

EHS MANAGEMENT FORUM  
NAEM 2008



INVITATION TO  
EXHIBIT



MANAGING THE  
GREEN

THE PEABODY MEMPHIS  
OCTOBER 22 - 24, 2008 ■ MEMPHIS, TENNESSEE

# The marketing opportunity of the year awaits you...



## Forum attendance is guaranteed to connect you with key EHS decision-makers

Gain access to leading Environmental, Health, Safety and Sustainability managers at the decision-making level. The Forum's focus on the EHS management professional is the perfect strategic venue to market your products and services. The venue is an ideal atmosphere to exchange ideas with decision makers in the profession and enhance your existing relationships.

## NAEM Invites You To Expand Your Business Portfolio

You'll build success for your business and have access to other suppliers and service providers serving the field – providing a unique setting to build strategic alliances for business development.

## Take advantage of this exclusive Sponsor/Exhibitor program

As the leading association dedicated to the advancement of EHS management, NAEM offers you exclusive access to corporate, business unit, and operational EHS managers at all levels. Attendance at the NAEM EHS Management Forum has increased every year for the past ten years. Participate, and you'll be part of a dynamic and growing EHS professional community.

- > Be surrounded by buyers – 75% of conference participants are decision-makers
- > Influence the buying decisions of leaders in global EHS management
- > Reach a captive audience to demonstrate and showcase your products & services
- > Establish new, quality leads with executive leadership

...Send in your application today!



# SELECT ACTIVITIES

## NETWORKING OPPORTUNITIES

The Forum provides you with almost 10 hours of focused time to meet with these high-level "in-house" EHS managers, including the following exclusive events in the exhibit hall:

- > **Opening Luncheon** (Wednesday)
- > **Refreshment Breaks** (Wednesday & Thursday)
- > **Welcome Reception** (Wednesday)

## BUSINESS-TO-BUSINESS LUNCHEON

*Thursday, October 23 12:30 pm-2:00 pm*

Exhibitors will have the opportunity to invite conference participants to join them during this luncheon for roundtable discussions about their products and services. Gold and Platinum sponsors will have one table, Green sponsors will share a table with another exhibitor.

## NETWORKING DINNER RECEPTION

*Thursday, October 23 7:00 pm-10:00 pm*

You are cordially invited to NAEM's special dinner event, along with all of the Forum participants. This event will take place at BB King's Club and Restaurant just steps from The Peabody Hotel. Join in this special evening and relax with other conference participants. This is the perfect opportunity to wrap up your participation in the conference. Tickets for the event are \$65/person.

## MARKETPLACE INTELLIGENCE

In addition to the exclusive events, the Forum's educational sessions provide you with the chance to find out what's on the minds of corporate, business unit, and operational EHS managers and gain competitive insight into emerging trends in EHS management.

## EXHIBIT SCHEDULE:

Tuesday, October 21, 2008

Exhibitor Move-in 12:00 noon – 6:00pm

Wednesday, October 22, 2008

Exhibit Hours 9:45 am – 3:30 pm

Morning Break 9:45 am – 10:15 am

Luncheon 11:45 am – 1:15 pm

Afternoon Break 2:45 pm – 3:15 pm

Exhibit Hall Reception 5:30 pm – 7:00 pm

Thursday, October 23, 2008

Exhibit Hours 10:00 am – 11:00 am

Morning Break 10:00 am – 11:00 am

Exhibitor's Business-to-Business

Luncheon 12:30 pm – 2:00 pm

Exhibitor Move-out 11:00 am – 5:00 pm





# SPONSORSHIPS

## PLATINUM LEVEL SPONSORSHIP

Six Platinum Level Sponsorships are available. The exclusive Platinum Sponsorship includes:

