate business attire is required for all exhibit participants.

9. SPONSOR/EXHIBITOR'S PERSONNEL

All Sponsor/Exhibitors must wear official Conference name badges and ribbons for exhibit hall admission. ***Each exhibit must be fully operational and staffed during the open exhibit hours as defined in the Sponsor/Exhibitor Services Manual.***

10. FIRE, SAFETY AND HEALTH

The Sponsor/Exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and the Sponsor/Exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

11. LABOR

Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the Sponsor and Exhibitor to comply with these regulations. Information regarding specific regulations that are applicable may be obtained from the official contractor.

12. FOOD AND BEVERAGE

Sponsor/Exhibitor distribution of food and beverages for consumption in the building is prohibited, except with written permission from Show Management. All requests must be submitted in writing. If an exhibiting NHCFAE wishes to host food and beverage in their booth, all food and beverage must be purchased through the Hotel Catering Department.

13. LIABILITY AND SECURITY

NHCFAE makes no warranty, expressed or implied, that security measures will avert or prevent occurrences that may result in loss or damage. Each Sponsor/Exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. NHCFAE will not be liable for loss or damage to the property of Sponsor/Exhibitors or their representatives or employees from theft, fire, accident or other

causes. NHCFAE will not be liable for injury to Sponsor/Exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and Sponsor/Exhibitors will indemnify and hold harmless against such claim. Sponsor/Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Hotel, its owners or managers which results from any act or omission of Sponsor/Exhibitor. Sponsor/Exhibitor agrees to defend, indemnify and hold harmless the Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from or arising from or out of the Sponsor/Exhibitor's use of the property. Sponsor/Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Sponsor/Exhibitor, its agents, employees, and business invitees which arise from or out of Sponsor/Exhibitor's occupancy and/or use of the exhibition premises, the Hotel or any part thereof. The Sponsor/Exhibitor understands that the Hotel does not maintain insurance covering the Sponsor/Exhibitor's property and that it is the sole responsibility of the Sponsor/Exhibitor to obtain such insurance. The Sponsor/Exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc. as a result of Sponsor/Exhibitor negligence. The Sponsor/Exhibitor will abide by and observe all laws, rules, regulations and ordinances of any governmental authority and of the contracted facility. The Sponsor/Exhibitor will pay and save NHCFAE, its Board, members, staff, and representatives, and the Hotel harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Hotel or property adjacent thereto occasioned by any act, neglect or wrongdoing of the Sponsor/Exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the Sponsor/Exhibitor upon the premises, and the Sponsor/Exhibitor will at its own cost and expense defend and protect NHCFAE, the city of Las Vegas, NV and Hotel against any and all such claims or demands. Each Sponsor/Exhibitor shall be responsible for securing and maintaining the following insurance coverages at the Sponsor/Exhibitor's expense: (a) Workman's compensation insurance coverage for Sponsor/Exhibitor's employees which shall be in compliance with the laws of the State of Nevada; (b) Commercial general liability insurance with policy limits of \$1,000,000 for combined single limit coverage to include: comprehensive form, premises/operations, contractual, broad form property damage and products /completed operations, providing for terms of coverage to be effective from on or before (start date), 2007 through and including (end date), 2007, which shall include Sponsor/Exhibitor's move in and move out. Such insurance shall include NHCFAE, its officers, directors and agents and Hotel as additional insured's. Such insurance shall cover any and all damage or injury to any and all persons arising out of such person's attendance at the Sponsor/Exhibitor's exhibit during the term of the Conference; (c) Other Insurance: Each Sponsor/Exhibitor acknowledges that it is responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection.

14. VIOLATIONS

Violation of any of these Rules and Regulations by the Sponsor/Exhibitor or his or her employees or agents shall at the option of NHCFAE forfeit the Sponsor/Exhibitor's right to occupy space and such Sponsor/Exhibitor shall forfeit to NHCFAE all monies paid or due. Upon evidence of violation, NHCFAE may take possession of the space occupied by the Sponsor/Exhibitor, and may remove all persons and goods at the Sponsor/Exhibitor's risk. The Sponsor/Exhibitor shall pay all expenses and damages that NHCFAE may incur thereby.

15. SEVERABILITY

All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such invalid agreements or covenants were not contained herein.

Attachment "A"

EXHIBIT SPACE AGREEMENT FORM

NHCFAE.org Convention

Aug 2-4, 2011 Washington, DC

Standard Exhibit Prices

1 Exhibit Space..... \$2, 500

Order these exhibit areas using this form. Print it out, fill it out, sign it, and fax it as instructed below. You will be invoiced. Or pay by credit card using the form below.

Exhibit Area Selection

Because the number of available spaces is limited, and the area is not large, all locations are deemed to be equivalent in desirability. Therefore, table locations will be assigned by NHCFAE and not selected by Vendors.

