



Annual Meeting Exhibitor Information

NMPF Associate Members:

It is that time of year! You are invited to exhibit at the 2015 Joint Annual Meeting of the National Dairy Promotion and Research Board (NDB), the National Milk Producers Federation (NMPF), and the United Dairy Industry Association (UDIA). The Annual Meeting will be held October 26-28, 2015, at Orlando World Center Marriott in beautiful Orlando, Florida.

The Dairy Bar and Exhibits gives you 14 hours over two days to market your products and services. You will have a free listing on the NMPF website and be included in annual meeting mobile app, onsite signage, and recognition in the final program as long as your logo is sent to NMPF no later than September 25, 2015.

The Annual Meeting presents a unique marketing opportunity for NMPF Associate Members over the conference dates to:

- **EXPAND your marketing dollars by reaching 800 + meeting attendees in one central location;**
- **NETWORK with dairy producers, coop executives, and other top industry contacts across the U.S.;**
- **INCREASE your company's exposure;**
- **GENERATE new business leads before, during and after the show;**
- **EDUCATE the dairy industry and SHOWCASE new products and services;**
- **CELEBRATE marketing successes; and**
- **MAINTAIN and STRENGTHEN existing customer relationships.**

The Dairy Bar provides milk, ice cream, yogurt, and string cheese throughout the day for all meeting attendees while providing exhibitors tremendous marketing and promotion opportunities to reach annual meeting attendees. As NMPF Associate Members, you have this unique opportunity to showcase your products and increase your company's exposure to the dairy industry.

The Dairy Bar and Exhibits will be located in the Royal Ballroom right next to General Session. We will be contracting with GES to handle the freight, labor, set-up/tear down of the Dairy Bar/Exhibits area. **Please register online as soon as possible but no later than Friday, September 25, 2015.**

Exhibitor Schedule

GES Set-up	Monday, October 26	7:30 a.m.- 1:00 p.m.
Exhibitor Set-Up	Monday, October 26	1:00 p.m. – 5:00 p.m.
Display Hours:	Tuesday, October 27	7:30 a.m. – 5:00 p.m.
	Wednesday, October 28	7:30 a.m. – 12:00 p.m.
Breakdown:	Wednesday, October 28	12:00 p.m. – 3:00 p.m.

Exhibitor Booth Package and Conference Registration Fee and Deadlines

Exhibit space assignments will be on a first come – first served basis beginning upon receipt of your registration.

In order to be included in the final program, meeting app, and onsite signage, the Exhibit Booth Package registration and Exhibitor Conference registration deadline is Friday, September 25, 2015. Non-exhibitor general registration deadline is October 7. Payment by check or credit card is due on or before Wednesday, October 7, 2015, to avoid being charged the \$150 late fee. Please register for your Exhibitor Booth Package and Exhibitor partial or full program Conference Registration online using the new registration link Eventbrite: <https://jointannualmeeting.eventbrite.com>

Your exhibit booth does not have to be attended to all day, but we recommend that someone be present during breaks, and before and after the general session to greet attendees and answer questions. If more than one individual from your company will be attending the booth, all will need to register for partial or full conference registration for the meeting. Each exhibitor booth package costs \$470. Since many exhibitors do not attend the General Session programs, we are offering a special NMPF Associate Member Exhibitor partial program registration fee of \$520 or full program registration fee of \$905.

Annual Meeting Exhibitor Registration Fee (Add \$150 per person to each registration postmarked after October 7, 2015 or on-site at the meeting)	Registration Fee
<i>Annual Meeting <u>Partial</u> Conference Program</i> Includes Exhibitor badge and entrance ticket to: <ul style="list-style-type: none"> • Dairy Bar, Monday NMPF Associate Member Luncheon; • Tuesday Opening Luncheon, Welcome Cheese Reception; • Wednesday Closing Luncheon, Reception, and Banquet. 	\$520
<i>Annual Meeting <u>Full</u> Conference Program</i> Includes exhibitor badge and entrance ticket to: <ul style="list-style-type: none"> • All General Sessions, Dairy Bar, Monday NMPF Associate Member Luncheon, • Tuesday Opening Luncheon, Welcome Cheese Reception, • Wednesday Closing Luncheon, Reception and Banquet. 	\$905
<i>Exhibitor Booth Package Fee</i> (Exhibitors must pay a \$470 Exhibitor Booth Package Fee <u>for each 10' x 10' exhibit booth space booked.</u> If you need two or more 10' x 10' exhibit spaces for your booth, please indicate and pay accordingly.) INCLUDES: <ul style="list-style-type: none"> • Pipe and drape (8' high back wall and 3' high side drape) • One 500 watt electrical outlet (additional electrical power is available at an extra cost) • One Company ID sign • One 6-foot draped table (3 sides draped) • Two contour chairs • One small wastebasket • Overnight Security in Exhibit Hall • General signage for the Dairy Bar/Exhibit Hall • Labor for installation/removal of drape, show material handling from warehouse to hotel and general cleaning services (removal of trash, vacuuming) 	\$470
All Exhibitors will receive a standard 500 Watts of electricity included in the exhibit package. (If you pay for 2 exhibit booths, you will have 500 watts for each exhibit booth.)	500 watts