**Actual Cost: \$9,300**

**Estimated Value: \$26,000**

- > One (1) 10' x 10' booth space...with special placement in the Sponsors Area of the exhibit hall
- > Three (3) full registrations (valued at \$5385)
- > All sponsors may register up to one (1) additional person\* for \$795 (NAEM Affiliates) or \$1245 (non-Affiliates)
- > 7" x 44" identification sign (company name, city & state)
- > Up to 5MB of company promotional collateral on the NAEM 2008 Forum CD
- > Company logo and listing in the final Forum program
- > Company material included in on-site registration materials
- > A one-time mailing to NAEM members
- > Full-page advertisement in the final Forum program
- > 750-word article in the NAEM newsletter
- > A time-slot in the program for a client presentation in a concurrent session (approximately 20 minutes)
- > A Platinum Sponsor ribbon for all company representatives
- > Signage listing your company as a sponsor of the following events – Opening Night Reception; Exhibit Hall Luncheon; Breaks in Exhibit Hall
- > Pre- & Post-Forum attendee list (including name, title, company name, address only – pre-conference list will be provide approximately 2 weeks prior to Forum)
- > Company logo and link on NAEM Forum website and included in electronic outreach efforts

## GOLD LEVEL SPONSORSHIP

Six Gold Sponsorships available. The exclusive Gold Level Sponsorship includes:

**Actual Cost: \$5,600**

**Estimated Value: \$16,000**

- > One (1) 8' x 10' booth space...with special placement in the Sponsors Area of the exhibit hall
- > Two (2) full registrations (valued at \$3590)
- > All sponsors may register up to one (1) additional person\* for \$795 (NAEM Affiliates) or \$1245 (non-Affiliates)
- > 7" x 44" identification sign (company name, city & state)
- > Half-page advertisement in the final Forum program
- > 750-word article in the NAEM electronic newsletter
- > Company logo on the NAEM 2008 Forum CD
- > Company logo and listing in the final Forum program
- > Signage listing your company as a sponsor of the following events – Exhibit Hall Luncheon & Continental Breakfast
- > A Gold Sponsor ribbon for all company representatives
- > Pre- & Post-Forum attendee list (inc. name, title, company name, address only – pre-conference list will be provide approximately 2 weeks prior to Forum)
- > Company logo and link on NAEM Forum website and included in electronic outreach efforts

# NAEM Forum sponsorships offer you strategic, cost-effective marketing possibilities!

## GREEN LEVEL SPONSORSHIP

The Green Level Sponsorship includes:

**Actual Cost: \$3,300 (NAEM Affiliate Members);  
\$3,800 (Non-Affiliate Members)  
Estimated Value: \$7,500**

- > One (1) 8' x 10' booth
- > Two (2) full conference registrations (valued at \$3590);
- > All sponsors may register up to one (1) additional person\* for \$795 (NAEM Affiliates) or \$1245 (non-Affiliates)
- > 7" x 44" identification sign (company name, city & state)
- > Company listing in the final Forum program
- > A Green Sponsor ribbon for all company representatives
- > Post-Forum attendee list for one-time use only
- > Company logo and link on NAEM Forum website and included in electronic outreach efforts

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### Thursday Luncheon Keynote \$9,000

- > Full-page ad in the on-site conference program
- > One-sheet insert placed inside conference tote bag
- > One (1) complimentary registration to conference
- > Opportunity to introduce keynote speaker
- > Company logo and listing in the final Forum program
- > Company logo and link on NAEM Forum website and included in electronic outreach efforts

### Friday Keynote Breakfast \$7,500

- > Half-page ad in the on-site conference program
- > One-sheet insert placed inside conference tote bag
- > One (1) complimentary registration to conference
- > Opportunity to introduce Keynote Speaker
- > Signage at breakfast
- > Company logo and listing in the final Forum program
- > Company logo and link on NAEM Forum website and included in electronic outreach efforts

### Conference Totes \$5,000

- > Exclusive Company Logo Placement on Tote
- > One-sheet insert placed inside conference tote bag
- > One (1) complimentary registration to conference
- > Special recognition in final Forum program

### Cyber Café \$5,000

- > One-sheet insert placed inside conference tote bag
- > Company Logo Placement on screensavers in Cyber Café
- > One (1) complimentary registration to conference
- > Special recognition in final Forum program

### Badge/Lanyard \$2,500

- > Exclusive Company Logo placement on Name Badges
- > One-sheet insert placed inside conference tote bag
- > Special recognition in final Forum program

\* NAEM limits the overall number of exhibitor personnel in order to maintain the consistently high ratio of buyers to exhibitors. The intimate nature of the Forum provides exhibitors with full and easy access to attendees. We will monitor exhibitor registrations to ensure compliance.