Exhibitor Information

Provide the exhibiting company name and the contact information of the person responsible for the exhibit. This person will receive all future communications about the exhibit.

Company Name: _____

Contact Name: _____

Contact Title: _____

Mailing Address: _____

Address2: _____

City, State, Zip: _____

Office Phone: _____

Office Fax: _____

Email: _____

Web Site: _____

Name and Title of Conference Attendee as will be reflected in name tags. Please indicate any dietary needs.

1. Name _____
Title _____
Dietery Needs _____

2. Name _____
Title _____
Dietery Needs _____

3 Name _____
Title _____
Dietery Needs _____

4. Name _____
Title _____
Dietery Needs _____

To Order Your Exhibit Space:

Fill out, sign, and email this form to Faviola Garcia at faviola.garcia@nhcfae.org . For questions please call Ms. Garcia at (310) 725-3821.

Order Information

Total Number of Std Exhibit Spaces _____

Total Cost \$ _____

(Note: 50% Deposit will be billed and must be paid immediately to secure booth)

50% Amount Due upon invoicing \$ _____

Remaining 50% Balance Due by June 1, 2011
\$ _____

Payment Information

Email this application, and you will be invoiced for a 50% deposit. Once you pay that invoice and the deposit is received, and your company is accepted by NHCFAE as an exhibitor, a confirmation notice will be delivered to you, with your booth number(s). Final payment is due on or before June 30, 2011. Purchase of exhibit space after June 30, 2011 requires payment of the full amount. All payments must be made in U.S. funds drawn on U.S. Banks, payable to NHCFAE.org.

Terms and Conditions, Cancellations

Exhibitors hereby agree to all terms, conditions and regulations as stated in this prospectus, which are hereby acknowledged to be a part of this contract. If final payment is not received by June 30, 2011, this application and contract may be declared null and void. In this case the initial 50% deposit will not be refunded. If you wish to cancel your reservation, cancellation must be received by May 31, 2011 to receive a full refund, less administrative fee of 10% of the exhibit fee. If you cancel after May 31,2011 and before June 30, 2011, you will receive a 50% refund less the admin. fee. If you cancel after June 30, 2011, you will receive no refund.

CONTINUED SEE NEXT PAGE

Attachment "A" Cont'd.

Authorization

(This application must be signed below and faxed to secure booth. We understand that our reservation is not secure until our 50% payment is received. We agree to all terms, conditions, rules and regulations governing the exhibition as printed in this Prospectus and which are made a part of this application. Acceptance of this application by NHCFAE.org constitutes a contract.

Authorized
Signature _____

Print Name _____

Title _____ Date _____

Credit Card Payment: (VISA, MC, AMEX)

Cd Nbr _____ Exp: __/ __

Cd Holder Name _____

Signature _____

Sec Code _____

Attachment "B"

NHCFAE Annual Convention 2011

August 2-4, 2011, Gaylord National Hotel & Convention Center

Sponsorship Order Form

Please type or Print Clearly:

Company Name	Name of Authorized Representative	
Street Address	Telephone Number	Fax Number
City, State, Zip Code	Representative's Email Address	
Company Web Site URL	Representative's Title	

Place an X in all that apply:

Attendee Essential Sponsorships

- Tote Bags w/Sponsor Exclusive logo..... \$3,750
- Souvenir Convention Mugs w/Sponsor Exclusive logo..... \$2,625

NHCFAE Hospitality Suite Sponsorships

- Monday Evening.....\$3,750
- Tuesday Evening.....\$3,750

NHCFAE Networking Hour Sponsorships

- Monday Evening.....\$3,750
- Tuesday Evening.....\$3,750
- Wednesday Evening.....\$3,750

NHCFAE Presidential Appreciation Dinner

- Wednesday Evening.....\$5,000

NHCFAE Presidential Award Banquet

- 6-7 Cocktails Thurs Evening.....\$3,750
- 7PM Awards Banquet.....\$6,000

NHCFAE Lunch Sponsorships

- Tuesday Lunch Sponsorship.....\$3,750
- Wednesday Lunch Sponsorship.....\$3,750
- Thursday Lunch Sponsorship.....\$3,750

Breakfast and Break Sponsorships

- Mon Breakfast in Exhibit Hall.....\$2,500
- Mon A.M. Coffee Break\$2,500
- Mon P.M. Coffee Break\$2,500
- Tues Breakfast in Exhibit Hall.....\$2,500
- Tues A.M. Coffee Break.....\$2,500
- Tues P.M. Coffee Break.....\$2,500
- Wed Breakfast in Exhibit Hall.....\$2,500
- Wed A.M. Coffee Break.....\$2,500
- Wed P.M. Coffee Break.....\$2,500
- Thurs Breakfast in Exhibit Hall.....\$2,500
- Thurs A.M. Coffee Break.....\$2,500
- Thurs P.M. Coffee Break.....\$2,500

