



JOINT ANNUAL MEETING

October 31-November 2, 2016

Gaylord Opryland Hotel - Nashville, Tennessee



Exhibitor Information

NMPF Associate Members:

It is that time of year! We invite you to participate and exhibit at the 2016 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 31- November 2, 2016, at the Gaylord Opryland Hotel in Nashville, Tennessee.

The Dairy Bar and exhibits give you 15 hours over two days to market your products and services to a select audience. The registration deadline is **September 9, 2016**.

Upon receipt of your registration, payment and logo, you will receive:

- Free listing on the NMPF website,
- Mention in our annual meeting mobile app,
- On-site signage, and
- Recognition in the final program.

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 consumer;
- **SHOWCASE** new products and services;
- **CELEBRATE** marketing successes; and
- **BUILD, ESTABLISH and STRENGTHEN** existing customer relationships.

The exhibits are displayed in the Dairy Bar which provides milk, ice cream, yogurt, and string cheese to all meeting attendees throughout the day. This provides exhibitors tremendous marketing and promotion opportunities to reach annual meeting attendees.

The Dairy Bar and exhibits will be located in the Presidential Ballroom AB, next to General Session. **Please register as soon as possible but no later than Friday, September 9, 2016.** Once you register to exhibit, you will receive a confirmation email from NMPF with your booth number and a diagram of the exhibit space.

Exhibitor Schedule		
Event	Date	Time
Freeman Set-Up	Monday, October 31	7:30 am – 1:00 pm
Exhibitor Set-Up		1:00 pm – 5:00 pm
Exhibit Display Hours	Tuesday, November 1	7:30 am – 6:00 pm
	Wednesday, November 2	7:30 am – 12:00 pm
Dismantle – Exhibitors	Wednesday, November 2	12:00 pm – 3:00 pm

Freeman Service Contractor

Freeman has been contracted as the service provider for the 2016 Joint Annual Meeting and will ensure the orderly and efficient installation and removal of the overall exhibition. They will provide and assure the coordination of facility regulations and requirements with the hotel. Freeman will staff and maintain an on-site service desk before, during and after the exhibition to serve as a focal point for exhibitors needs.

The official Freeman exhibitor service kit is available online at www.freemanco.com/preshowFAQ and will include information on:

- Freight shipping and handling to the Freeman Warehouse
- Labor regulations and rates
- Furniture, display and other decorating rentals
- Ordering electrical and telephone services

These requests/services are available from Freeman at an additional cost. Visit www.freemanco.com/store. To receive the discount, **orders must be placed to Freeman by October 10, 2016.**

Customer Service Phone Number: (615) 884-5785 or FreemanNashvilleES@freemanco.com

Exhibitor Booth Package and Conference Registration Fee Deadlines

Booth space is very limited. Exhibit space assignments will be on a first-come-first-served basis beginning upon receipt of your registration and payment.

You will need to register and pay for both:

1. Each exhibitor booth package (\$500) and
2. Each booth staff partial (\$520) or full (\$905) meeting registration fee

If more than one individual from your company will be attending the booth, all will need to register to obtain an exhibitor name badge. Your exhibit booth does not have to be attended to all day, but we recommend that someone be present during breaks, before and after the General Session to greet attendees and answer questions. 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 if attending the meeting, **the full program registration fee of \$905.**

In order for your company to exhibit and be included in the final program, meeting app, and onsite signage, **the Exhibit Booth Package registration and Exhibitor Conference registration deadline is Friday, September 9, 2016.** Payment by check or credit card is due on or before Friday, September 9, 2016. Please register for your Exhibitor Booth Package and Exhibitor partial or full-program Conference Registration by filling out the enclosed application and submitting to NMPF.