NAEM has designated **George Fern Company** as the general contractor for your Forum exhibition needs. We've included some sample pricing for planning purposes.

Please note the exhibit hall will have aisle carpeting only. In order to maintain the overall integrity of the exhibit hall, NAEM requires you to order carpet for your booth.

Each booth is provided with back and side drape and a 44" x 7" ID sign with your company name, city and state. You

may order booth furniture, carpet, power, Internet connections, drayage (moving freight between dock & booth).

The exhibits will be located in the **Tennessee Exhibit Hall** of the Peabody Hotel.

A complete service kit with all pricing, order forms, etc. will be sent to you electronically in early August. You will be able to order what you need at that time.

9' x 10' carpet .....	\$118.50 *
6' x 24" x 30" high draped table .....	\$104.25 ec.*
Standard side chair .....	\$44 ec.*
Waste basket .....	\$14.25 ec.*
Standard electrical outlet (1500 watts/120 v) .....	\$89 ec.*
Drayage: (200 lb minimum)	
Crated or skidded via common carrier	
to Advance Warehouse .....	\$58/cwt
Direct to show site .....	\$62/cwt
(must be received no earlier than Tuesday, October 21)	
Internet connection .....	\$200* Installation fee/cable connection
(+ \$75 usage fee per add'l day per laptop)	

\* Note: All pricing based on ordering by discount deadline

## SPONSOR PERSONNEL:

Platinum sponsorship includes 3 full Forum registrations. Gold and Green sponsorships include two full Forum registrations. All sponsors may register up to 1 additional personnel for \$795 (NAEM Affiliates) or \$1245 (non-affiliates).

We limit the number of exhibitor personnel in order to maintain the consistently high ratio of buyers to exhibitors. The intimate nature of the Forum provides exhibitors with full and easy access to attendees. We will monitor exhibitor registrations to ensure compliance. Thank you for your cooperation.

Personnel registration and housing materials will be provided to all exhibitors in July.

To reserve exhibit space, or for additional sponsorship opportunities, contact:

**Christine Donnell**  
 Exposition Manager, NAEM EHS Management Forum  
 c/o Preferred Expositions, LLC  
 4916B Barbour Dr.  
 Alexandria, VA 22304-7706  
 Phone: 703-567-3476 / Fax: 202-280-1010  
 E-mail: [cdonnell@comcast.net](mailto:cdonnell@comcast.net)



## Past Sponsors & Exhibitors

3 E Company

Actio Corporation

Allegiant Global Services, LLC

AMEC Earth & Environmental

Analytical Products Group, Inc.

Arcadis

BMS Solutions

BNA

BSI Entropy International

CDM

ChemADVISOR, Inc.

CHWMEG, INC.

Citation Publishing, Inc.

Civil & Environmental Consultants, Inc.

Dakota Software

Delta Environmental Consultants, Inc.

Earth Tech, Inc.

EDSG - Environmental Data Solutions Group, LLC

ENABLON SOFTWARE SOLUTIONS

ENHESA Inc.

ENSR/AECOM

Enviance

Envirochem Services Inc.

EnvironMax

Environmental Data Resources, Inc.

EORM

ERM

ESS

First Environment, Inc.

Gannett Flemming, Inc.

Global Laboratory Evaluation & Management Program

Golder Associates

Heritage Environmental Services, LLC

HTR-GROUP

KMI

Malcolm Pirnie

Millennium Science & Engineering, Inc.

Perillon Software

Pollution Control Industries, Inc.

ProcessMAP Corporation

PureSafety

Redshift Technologies

RegScan, Inc.

RETEC

Safetec

Shaw Environmental & Infrastructure

SiteHawk (Industrial Data Systems, Inc.)

TechniData America

Trinity Consultants/T3, Inc.

United Recycling Industries, Inc.