Conference Program Advertisements

- One-Quarter Page Color Ad.....\$500
- One-Half Page Color Ad.....\$1,000
- Full Page Color Ad.....\$1,500

Sponsorship Order Form (Continued)

NHCFAE Partnership Opportunities

___ **Diamond Partner**.....\$12,000
___ **Platinum Partner**.....\$8,000
___ **Gold Partner**.....\$6,000
___ **Silver Partner**.....\$4,000

Yes, my company agrees to support the upcoming NHCFAE Convention in August 2011 in Washington, D.C., with the above-selected sponsorship(s). We agree to all terms and conditions in the Prospectus and agree to pay our sponsorship fees as directed. We understand that preference will be given on a first come, first served basis, based on payment received. We understand that our sponsorship is subject to NHCFAE Board approval.

Name _____

Title _____

Signature _____

Date _____

EMAIL THIS FORM: Please do not mail. Email this form to Faviola Garcia at faviola.garcia@nhcfae.org. You will be invoiced for your sponsorship fees. Then, mail checks, as directed on your invoice. If you have questions, call Faviola Garcia at (310) 220-7246 or email at the address above.

FOR CREDIT CARD PAYMENT: (VISA, MasterCard, and AMEX)

Card Number: _____ Expiration: ____/____ Sec Code: _____

Cardholder Name (Print): _____

Cardholder Signature: _____ Date: _____

ATTACHMENT "C"



GAYLORD NATIONAL

RESORT & CONVENTION CENTER

on the Potomac

Convention Services Table Top Exhibits

Event Name: NHCF AE Event Date: Aug 2 - 4, 2011
 Company Name: _____ Booth Number: _____
 Contact Name: _____ Contact Number: _____

Table Top Package (6-20 Tables)	Advance Price <small>(2 weeks prior to event)</small>	Standard Price	Quantity	Amount
(1) 6 foot rectangular table with standard hotel inventory table cloth with (2) Chairs & (1) Wastebasket				

6% Tax will be added to all orders Total \$ _____

Electrical Requirements	Advance Price <small>(2 weeks prior to event)</small>	Standard Price	Quantity	Amount
120 Volt, 500 Watts, Single Phase	\$110.00	\$130.00		
120 Volt, 1000 Watts, Single Phase	\$135.00	\$160.00		
120 Volt, 2000 Watts, Single Phase	\$180.00	\$200.00		
1 Outlet Extension Cord		\$25.00		

6% Tax will be added to all orders Total \$ _____

ATTACHMENT "C"

Information Technology	Advance Price (2 weeks prior to event)	Standard Price	Quantity	Amount
Wireless Internet Access	\$800.00	\$1,100.00		
Additional Wireless Device	\$250.00	\$300.00		
Hardwire High-Speed Internet	\$1300.00	\$1,500.00		
Each additional Hardwire line	\$300.00	\$300.00		
Standard DID telephone/fax/modem line	\$325.00	\$350.00		
House Telephone line	\$200.00	\$250.00		
House Telephone	\$30.00	\$30.00		

6% Tax will be added to all orders Total \$ _____

Once the form is completed please e-mail or fax the information along with the attached credit card authorization form to your assigned Convention Service Manager Amanda McCollough at 301-965-2398.

GAYLORD NATIONAL CREDIT CARD AUTHORIZATION FORM

1. Fill out and print the entire form legibly with a dark pen. Card Holder must sign where indicated
2. Check the charges you authorize for use of your card
3. Fill in Guest Information you authorize for use of your card
4. Include a photocopy of credit card (*front & back*) and Drivers License.
5. Fax completed form at least 72 hours prior to check-in to the properties fax number listed below.
6. Credit Card will be charged upon receipt of Authorization Form.

Type of Credit Card	<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> DISCOVER <input type="checkbox"/> AMERICAN EXPRESS <input type="checkbox"/> OTHER
Credit Card Number:	Expiration Date:
Card Holder's Name: <i>(As it appears on the card)</i>	
Company Name:	
Card Holder's Signature:	Today's Date:
Contact Phone Number:	

ATTACHMENT "C"

Convention Services /Table Tops

SHIPPED FROM:

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

ROUTE TO:

Gaylord National Resort & Convention Center

201 Waterfront Street

National Harbor, MD. 20745

HOLD FOR:

1. Conference/ Show Name: _____

2. Exhibitor Name: _____ Phone: _____

3. Gaylord Contact: _____

4. Date(s) of Event: _____

5. Booth Name & Booth Number _____



Box #: _____ of _____