2020 PARTNERSHIP OPPORTUNITIES

NALMCO 67TH ANNUAL CONVENTION & TRADE SHOW

OCTOBER 4–7, 2020

Renaissance Phoenix Glendale Hotel & Spa
9495 W. Coyotes Blvd.
Glendale, Arizona 85305
(623) 937-3700

DEADLINE* TO REGISTER:
AUGUST 3, 2020

*To be included on the event website, printed materials and signage.
2020 NALMCO PARTNERSHIP OPPORTUNITIES

ADVERTISING/SPONSOR PACKAGES
NALMCO makes it easy for you to promote your brand and meet with customers face-to-face. We offer bundled advertising/sponsor packages at a lower price-per-issue. Purchase a Platinum, Gold, Silver or Bronze Partnership Package for the Annual Convention & Trade Show and receive sponsorship, exhibit space, booth personnel, LM&M advertising and several additional benefits that allow you to reach members in print and in person for one price. Contact meetings@nalmco.org for package details.

Commitment deadline: August 3, 2020. Partnerships (sponsorships) after August 3, 2020, are not guaranteed to be listed on the signage or receive a display plaque for your booth.

Premium exhibit spaces have been reserved for Partners (sponsors). The spaces are assigned on a first-come, first-served basis.

ABOUT THE ANNUAL CONVENTION & TRADE SHOW
• On average, the NALMCO Annual Convention and Trade Show attracts over 250 attendees.
• Attendees include business owners, senior level management, design staff and lighting technicians.
• One-on-One appointments are available with the attendees.
• Networking opportunities are provided.

<table>
<thead>
<tr>
<th>PLATINUM PARTNERSHIP</th>
<th>Early Bird</th>
<th>Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Representatives Included</strong></td>
<td>Three (3)</td>
<td>Three (3)</td>
</tr>
<tr>
<td><strong>Additional Representatives’ Rate</strong></td>
<td>$950</td>
<td>$1,150</td>
</tr>
<tr>
<td><strong>10’ Deep x 20’ Long Booth Space</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Includes pipe and drape of 8’ high back wall, 3’ high side rails, one (1) 6’ skirted table, two (2) chairs, one (1) wastebasket, and one (1) 7” x 44” ID sign. Existing ballroom carpeting.</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td><em><em>NEW</em> Full Page Ad in Two (2) Issues of LM&amp;M Magazine</em>*</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Access to all Educational Sessions and Published Events</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>One-On-One Appointments with General Members</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Listing on Event Mobile Website</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Access to Downloadable Real-Time Attendee List</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Listed on Event Signage</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Listed on Sponsor PowerPoint</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor Plaque to Display on Booth</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Two (2) Minutes to Address Attendees</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>One (1) Golf Hole Sponsorship</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Company Named as a Designated Partner for One (1) of the Following: Monday Evening Reception</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Tuesday Evening Reception</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

Early Bird Rate effective through August 3, 2020.
Regular Rate effective starting August 4, 2020.
## GOLD PARTNERSHIP

*Only six (6) available.*

<table>
<thead>
<tr>
<th>Description</th>
<th>Early Bird</th>
<th>Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate effective through August 3, 2020.</td>
<td>$9,300</td>
<td>$10,500</td>
</tr>
<tr>
<td>Representatives Included</td>
<td>Two (2)</td>
<td>Two (2)</td>
</tr>
<tr>
<td>Additional Representatives’ Rate</td>
<td>$950</td>
<td>$1,150</td>
</tr>
<tr>
<td><strong>10’ Deep x 10’ Long Booth Space</strong></td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

Includes pipe and drape of 8’ high back wall, 3’ high side rails, one (1) 6’ skirted table, two (2) chairs, one (1) wastebasket, and one (1) 7” x 44” ID sign. Existing ballroom carpeting.