Veolia Environmental Services

Visit [www.NAEM.org](http://www.NAEM.org) for more details. Start Your Planning NOW!

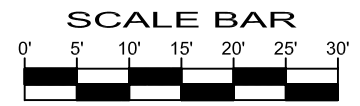


### 2008 FLOOR PLAN



#### BOOTH LEGEND

- PLATINUM LEVEL: 10' x 10' Booths (1-6)
- GOLD LEVEL: 8' x 10' Booths (7-9 and 15-17)
- Other Booths are 8' x 10'
- Tennessee Exhibit Hall, The Peabody Memphis





# MANAGING THE GREEN



## EHS MANAGEMENT FORUM NAEM 2008 THE PEABODY MEMPHIS ■ OCTOBER 22-24, 2008



### SPONSORSHIP AND EXHIBIT SPACE APPLICATION & CONTRACT

All checks must be made payable to: NAEM

To reserve your space: Attach your deposit to this contract, properly executed, and mail, fax or e-mail to:

NAEM c/o  
Christine Donnell  
Preferred Expositions, LLC  
4916B Barbour Dr.  
Alexandria, VA 22304-7706  
cdonnell@comcast.net  
Phone: 202-320-4150 ■ Fax: 202-280-1010

(Please print or type):

Company or Organization Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Company Web Site \_\_\_\_\_

Published Phone # \_\_\_\_\_

Published Fax # \_\_\_\_\_

Booth Coordinator (contact for logistics only) \_\_\_\_\_

Contact Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

**Note:** This form reserves your booth space only. We will send you exhibitor booth personnel registration forms in July.

#### CONTRACT VALIDATION

- > Enclosed is a deposit for 50 percent of sponsorship cost made payable to NAEM. The remaining 50 percent payment is due 90 days prior to the exposition (July 25, 2008).
- > Included in the sponsorship price are 3 conference registrations for Platinum Sponsors and 2 conference registrations for Gold and Green Sponsors.
- > The terms and conditions on page 9 of this agreement are hereby incorporated by reference and Sponsor/Exhibitor agrees to be bound thereby, and agree the space assigned to us shall be accepted by us unless we reject it within ten (10) days of your notice.
- > I/We request, and hereby authorize NAEM & Preferred Expositions to reserve and assign space by the booth numbers listed.

#### SPONSORSHIP REQUESTED:

- Platinum \$9,300
- Gold \$5,600
- Green \$3,300 (NAEM Affiliate Members)
- Green \$3,800 (Non-members)
- Other \_\_\_\_\_  
(Please specify from the list of Other Sponsorships)

#### NUMBER OF BOOTHS REQUESTED:

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_  
3rd Choice \_\_\_\_\_ 4th Choice \_\_\_\_\_

**COMPANY DESCRIPTION** of up to 75 words for on-site program:  
*Attach a separate sheet or e-mail to cdonnell@comcast.net – due by Friday, July 25, 2008*

**PLEASE SEPARATE US FROM THESE COMPETITORS:**  
(we will do our best to accommodate your request)

#### TYPE OF PAYMENT (Please check one):

- VISA                       MasterCard                       AmEx
- Check (payable to NAEM in US funds)

**TOTAL AMOUNT ENCLOSED:** \$ \_\_\_\_\_

Card Number \_\_\_\_\_

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

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

#### FOR OFFICE USE ONLY

Booth(s) assigned \_\_\_\_\_

Sponsorship assigned \_\_\_\_\_

Cost \$                      Paid \$                      Date                      Check #

2nd payment \$                      Date                      Check #

## NAEM 2008 EXHIBIT HALL RULES & REGULATIONS

Sponsor/Exhibitor hereby agrees to be bound by all exposition rules and regulations. Sponsor/Exhibitor further agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations; (ii) any rule or regulations of the facility where the exposition is held (iii) the terms of all leases and agreements between NAEM, Preferred Expositions, and the managers or owners of said facility; (iv) the terms of any and all leases and agreements between NAEM, Preferred Expositions and any other party relating to the exposition. Sponsor/Exhibitor shall not, nor shall Sponsor/Exhibitor permit others to do anything to the booth or do anything in the facility which would cause a difference in conditions from those previously approved by the insurance carrier of NAEM, Preferred Expositions or the owners or managers of said facility, which will in any way increase premiums payable by any of said parties, any such increase resulting from violations of this section.