Once you register to exhibit, you will receive a confirmation email from NMPF with your booth number as well as a diagram of the exhibit space layout. Information on the exhibitor services manual will be sent by GES mid-September for you to order additional items for your exhibit booth. GES will be handling all additional requests for your exhibit booth that aren't offered in the standard booth packages (such as furnishings, labor, accessories, special signage, graphics, specialty furniture, plants, shipping etc...). These requests/services are available from GES at an additional cost.

All checks should be made **payable in U.S. funds** from a U.S. bank and made payable to **NMPF/Exhibits 2015**. Additional exhibit packets can be obtained by downloading the Annual Meeting information and exhibitor packet at www.nmpf.org/nmpf-joint-annual-meeting or by contacting **Anuja Miner** at AMiner@nmpf.org or (703) 243-6111.

You can enter credit card information on the registration site. Send check payment to be received no later than Friday, October 7 to:

**NMPF Exhibits c/o Louise Habura
Dairy Management, Inc.
10255 W. Higgins Road, Suite 900
Rosemont, IL 60018 - 5616
Phone: (847) 627-3361 Email: Louise.Habura@dairy.org**

Refunds

Exhibit/Exhibitor refund requests must be made in writing and sent to **Anuja Miner via email at Aminer@nmpf.org, or fax (703) 841-9328**. A full refund will be given for a cancellation emailed or faxed by Wednesday, October 14. **(There will be no refunds for exhibitor booth fees or exhibitor registrations received after Wednesday, October 14, 2015.)**

Company Logo Needed by September 25 for Inclusion in Annual Meeting Materials

In order for your company logo to be included in annual meeting materials and on the NMPF website, please send your logo ASAP but no later than September 25, in EPS format to Anuja Miner at aminer@nmpf.org. Your company name will be listed in the final program, meeting mobile app and onsite signage. **If you have a Company web link, Facebook, or twitter account, please include the information so that we can make it available to attendees.**

Liability

By registering to exhibit, Exhibitor ("Exhibitor") agrees to defend, indemnify and hold harmless, Orlando World Center Marriott, Dairy Management Inc., National Milk Producers Federation, and their owners, managers, officers or directors, agents, employees, independent contractors, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. 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 Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

NMPF Associate Member Luncheon – Monday, October 26, 2015 – Siro Restaurant

NMPF will be hosting their annual Associate Member Luncheon at the Orlando World Center Marriott on **Monday, October 27, from 11:30 a.m. – 12:30 p.m. in the Siro Restaurant on the Lobby Level of the hotel.** NMPF staff will provide you with an update on dairy issues and policies that will be of special interest to associate members. More than one individual from your company is welcome to attend the lunch. Please be sure to register them with Anuja Miner at Aminer@nmpf.org or (703) 243-6111 so that we can reserve them a seat.

Security

The exhibit area will have a security guard at night. Please do not leave anything of value in the Dairy Bar/Exhibit area. Even though we have contracted for security, DMI, NMPPF, and the Orlando World Center Marriott will not be held responsible for any lost, left, missing, damaged or stolen items.

Hotel Reservation Information

Orlando World Center Marriott www.marriott.com/hotels/travel/mcowc room reservation deadline is Friday, October 7. The guest room rate at the Orlando World Center Marriott is \$199 for single/double occupancy plus applicable taxes. Hotel reservations can be made by calling **1-888-789-3090** and mentioning group code **2015 NDB/NMPPF/UDIA** to receive the discount group rate. Online hotel reservations can also be made through the hotel link on <https://resweb.passkey.com/go/2015JDC>. Hotel room registration confirmations will be sent to each individual by the hotel. You are responsible for all hotel room deposits, payments, changes, and cancellations. After October 7, hotel reservations will be honored on a "space and rate available" basis. Be sure to guarantee your reservation with one night's deposit.