*NEW* Full Page Ad in Two (2) Issues of LM&M Magazine*

Access to all Educational Sessions and Published Events

One-On-One Appointments with General Members

Listing on Event Mobile Website

Access to downloadable real-time Attendee List

Listed on Event Signage

Listed on Sponsor PowerPoint

Sponsor Plaque to Display on Booth

One (1) Minute to Address Attendees

One (1) Golf Hole Sponsorship

Company Named as a Designated Partner for One (1) of the Following:

- Sunday Evening Reception Drink Tickets
- Monday Awards & Annual Meeting Luncheon
- Tuesday Luncheon
- Event Mobile Website
- Attendee Tote Bag (must be received by 8/3)

## SILVER PARTNERSHIP

*Only seven (7) available.*

<table>
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<tr>
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<th>Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate effective through August 3, 2020.</td>
<td>$6,900</td>
<td>$8,100</td>
</tr>
<tr>
<td>Representatives Included</td>
<td>Two (2)</td>
<td>Two (2)</td>
</tr>
<tr>
<td>Additional Representatives’ Rate</td>
<td>$950</td>
<td>$1,150</td>
</tr>
<tr>
<td><strong>10’ Deep x 10’ Long Booth Space</strong></td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

Includes pipe and drape of 8’ high back wall, 3’ high side rails, one (1) 6’ skirted table, two (2) chairs, one (1) wastebasket, and one (1) 7” x 44” ID sign. Existing ballroom carpeting.

*NEW* Half (1/2) Page Ad in One (1) Issue of LM&M Magazine*

Access to all Educational Sessions and Published Events

One-On-One Appointments with General Members

Listing on Event Mobile Website

Access to downloadable real-time Attendee List

Listed on Event Signage

Listed on Sponsor PowerPoint

Sponsor Plaque to Display on Booth

One (1) Golf Hole Sponsorship

Company Named as a Designated Partner for One (1) of the Following:

- Monday Breakfast Buffet
- Tuesday Breakfast Buffet
- Monday Breaks
- Tuesday Breaks
- Monday Beverage Station
- Tuesday Beverage Station
- Golf Tournament Prizes
- Attendee Name Badge Lanyards (must be received by 8/3)
### BRONZE PARTNERSHIP
*Only eleven (11) available.*

<table>
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<tr>
<td>Additional Representatives’ Rate</td>
<td>$950</td>
<td>$1,150</td>
</tr>
</tbody>
</table>

| 10’ Deep x 10’ Long Booth space | $4,560 | $5,760 |
| Includes pipe and drape of 8’ high back wall, 3’ high side rails, one (1) 6’ skirted table, two (2) chairs, one (1) wastebasket, and one (1) 7” x 44” ID sign. Existing ballroom carpeting. | X | X |

| *NEW* Fourth (1/4) Page Ad in One (1) Issue of LM&M Magazine | X | X |
| Access to all Educational Sessions and Published Events | X | X |
| Access to Downloadable Real-Time Attendee List | X | X |
| Listed on Event Mobile Website | | |
| Listed on Event Signage | X | |
| Listed on Sponsor PowerPoint | X | X |
| Sponsor Plaque to Display on Booth | | |

| Company Named as a Designated Partner for One (1) of the Following: Golf Tournament Hole (7 available) | X | X |
| Beverage Cart | | |
| Golf Tournament Breakfast | | |
| Golf Tournament Luncheon and Awards Ceremony | | |
| Electric Charging Station | | |

*For additional digital and print advertising, go to [www.NALMCO.org](http://www.NALMCO.org) or email tvitzthum@associationsinc.us*
OFFICIAL SHOW CONTRACTORS
Alliance Nationwide Exposition
PO Box 109
Paeonian Springs, VA 20129

Show Contact:
Exhibitor Services,
exhibitorassistance@alliance-exposition.com
or (888) 528-2011

Alliance Deadlines:
Freight Accepted Beginning: September 3, 2020
Advanced Freight Deadline: September 25, 2020
Dates are subject to change.

Benefits:
• Back wall & side rail drape
• 7"x44" standard booth ID sign
• 6’x30’ skirted table
• Side chairs
• Recyclable wastebasket
• Pre, post and daily cleaning in the aisles outside of booth space.

SHIPPING
• You cannot ship directly to the Renaissance Phoenix Glendale Hotel; they are not equipped to accept large shipments and will be forced to turn the shipment away.
• Alliance Nationwide Exposition can assist with show to show and last-minute shipping.
• If your shipment timing falls after the deadlines, contact Alliance Nationwide Exposition to assist with your shipping.