### Space Assignment:

Preferred Expositions shall use its best efforts to locate the booth in one of the locations designated by Sponsor/Exhibitor on the front side hereof, and to provide physical separation of the booth from the booths of those competitors from whom Sponsor/Exhibitor has requested such separations on the front hereof. Notwithstanding the above, Preferred Expositions reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

### Hospitality Suites & Private Parties:

Only exhibitors and sponsors shall be authorized to use hospitality suites in the Official Hotel. Hospitality suites and private parties shall not be open during regularly scheduled hours of meetings, exhibits or other NAEM functions. Sponsors/exhibitors who schedule private functions in conflict with official NAEM events will not be eligible to exhibit or sponsor anything at NAEM for two (2) years. This policy will be strictly enforced.

### Equipment:

Booth equipment provided by NAEM shall be returned to NAEM at the end of the term hereon, complete and in good condition, normal wear and tear excepted. Sponsors/exhibitors shall have no right, title or interest in such equipment, but only the right to use it under this lease. Sponsors/exhibitors shall provide all other equipment at their own expense. All booth equipment shall be flameproof. All booth equipment shall be in keeping with and consistent with all rules, codes, and regulations referred to under Codes & Agreements above.

### Exclusions:

NAEM and Preferred Expositions shall have the right to exclude or to require modification of any display or demonstration which, in its sole discretion, it considers unsuitable to or not in keeping with the character of the exposition and conference. NAEM and Preferred Expositions shall have the right to prohibit the use of amplifying equipment or music which, in its sole discretion, it considers objectionable. NAEM and Preferred Expositions shall have the right to demand modification of the appearance of dress of persons or mannequins used in connection with displays or demonstrations.

### Assignment and Sublease:

Sponsors/exhibitors shall not sublet the booth or any equipment provided by NAEM, nor shall Sponsor/Exhibitor assign this lease in whole or part without written notice to and approval from NAEM or Preferred Expositions.

### Cancellation of Lease:

Sponsor/Exhibitor shall have the right to cancel this agreement at any time by written notice to NAEM. In the event of such cancellation, received up to 120 days prior to the Exposition, NAEM shall refund in full (less a \$200 administrative fee) any rental payments already made by Sponsor/Exhibitor. NAEM shall refund 50% of booth space cost on cancellations received between 120-60 days prior to the Exposition. No refund will be made on cancellations received within 60 days of the Exposition and Conference. Under all circumstances, NAEM retains the right to resell any booth space cancelled by Sponsor/Exhibitor.

### Americans with Disabilities Act (ADA):

Exhibitors shall be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act, and shall hold NAEM harmless from any consequences of exhibiting companies' failure in this regard.

### The Exhibitor Shall Be Responsible for:

Securing any and all necessary licenses or consents for a) any performances, displays, or other uses of copyrighted works or patented inventions, and b) any use of any name, likeness, signature, voice or other impression and other intellectual property owned by any third party which may be used, directly or indirectly, by the exhibitor. This includes the photographing or videotaping of any portion of the NAEM Annual EHS Management Forum and Exhibit Hall floor. The exhibitor agrees hereby to indemnify, defend and hold NAEM harmless from and against any claim of liability and any incident or resulting loss, cost, or damage (including costs of lawsuit and attorney's fees) for failure to obtain these licenses or consents and/or for infringements or other violations of the property rights or the rights of privacy or publicity of any third party.

### Liability:

This agreement shall not constitute or be considered a partnership, employer-employee relationship, joint venture or agency between NAEM, Preferred Expositions and exhibitor. Sponsor/Exhibitor hereby agrees to and does indemnify, hold harmless and defend NAEM and Preferred Expositions from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever (including but not limited to cost, interest and attorney's fees) which NAEM and Preferred Expositions may incur, suffer, be put to, pay or be required to pay, incident to or arising directly from any intentional or negligent act or omission by Sponsor/Exhibitor or any of its employees, servants, or agents. Sponsor/Exhibitor further agrees that NAEM and their respective agents and employees shall not be responsible in any way for (i) damage, loss or destruction of any property of Exhibitor or (ii) injury to Exhibitor or its representatives, agency, employees, licensees or invitees.