Annual Meeting Registration – Exhibitor Attendee		Registration Fee
<i>Exhibitor <u>Partial</u> Conference Registration</i> <u>Includes Exhibitor badge and entrance ticket to:</u> • Dairy Bar • Tuesday Lunch, NMPF Associate Member Reception, Welcome Cheese Reception • Wednesday Lunch, Reception, and Banquet.		\$520
<i>Exhibitor <u>Full</u> Conference Registration</i> <u>Includes exhibitor badge and entrance ticket to:</u> • All General Sessions, Dairy Bar; • Tuesday Lunch, Tuesday NMPF Associate Member Reception, Welcome Cheese Reception; • Wednesday Closing Luncheon, Reception and Banquet.		\$905
Exhibitor Booth Package		Registration Fee
(Exhibitors must pay a \$500 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: • 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 (7" x 44") • 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/Exhibits • Labor for installation/removal of drape, show material handling from warehouse to hotel and general cleaning services (removal of trash, vacuuming)		\$500
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

All checks should be made **payable in U.S. funds** from a U.S. bank and made payable to **NMPF/Exhibits 2016**. **Send check payment to be received no later than Friday, September 9**. Additional exhibit packets can be obtained by downloading the Annual Meeting information and exhibitor packet at <http://www.nmpf.org/2016-nmpf-annual-meeting> or by contacting **Louise Kamali**.

NMPF Exhibits c/o Louise Kamali
National Milk Producers Federation
2101 Wilson Blvd., Suite 400
Arlington, VA 22201
Phone: (703) 294-4349

Email: Lkamali@nmpf.org

Refunds

Exhibit/Exhibitor refund requests must be made in writing and sent to **Louise Kamali via email at Lkamali@nmpf.org or fax (703) 841-9328**. A full refund will be given for a cancellation emailed or faxed by Wednesday, October 12. **(There will be no refunds for exhibitor booth fees or exhibitor registrations received after Wednesday, October 12, 2016.)**

Company Logo Needed by September 9, 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 9**, in EPS format to Louise Kamali at Lkamali@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.**

2016 Annual Meeting Exhibitor Deadlines and Checklist

Please refer to the following check list to make sure you have completed the necessary materials by the listed deadline.

Friday, September 9

- ☐ Exhibitor booth package and exhibitor (partial or full) conference registration and payment deadline
- ☐ All exhibitor logos in EPS format due to NMPF in order to be included in final program, NMPF website, annual meeting app, onsite signage, etc...

Monday, October 3

- ☐ Start date for Exhibitor shipments to be received at Freeman warehouse

Friday, October 7

- ☐ Gaylord Opryland Resort hotel room reservations deadline – Room rate \$189/night++

Monday, October 10

- ☐ FREEMAN Discount graphics deadline to supply Freeman with print ready copies for posters, signs etc...

Wednesday, October 12

- ☐ Exhibitor refund request due in writing to Louise Kamali at Lkamali@nmpf.org or fax (703) 528-3705 to be eligible for a refund.

Monday, October 24

- ☐ Deadline for exhibitor freight/boxes to arrive at Freeman Warehouse. Materials arriving after Monday, October 24, will be received and additional handling charges will apply.
- ☐ Deadline for small personal boxes to arrive at the Gaylord Opryland Resort and Convention Center.

Monday, October 31

- ☐ Exhibit materials moved from Freeman Warehouse to Gaylord Opryland Resort and Convention Center.
- ☐ Freeman to set up hall with exhibit booths and move exhibit materials 7:00 a.m. – 5:00 p.m.
- ☐ Exhibitors move into exhibit booths 1:00 – 5:00 p.m.

Tuesday, November 1

- ☐ Exhibits showing in the Dairy Bar from 7:30 a.m. – 6:00 p.m.
- ☐ NMPF Associate Member Reception: 5:00 pm – 6:00 pm

Wednesday, November 2

- ☐ Exhibits showing in the Dairy Bar from 7:30 a.m. – 12:00 p.m.
- ☐ 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 Freeman freight services.
- ☐ 2:00 p.m. check in time for all common carrier drivers
- ☐ 12:00 pm – 5:00 p.m. Freeman finishes tear-down and removal of all exhibit items.

Liability

All companies or individuals registering to exhibit at the Joint Annual Meeting agree to the following:

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Marriott Gaylord Opryland Resort or Dairy Management Inc. or their owners or managers, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Marriott Gaylord Opryland Resort, Dairy Management Inc., and their respective owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include, without limitation, 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, Hotel or any part thereof.