ELECTRICAL AND AUDIOVISUAL EQUIPMENT
Electrical power and audiovisual equipment may be ordered from the Radisson Blu Mall of America using the form in the back of this brochure.
LARGE EQUIPMENT, TRUCK AND TRAILER PARKING
Preregistration is required.

Limited space is available for large equipment, truck and trailer parking and is included on a first-come, first served basis as part of your Partnership or exhibit booth purchase.

If you are planning to bring a truck, trailer or other large equipment as part of your exhibition, please contact Denise Hoffman, CMP, Event Management Professional, meetings@nalmco.org to obtain the form and lock in your space.

HOTEL INFORMATION
Renaissance Phoenix Glendale Hotel & Spa
9495 W. Coyotes Blvd.,
Glendale, Arizona 85305 USA
+1 623-937-3700

SLEEPING ROOM BLOCK INFORMATION
The sleeping room block opens November 2019.

Standard rooms for single occupancy are $189.00. Room block for reduced rate drops September 9, 2020.

The room rate includes:
- Complimentary wireless internet in the sleeping room
- No resort fee
- Complimentary use of health facilities
- 48-hour cancellation policy

Please make your reservations early. While the hotel will guarantee the lower room rate until September 9, 2020, this does not mean they can guarantee that rooms will be available. There are a limited number of rooms set aside at the hotel for NALMCO. Rooms are on a first-come, first-served basis.

NALMCO does not use a housing service to book sleeping rooms. If you are contacted by a company other than NALMCO to book your sleeping room, please let NALMCO know.

PARKING
Guests staying at the Renaissance Phoenix Glendale Hotel & Spa may choose to valet or self-park for $20.00 per night with in/out privileges.

Attendees not staying at the Renaissance Phoenix Glendale Hotel & Spa may park in the city owned parking structure. Rates are $10 for 0–10 hours and may be paid when exiting the garage via credit card.

Parking rates are subject to change without notice.

EXHIBIT SHOW HOURS
Show Set-Up: Sunday, October 4: 12:00–5:00 p.m.
Show Tear-Down: Tuesday, October 6: 3:45–5:30 p.m.

Show Hours and Activities*

   **Sunday, October 4:**  
   6:30–7:30 p.m. (Exhibitor Light Cocktail Welcome Reception. Dinner on your own. Take this opportunity to invite clients out to dinner after the reception ends! Be sure to make restaurant reservations early.)

   **Monday, October 5:**  
   7:00–3:45 p.m. (Breakfast, one-on-one appointments, breaks and Networking Event scheduled during this time.)
   6:00–8:00 p.m. (Reception)

   **Tuesday, October 6:**  
   7:00–3:15 p.m. (Breakfast, one-on-one appointments, breaks and Affiliate Business Meeting during this time)
   6:00–8:00 p.m. (Reception)

   **Wednesday, October 7:**  
   10:00 a.m.–4:30 p.m. Golf Tournament (Optional. Additional fees apply.)

*Exhibit show hours and schedule are subject to change.

ONE-ON-ONE APPOINTMENTS
NALMCO will provide you with a One-on-One appointment schedule template onsite so you can make appointments as you go!

NETWORKING EVENT WITH EXHIBITORS
Bring business cards!

On Monday, we have a fun-filled networking event with exhibitors planned! Like speed dating, this fast-paced networking event is designed to have each General Member speak to each Associate Member for two to three minutes. It is not designed to display products/services, rather, Associates need to be prepared to give their elevator speech.

To be prepared for this event, Associate Members will need to bring at least 100 additional business cards and a game plan for making One-on-One appointments. Appointment cards will be provided.
SHOW CHECKLIST


- Booth materials shipped to Alliance no earlier than September 3, 2020.

  
  Nights booked: [ ]
  
  Hotel confirmation number: [ ]

- Complimentary and Additional Representatives registered no later than September 9, 2020. (Opens online July 2020 www.nalmco.org)

- Golf registration completed and golf clubs ordered no later than September 9, 2020. (Optional) (Opens online July 2020 www.nalmco.org)

- Electrical and AV ordered no later than September 25, 2020.