### Cancellation or Postponement of Exposition:

In the event that the Exposition and Conference are postponed due to any occurrence not occasioned by the conduct of NAEM, Preferred Expositions or Sponsor/Exhibitor, whether such occurrence be an act of God or the common enemy or the result of war, not civil commotion, sovereign conduct, or the act or conduct of any person or persons not party of privity to this lease, then the performance of the parties under this agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Exposition, the obligations of the parties under this agreement shall be automatically terminated and all rental payments made under this lease shall be refunded to Sponsor/Exhibitor, less a prorated share of expenses actually incurred by NAEM and Preferred Expositions in connection with the Exposition.

### Handling and Storage:

NAEM, Preferred Expositions and the owners or managers of the facility where the Exposition is to be held shall not accept or store display materials or empty crates. Sponsor/Exhibitor shall make its own arrangements for shipment, delivery, receipt and storage of such materials and empty crates. Such arrangements may be made through the official general contractor, and Sponsor/Exhibitor shall in any event provide the general contractor with copies of all bills of lading. All shipments and deliveries to the Exposition shall be prepaid. Sponsor/Exhibitor shall not incur any obligation to the official general contractor merely by reason of providing copies of any bills of lading here under.

### Security:

NAEM shall provide guard service throughout the hours of installation, show and dismantling, and exercise reasonable care for the protection of the Sponsor/Exhibitor's materials and display. Beyond this, NAEM, Preferred Expositions, the show facility and any officer or staff member thereof will not be responsible for the safety of the property or the Exhibitor, his agents, or employees, from theft, damage by fire, accident or any other cause. Sponsor/Exhibitor is required to provide all insurance and/or policy writers to cover all booth contents.

### Arrangements of Exhibits:

All booths are 8'x10' feet in size (except for the Platinum booths which are 10'x10' with a height limit of 10 feet). Standard booth backgrounds and side rails, decorated with bengaline curtains and uniform one-line signs are provided without charge. Booth backgrounds are 8' in height and divider rails are 3' in height. In the area 4' forward from the rear background of each booth, display materials may be placed up to a height not exceeding 8' from the building floor. In any portion of the booth beyond 4' from the rear background of the booth, all parts of the Exhibits shall be placed not to exceed 4' from the building floor. Exhibits not conforming to these specifications, or which in design, operation, or otherwise, are objectionable in the opinion of the management, will be prohibited. All other equipment and utilities must be rented from the official contractors. All demonstrations and displays shall be contained to the booth space rented.

### Give-aways:

Exhibitors must advise Preferred Expositions of any give-aways they plan to distribute from their booth. If there is any question about the appropriateness of the item(s), Preferred Expositions may request a sample for final approval. Each Platinum sponsor will have the opportunity to provide the NAEM registration desk with one (1) item for distribution to all Forum registrants. Preferred Expositions will coordinate with the Sponsor to see that all registration give-aways are received and distributed appropriately.

### Sponsor Registrations:

With the purchase of a Platinum sponsorship, the exhibitor shall receive three (3) complimentary full conference registrations. Gold and Green sponsorships include two (2) complimentary full conference registrations. All sponsors may register up to one (1) additional personnel for \$795 (NAEM Affiliates) or \$1245 (non-Affiliates). (This does not affect company personnel registered as speakers, which are handled separately through NAEM.)

### NAEM Forum Attendance Lists (name, title, organization, and address only):

Green sponsors will receive a post-Forum list of all participants. Only Gold and Platinum sponsors will receive both the pre- and post-Forum lists. The Platinum sponsors have the opportunity to do one (1) mailing to the entire NAEM membership. All lists are provided with authority for one (1) mailing only. Any exhibitor in violation of this will not be allowed to exhibit at the following two (2) NAEM Forums. (Note: NAEM will provide e-mail addresses for those participants who give permission to do so.)