NMPF Associate Member Reception – Tuesday, November 1, 2016

This year, NMPF will host an **Associate Member Meeting and Reception** at the Gaylord Opryland Resort and Convention Center on Tuesday, **November 1, from 5:00-6:00 p.m.** 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 reception. Please be sure to register them on the registration form or with Louise Kamali at Lkamali@nmpf.org or (703) 294-4349.

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, NMPF, and the Gaylord Opryland Resort and Convention Center will not be held responsible for any lost, left, missing, damaged or stolen items.

Hotel Reservation Information

The **Gaylord Opryland Resort and Convention** room reservation deadline is **Friday, October 7**. The guest room rate at the hotel is **\$189 for single/double occupancy plus applicable taxes** and is inclusive of the resort fee. Hotel reservations can be made by calling **1-877-491-7397** and mentioning the **Joint Dairy Conference** to receive the discount group rate. Online hotel reservations can also be made through the hotel link on https://resweb.passkey.com/Resweb.do?mode=welcome_gi_new&groupID=66341715. 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 Friday, 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 as soon as possible. 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 Gaylord Opryland Resort and Convention Center's service provider of exhibitor AV, internet and phone services which will be ordered through Freeman. **Please refer to the Freeman Service Kit or Freeman link which will be sent to you after we have confirmed your Exhibitor and Meeting Registrations and given you a booth number.** For questions about audio visual services, please contact **Jesse Cartwright** with PSAV at Gaylord Opryland at **(615) 458-2643** or jcartwright@psav.com.

Electrical Service Requests

Electrical is ordered through Freeman and 500 watts is already included in a standard booth exhibitor package that we will order for you upon registration. 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 additional electrical over 500 watts. This can be

done through the **Freeman service kit or online link which we will send you in once you have registered**. 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@dairy.org if you will be having any food samples. We need to know the quantity of food samples you will be shipping, where you plan on storing the samples, and if it needs refrigeration. Your company must obtain special permission and complete a waiver from the Gaylord Opryland Resort 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 Gaylord Opryland Resort and Convention Center. Other additional requirements such as help setting up your booth must go through Freeman and there will be an extra labor charge involved. Additional information can be found in the Freeman service kit under the Fire Regulations section.

Shipping Information to Freeman Warehouse

Please note that the Gaylord Opryland Resort and Convention Center will not accept any exhibitor freight. Exhibitor freight MUST be sent directly to FREEMAN Warehouse in advance starting no earlier than Monday, October 3 and arriving no later than Monday, October 24, 2016. Due to tight security and lack of adequate storage space at the Gaylord Opryland Resort and Convention Center no direct shipments are permitted to this facility.

Warehouse Shipping Address:
To: _____
Exhibitor Name/Company

C/O FREEMAN
1701 LEBANON PIKE CIRCLE
NASHVILLE, TN 37210

Exhibiting Booth # _____
EVENT: NDB/NMPF/UDIA Annual Meeting – Exhibits 2016
Box # _____ of _____ Boxes

Receiving hours at the Freeman warehouse are Monday – Friday, 8:00 a.m. – 3:30 p.m. Closed 12:00 p.m.-1:00 p.m. and holidays. **Certified weight tickets are required for all shipments. Drivers must check in by 2:00 p.m. to be guaranteed same day unloading.** Everything shipped to Freeman will be transported to the Gaylord Opryland Resort and Convention by Freeman on Monday, October 31. Place a white address label on each box. Labels are available to download and print with the online Freeman Service Kit or Freeman link. You can make extra copies of the label if needed. Please keep a copy of your tracking information in case you need to track any missing boxes.
Freeman will be onsite to assist you in coordinating any last minute services, ordering additional products and answering questions. Provide your carrier with the Freeman warehouse number (615) 884-5785.

Exhibitor Services Department:

Phone: 615-884-5785
www.freemanco.com/preshowFAQ
www.freemanco.com/postshowFAQ
www.freemanco.com/store

Shipping Personal Inbound Personal Guest Packages to the Gaylord Opryland Resort

FedEx Office Business Center

Monday – Friday from 6:00 a.m. – 9:00 p.m.