COMPLIANCE WITH LAWS

Exhibitor/Sponsor shall abide by all laws, rules, regulations, and ordinances of any applicable government authority and all rules of the Radisson Blu Mall of America, including but not limited to compliance with the Americans with Disabilities Act.

GOVERNING LAW

This Agreement shall be governed in accordance with the laws of the State of Iowa without giving effect to any choice or conflicts of law principles. The parties agree to submit to the exclusive personal jurisdiction and venue of the state courts in Polk County, Iowa, or the Federal Court in the Southern District of Iowa for disputes relating to this agreement.

Please note that Partnership fees do not include hotel accommodations, airfares or optional tours and activities. Spouses, significant others and children must pay the applicable registration fee if attending Convention functions. Only those individuals who register and have NALMCO Convention name badges/tickets may attend Convention events.
PARTNERSHIP (SPONSOR) REGISTRATION FORM

For booth only purchases, go to www.nalmco.org to reserve your booth

Completion of registration and payment, online or paper, signifies you agree to abide by NALMCO Exhibitor Rules and Regulations.

An exhibitor packet will be sent to the Key (Administrative) Contact indicated on the registration form.

All payments must be in US funds. Registrations cannot be processed without payment.

Payment may be deductible as an ordinary and necessary business expense. Consult your tax advisor for further advice.

If you have questions about registration, please email Denise Hoffman, CMP, at meetings@nalmco.org.

NALMCO Tax ID #54-1080259. The NALMCO 2019 W-9 form can be found at nalmco.org or by emailing meetings@nalmco.org.

KEY (ADMINISTRATIVE) CONTACT INFORMATION

Organization Name

Key (Administrative) Contact Name

Email

Phone

BOOTH SELECTION

Select space as shown on floor plan (page 5)

1st Choice

2nd Choice

3rd Choice

PLATINUM
Early: $12,000 | Starting August 3: $13,000

☐ Monday Evening Reception

☐ Tuesday Evening Reception

GOLD
Early: $9,300 | Starting August 3: $10,500

☐ Sunday Evening Reception Drink Tickets

☐ Monday Awards & Annual Meeting Luncheon

☐ Tuesday Luncheon

☐ Event Mobile Website

☐ Attendee Tote Bag (must be received by 8/3)

SILVER
Early: $6,900 | Starting August 3: $8,100

☐ Monday Breakfast Buffet

☐ Tuesday Breakfast Buffet

☐ Monday Breaks

☐ Tuesday Breaks

☐ Monday Beverage Station

☐ Tuesday Beverage Station

☐ Golf Tournament Prizes

☐ Attendee Name Badge Lanyards (must be received by 8/3)

BRONZE
Member Early: $4,560 | After 8/30: $5,760

☐ Golf Tournament Hole (7 available)

☐ Golf Tournament Weather

☐ Golf Tournament Beverage Cart

☐ Golf Tournament Breakfast

☐ Golf Tournament Luncheon and Awards Ceremony

☐ Electric Charging Station

Total Partnership Fee

PAYMENT INFORMATION

☐ Check ☐ MasterCard ☐ Visa ☐ AMEX

Account Number ____________________________

Expiration Date ___________ CVV Code ____________________________

Name on Card ____________________________

Cardholder Signature ____________________________

Remit signed Partnership (Sponsorship)
Agreement and payment to:

NALMCO
1255 SW Prairie Trail Parkway
Ankeny, IA 50023
Phone (515) 334-1049
Fax (515) 334-1174

For more information, contact Denise Hoffman, CMP, meetings@nalmco.org, or (515) 334-1049.

CONVENTION REGISTRATION AND CANCELLATION POLICY

• No refunds will be given for cancelled Partnerships (sponsorships).

• No refunds will be given for no shows.

• Partnership fees do not include hotel accommodations, airfares, travel or optional activities.
1. CONDITIONS TO EXHIBIT
Anyone interested in offering any product or service to the interNational Association of Lighting Management Companies (NALMCO) audience MUST register in advance. Anyone offering any product or service to the NALMCO audience without proper registration will be subject to immediate dismissal from the Convention and Trade Show. The Exhibit contract becomes valid and space is reserved only upon receipt of payment for the total cost of exhibiting.