Please make your hotel reservations asap. Review hotel guidelines for cancellation information. If you change or cancel your hotel reservation, please obtain and keep a record of the confirmation or cancellation number. Check-in time is 4:00 p.m. and check out time is 11:00 a.m.

Audio Visual, Internet, and Phone Service Requests

PSAV is the Orlando World Center Marriott's service provider of Exhibitor AV, Internet and Phone services. **Please see attached PSAV Exhibitor form and Marriott Credit Card Authorization form for pricing.** Questions about these services, please contact **Joe Dunphy** with PSAV at the Orlando World Center Marriott at jdunphy@PSAV.com or **(407) 948-7426**.

Electrical Service Requests

Electrical is ordered through GES and 500 watts is already included in a standard booth exhibitor package that we will order for you. Additional electrical outlets can be provided, but it is imperative we know in advance of your requirements so that we can arrange for the installation and labor. Your credit card will not be charged if you order only the standard 500 watts electricity. An additional charge will be added if you order electrical over 500 watts. This can be done through the online GES online link which we will send you in the confirmation notice once you have registered to exhibit. Please provide your own extension cords or there will be extra fees.

Permission for Food Samples

Please contact Gloria Kargenian at DMI (847) 627-3305 or Gloria.Kargenian@rosedmi.com, if you will be having any food samples. We need to know the quantity of food samples you will have, where you plan on storing the samples, and if it needs refrigeration. Your company must obtain special permission and complete a waiver from the Orlando World Center Marriott to serve and store food samples, and /or use special cooking equipment which will need to be approved by the Fire Prevention Specialist. As always, all catering and portage needs must be contracted and paid for by the exhibitor with the Orlando World Center Marriott. Other additional requirements such as help setting up your booth must go through GES and there will be an extra labor charge involved. Additional information can be found in the GES information packet under the Fire Regulations section.

Shipping Personal Inbound Guest Packages to the Orlando World Center

FedEx Business Office

Monday – Friday from 7:00 a.m. – 7:00 p.m.
Saturday – Sunday from 7:00 a.m. – 4:00 p.m.
Phone: (407) 239-6411 or Fax: (407) 239-6164
Email: usa5517@fedex.com

Services available include: Copy, printing and faxing, computer rental, packing and shipping, posters, signs and banners, conference materials (name tags, binders, presentations and menus, equipment rental of copiers, printers, shredders and secure shredding bins.

Due to storage capabilities, please plan to have your personal packages shipped to the following address **no more than five business days prior to your arrival**. Storage fees will be assessed if you require extensive storage space or if packages arrive more than five days prior to arrival/remain for more than five days following departure. All boxes shipped to the Orlando World Center Marriott require a release signature before being released from Fed Ex Office’s custody to the intended recipient.

Please communicate the total number of boxes being shipped and any special delivery time/instructions to FedEx Office Parcel Management Team.

Email: usa5517@fedex.com Fax: (407) 239-6164

Please add the following to incoming shipments for proper delivery:

Orlando World Center Marriott
Hold for (Event Name) (Arrival Date)
(Recipient Company Name)
(Recipient Name) (Recipient Cell Number)
8701 World Center Drive
(Meeting Room if available)
Orlando, FL 32821

Package Handling Fees

Handling Fees: Fees applied per package in addition to normal shipping costs range from \$5.00 - \$150.
Storage Fees: Fees apply to each package received more than 5 calendar days before delivery to recipient range from \$25 - \$50/per package.

These fees are applied in addition to any shipping/transportation charges. If you need to ship a small personal **non/exhibit** box directly to the Orlando World Center Marriott, they recommend that your package/s be delivered (3) working days prior to the conference.

Labor Jurisdictions

Orlando

All work performed in the Exhibit Area is under union jurisdiction and under safety jurisdiction. Show management and all exhibitors are expected to comply with the unions and with fire and safety requirements in effect.

In the interest of safety, continuity, security and control, the following are understood as exclusive services if provided by GES: material handling, receipt/unloading of inbound Federal Express and UPS shipments, audio visual, rigging, and electrical, plumbing and custom cleaning. Should the facility provide some or all of the following services: electrical, plumbing, compressed air, sign hanging, cleaning of certain areas and phones, their work rules and union jurisdictional issues would apply for these services.