Saturday – Sunday from 6:00 a.m. – 9:00 p.m.

Phone: (615) 391-0381

Email: usa5520@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 (5) 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 Gaylord Opryland Resort and Convention Center 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: usa5520@fedex.com Fax: (615) 885-3054

To expedite handling of your package, please ensure package(s) are delivered to the hotel one or more days prior to your event. Please add the following to incoming shipments for proper delivery:

Hold for Guest: (Guest Name) (Guest Cell Phone Number)
c/o FedEx Office at Gaylord Opryland Resort and Convention Center
2800 Opryland Drive
Nashville, TN 37214
(Conference/Group/Event Name)
Box ____ of ____

Package Handling Fees

Handling Fees: Fees applied per package in addition to normal shipping costs range from \$5.00 - \$150 and up.

Storage Fees: Fees apply to each package received more than five (5) calendar days before delivery to recipient range from \$25-\$50/per package. Items measuring over 6.5 feet in size are considered oversize and will be assessed an additional oversize fee if stored more than five (5) calendar days.

These fees are applied in addition to any shipping/transportation charges.

Labor Information

Union Labor may be required for your exhibit installation and dismantle. Please carefully read **the UNION RULES AND REGULATIONS in the Freeman service kit to determine your needs**. Exhibitors supervising Freeman labor will need to pick up and release their labor at the Service Desk onsite. Refer to the order form under Display Labor for Straight time and Overtime hours.

Freeman Union Jurisdictions Nashville, TN

To assist you in planning for your participation in this upcoming exposition, we are certain you will appreciate knowing in advance that union labor may be required for certain aspects of your exhibit handling. To help you understand the jurisdiction of the various unions, we ask that you read the following:

Exhibit Installation and Dismantling: Currently we have an agreement with the Local Stagehand Union to provide labor for display installation and dismantling. Full time employees of the exhibiting companies may set their own exhibits without the assistance of this Union. Any labor services that may be required beyond what your regular fulltime employees can provide must be rendered by the Union or an Exhibitor Appointed Contractor. Labor can be ordered in advance by returning the Display Labor Form, or at show site from the Freeman Service Center.

Material Handling: Exhibitors and full time employees of exhibiting companies may hand carry their own materials into the exhibit facility. However, the use or rental of dollies, flat trucks, pallet jacks or other mechanical equipment is not permitted. Freeman has the responsibility of receiving and handling all exhibit materials and crates, with the exception of items Exhibitors hand carry. Freeman will control access to the loading docks in order to provide for a safe and orderly move in/out. Unloading or reloading at the dock of any and all contracted carriers will be handled by Freeman.

Vehicles must not be left unattended at the loading areas. Any unattended vehicles will be towed at the owner's expense.

Fire Marshal regulations absolutely prohibit the storage of empty containers in the exhibit hall. Arrangements have been made with Freeman to store empty crates and containers. Please refer to the Material Handling section of this manual for information regarding the handling of empties, disposal of skids, etc.

Gratuities: Tipping is expressly prohibited. This includes such practices as giving money, merchandise or other special consideration for services rendered. Please do not give breaks other than mid-morning and mid-afternoon, when the union has a scheduled 15 minute paid break. Meal breaks are one hour. Any attempt to solicit a gratuity by and employee should be reported immediately to the Exhibit Manager or a Freeman Supervisor.

Safety: Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Freeman cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order the appropriate labor on the Display Labor Form and the necessary ladders and tools will be provided.

Questions

If you have questions, please do not hesitate to contact Louise Kamali, NMPF, Sr. Director, Meetings, at (703) 294-4349 or Lkamali@nmpf.org. We look forward to seeing you in Nashville!



JOINT ANNUAL MEETING

October 31-November 2, 2016

Gaylord Opryland Hotel - Nashville, Tennessee



Exhibitor Registration Form

Exhibit space assignments will begin upon receipt of the fully completed Exhibitor Registration Form and payment. Registration Deadline and payment is September 9, 2016.