2. EXHIBIT SPACE
The space contracted for herein is to be used for the Exhibitor whose name appears on the contract for space. Exhibitors may not sublet or resell any portion of their contracted space nor allow their badges to be used by unauthorized persons. Firms, companies or organizations that have not contracted for exhibit space or paid the exhibit hall rate, will NOT be permitted to solicit business within the exhibit area. NALMCO reserves the right to prohibit or restrict and, if necessary, remove or require correction of any exhibit that is unsuitable or objectionable for the NALMCO Trade Show or the exhibit area. Partners are given premium exhibit space, otherwise, exhibit space is assigned on a first-come, first-served basis. NALMCO has the right to modify the exhibit hall floor plan if necessary.

3. UNOCCUPIED SPACE
If unoccupied on opening day, said space is considered forfeited. NALMCO reserves the right to rent such space to any other Exhibitor or use said space in any other manner. NALMCO has the right to modify the exhibit hall floor plan if necessary.

4. EXHIBITOR PERSONNEL
During official exhibit hours, a representative for the exhibiting company must be in the booth at all times. Booth registration includes complementary representatives as noted in sponsor information. Additional representatives may be added by registering at the appropriate fee.

5. SECURITY
The exhibit hall will be locked after-exhibit hours; however, hotel personnel will have access at all times. NALMCO has no liability for any loss or damage sustained by an exhibitor during such hours or at any time, whatever the cause.

6. INDEMNITY
It is expressly understood and agreed that the Exhibitor will hold harmless and make no claim against NALMCO or its officers, members or agents for any loss, damage to or destruction of property, nor for any injury that may occur to the Exhibitor, its agents or its employees while in the exhibit facilities, nor for any damages of any nature or character whatsoever, including direct or indirect damage as a result of loss of business arising out of the exhibition or cancellation thereof. The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of Exhibitor’s activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its owner and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims.

7. DAMAGE TO EXHIBIT FACILITIES
The exhibiting company must leave space assigned and occupied in the same condition as when possession began. Exhibitor is liable for damage to walls, columns, floor, carpet, ceiling, etc.

8. CHANGE OF FLOOR PLAN
NALMCO reserves the right to change the exhibit hall floor plan and/or exhibit locations without prior permission from the Exhibitor.

9. NON-ENDORSEMENT
The exhibiting of products and services at the NALMCO Convention and Trade Show does not constitute an endorsement by NALMCO or any product or service exhibited. Exhibitors are not permitted to represent in any manner that NALMCO has endorsed goods or services by the exhibiting company.

10. CANCELLATION OF CONTRACTED SPACE
No refunds will be given for cancelled Partnerships (sponsorships). No refunds will be given for no shows.

Booth only purchase cancellations received prior to August 2, 2020, will be refunded less a $300 processing fee. No refunds will be given after August 2, 2019. No refunds will be given for no-shows.

11. CANCELLATION OF EXHIBITION
Should any cause (such as fire, strike or Acts of God, etc.) beyond the control of NALMCO arise prior to the opening date of the Trade Show causing its cancellation, it is understood and agreed that NALMCO will attempt to reschedule the event as near the original date and site as possible. If the event is not rescheduled, each prepaid exhibitor/Partner will receive a copy of the conference handouts and any other materials that would have been distributed. Fixed conference expenses will be paid from the pre-registration funds. Remaining funds will be refunded to pre-registrants. NALMCO is not responsible for any other costs incurred by pre-registrants in connection with the conference.

12. AMENDMENTS
These Rules and Regulations have been formulated for the best interest of the Exhibitors and NALMCO Convention and Trade Show. All matters and questions not covered by these Rules and Regulations may be amended at any time by NALMCO and all amendments so made shall be equally binding on all parties affected by them as the original Rules and Regulations.
NALMCO 67TH ANNUAL CONVENTION & TRADE SHOW

OCTOBER 4–7, 2020
Glendale, AZ

DEADLINE* TO REGISTER: AUGUST 3, 2020

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