Exhibit Labor

All work involved in the erection, touch-up painting, dismantling, and repair of all exhibits – when this work is done by persons other than your full-time company personnel – will fall under union jurisdiction. This work is to include wall coverings, floor coverings, pipe and drape, painting, hanging of signs and/or decorative materials from the ceiling, placement of all signs, and the erection of platforms used for exhibit purposes.

Freight Handling

All work involved in the loading and unloading of all trucks, trailers and common and contract carriers, as well as the handling of empty crates and the operation of material handling equipment, is under union jurisdiction. The union also has the jurisdiction of the unloading, uncrating, unskidding, leveling, painting and assembly of machinery and equipment, as well as the reverse process.

Full-time employees of exhibiting companies may ‘hand carry’ material provided they do not use material handling equipment. When exhibitors do choose to ‘hand carry’ material, they may not be permitted access to the loading dock/freight door areas. Global Experience Specialists, Inc. will not be responsible for any material we do not handle.

All exhibitors are expected to comply with any union requirements in effect and as outlined in the “SHOW SITE WORK RULES” section of the Exhibitor kit.

Gratuities

Our work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

Always Honest Hotline

GES requires the highest standards of integrity from all employees. Please call our confidential always Honest hotline at 866.225.8230 to report fraudulent or unethical behavior.

Union	Responsibilities
IATSE	<p>Union exhibit labor claims jurisdiction for the installation, dismantling and cleaning of prefabricated exhibits and displays when this work is done by persons other than full time company personnel. Exhibitors handling this work themselves must be prepared to provide proof of full time employment.</p> <p>Union labor has the responsibility of receiving and handling all exhibit materials and empty crates. It is their responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the exhibition.</p>

2015 Annual Meeting Exhibitor Deadlines and Checklist

Tuesday, September 22

- ✓ Start date for Exhibitor shipments to be received at GES warehouse

Friday, September 25

- ✓ Exhibitor booth package and exhibitor (partial or full) conference online registration deadline (payment due Friday, October 7)
- ✓ All exhibitor logos due to NMPF in order to be included in final program, NMPF website, annual meeting app, onsite signage, etc...
- ✓ GES exhibitor show packet available online to registered exhibitors.
- ✓ GES Discount graphics deadline to supply GES with print ready copies for posters, signs etc...
- ✓ Audio visual, internet and electrical requests (American AVC) for hotel AV due to NMPF.

Wednesday, October 7

- ✓ Exhibitor booth package and exhibitor conference registration payment due to DMI/NMPF. Payments received after October 7, will be charged a late fee of \$150.00 for each registration.
- ✓ GES Graphics deadline - Last date to supply GES with print ready copies for posters, signs etc...
- ✓ Orlando World Center Marriott hotel room deadline – Room rate \$199/night++

Friday, October 9

- ✓ GES Deadline for orders and payment for additional items/service orders.

Wednesday, October 14

- ✓ Exhibitor refund request due in writing to Anuja Miner at NMPF office to be eligible for a refund.

Wednesday, October 21

- ✓ Deadline for exhibitor freight/boxes to arrive at GES Warehouse.
- ✓ Deadline for small personal boxes to arrive at the Orlando World Center Marriott.

Monday, October 26

- ✓ Exhibit materials moved from GES Warehouse to Orlando World Center Marriott.
- ✓ GES to set up hall with exhibit booths and move exhibit materials 7:00 a.m. – 5:00 p.m.
- ✓ Associate Member Luncheon: 11:30 a.m. – 12:30 p.m. in Siro Restaurant
- ✓ Exhibitors move into exhibit booths 1:00 – 5:00 p.m.

Tuesday, October 27 and Wednesday, October 28, 2015

- ✓ Exhibits showing in the Dairy Bar. – October 27 from 7:30 a.m. – 5:00 p.m. and
- ✓ October 28 from 7:30 a.m. – 12:00 p.m.

Wednesday, October 28, 2015

- ✓ Exhibitor tear-down from 12:00 p.m. – 3:00 p.m.
- ✓ All exhibits to be shipped out via UPS, FedEx, or common carrier by FEDEX Office or GES freight services.
- ✓ 2:00 p.m. check in time for all common carrier drivers
- ✓ 3:00 – 5:00 p.m. GES finishes tear-down and removal of all exhibit items.

Questions, please do not hesitate to contact Anuja Miner at (703) 243-6111 ext. 357 or aminers@nmpf.org. We look forward to seeing you in Orlando!