- Exhibitor Booth Registration form
- Annual Meeting registration (partial or full conference)
- Payment
- Company logo sent to Lkamali@nmpf.org in EPS format

Payment Information

Payment for Annual Meeting exhibitor conference registration and for the exhibitor booth package can be made via credit card or check in U.S. funds drawn on a U.S. bank and made payable to: **NMPF Exhibits c/o Louise Kamali National Milk Producers Federation, 2101 Wilson Blvd., Suite 400, Arlington, VA 22201.** Phone (703) 294-4349. Fax: (703) 841-9328 or email Lkamali@nmpf.org. **Deadline: Friday, September 9.**

Refunds will be given for cancellation of Annual Meeting exhibitor fees and exhibit booth registration **received in writing by October 12, 2016, to Louise Kamali at Lkamali@nmpf.org or by fax at (703) 841-9328**, or via mail at the NMPF address listed above. **No refunds will be given after October 12, 2016.**

Please print clearly all information as you wish it to appear on your name badge.

First Name		Last Name	
Company or Association			
Address			
City	State	Zip	Country
Work Phone	Cell Phone	Fax	Email Address
Company Web link	Facebook Link	Twitter Link	

Additional exhibiting staff in your company attending/working the exhibit booth must pay partial (\$520) or full (\$905) Annual Meeting registration fee in order to obtain a badge. Please register below.

NMPF Associate Member Reception – Tuesday, November 1, from 5:00–6:00 p.m.

The registration fee also includes the NMPF Associate Member Reception. Please indicate if you will attend and include names of other exhibiting staff in your company who will attend.

First Name	Last Name	Registration Fee Paid	Attending NMPF Associate Member Reception (yes/no)
1.			
2.			
3.			

Annual Meeting Registration	Registration Fee	Number of Registrants	Amount Due
<i>Exhibitor <u>Partial</u> Conference Registration</i> Includes exhibitor badge and entrance ticket to: • Dairy Bar; • Tuesday Lunch, NMPF Associate Member Reception, Welcome Cheese Reception; and • Wednesday Lunch, Reception and Banquet.	\$520		\$
<i>Exhibitor <u>Full</u> Conference Registration</i> Includes exhibitor badge and entrance ticket to: • General Sessions, Dairy Bar; • Tuesday Lunch, NMPF Associate Member Reception, Welcome Cheese Reception; and • Wednesday Lunch, Reception and Banquet.	\$905		\$
Exhibitor Booth Package Registration (Exhibitors must pay a \$500 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.)	Registration Fee	Number of Exhibit Booths	Amount Due
Standard 10' x 10' exhibitor booth package fee includes: Pipe and drape, one 500-watt electrical outlet, one 7" x 44" booth sign, one 6-foot draped table, two side chairs, one wastebasket, security, general signage inside and outside the Dairy Bar, Exhibit Hall, labor for set up/tear down of drape, show material handling from warehouse to hotel, and general cleaning services (removal of trash, vacuuming)	\$500		\$
Total Amount Due			\$
Yes, please sign me up for 500 watts of <u>electricity</u> that is included in the standard exhibit package. (If you pay for 2 exhibit booths, you will have 500 watts for each exhibit booth.)	500 watts		
Please indicate if you are contracting for additional electricity in 500-watt increments. Additional fee involved to Freeman.			
☒ Yes, we agree to abide by all the Rules & Regulations which are set forth by the NDB/NMPF/UDIA Annual Meeting as well as its official show contractors Freeman and the Gaylord Opryland Resort and Convention Center.			
Check Payment () Name / Company on Check	Check #	TOTAL AMOUNT PAID	\$
Credit Card Payment () Visa () Master Card () American Express		TOTAL AMOUNT PAID	\$
Cardholders Name			
Account #	Expiration Date		
Security code (on back of card for Visa, Master Card, Discover)			
Security code (on front of card for American Express)			
Cardholder's Signature			

DO NOT WRITE IN THIS BOX – FOR OFFICE USE ONLY	Date Received _____
Check # _____	Check Amount \$ _____
Member Code _____	Booth # _____