

STATE BOARD OF REFRIGERATION EXAMINERS
REFRIGERATION UP-DATE 2012

Hickory Metro Convention Center, Hickory, NC
Wednesday, May 9, 2012
8:00 am – 1:00 pm

Twelve reasons you can't afford to miss Refrigeration UP-DATE 2012

- **Generating sales leads**
- **Generating actual sales at the show**
- **Enhancing your image and visibility**
- **Reaching a specific audience**
- **Establishing a presence in the marketplace**
- **Improving the effectiveness and efficiency of your marketing efforts**
- **Personally meeting your customers, competitors and suppliers**
- **Prospecting for new customers**
- **Introducing new products and services**
- **Demonstrating your product in ways not possible using other marketing channels**
- **Recruiting distributors or dealers**
- **Educating your target audience**

Exhibiting at a trade show offers you one of the best ways to get in front of a lot of customers and prospects in a relatively short amount of time. Trade shows give you the opportunity to not only show your product or describe your service, but also create that all important first impression. According to a Simmons Market Research Bureau study, 91% of respondents ranked trade shows as "extremely useful" as a source for product purchasing information. This was higher than any other source, including on-site visits from reps. Also, nearly half of the respondents had purchased products or services at the trade show.

Show Schedule:

Tuesday, May 8, 2012

12:00 noon – 5:00 PM Booth set-up

Wednesday, May 9, 2012

6:00 – 8:00 AM Booth set-up

8 00 AM Show Opens

9:00 AM – 12:00 Noon Seminars

1:00 PM Show Closes

Booth Information and Rates:

- All booths are 10' x 10' or multiple increments of 10' x 10'
- Rates are \$140 per 10' x 10' booth
- Booth assignments are on a first-come, first-serve basis. Every effort will be made to honor your first selection; however, in the event none of the space you requested is available, SBRE will make the assignment.
- Cancellation notices must be made in writing to SBRE. Cancellations prior to March 1, 2012 will receive full refunds.

Booth Furnishings:

- Identification Sign
- Draped ten-foot high back-wall and three-foot high side rails
- Draped six-foot table and two chairs
- Company and product listing in handout
- Name tags for booth personnel
- All electrical, telephone, etc. requirements must be made through Hickory Metro Convention Center – 828-324-860

Shipping to the Convention Center:

The Hickory Metro Convention Center will refuse all freight whether shipped common carrier, overnight delivery, etc. if the freight is received at hours other than 8:00 am to 5:00 pm or on or before May 4, 2012. Packages and labels should be addressed as follows:

Hickory Metro Convention Center
Attn: State Board of Refrigeration Examiners
1960 13th Ave., Dr., SE
Hickory, NC 28602
Packages should be marked "Hold for Arrival"

Vehicles:

Vehicles are permitted inside the Hickory Metro Convention Center during show hours for display only. No vehicle will be started or operated during show hours.

- Fuel will not exceed on quarter of the tanks capacity or five gallons whichever is less
- All batteries must be disconnected
- Keys will remain with the operation's department while on display
- Adding or removing fuel on-site is prohibited
- LPG/CNG tanks shall meet one of the following: 1) purge tank, 2) remove tank, 3) disconnect and cap tank. The intent is that there will be no use during the show.

Insurance Responsibility and Liability:

Exhibitor, shall, at its own expense, secure and maintain through the term of the show, the following insurance: a) Workers' Compensation Insurance; b) Employers' Liability Insurance with limits not less than \$1,000,000 each accident; c) Commercial General Liability Insurance with a minimum combined limit for bodily injury and property damage of \$1,000,000 per occurrence and \$2,000,000 aggregate, including coverage for personal injury, contractual, and operation of mobile equipment. The coverage must include coverage for products/completed operations; d) Automobile Liability Insurance with a minimum combined single limit for bodily injury and property damage of \$1,000,000, including coverage for owned and hired vehicles, including loading and unloading operations. Each exhibitor shall also name the NC State Board of Refrigeration Examiners, its officers, members and employees as an additional insured with respect to the Commercial General Liability Insurance placed for the show. Such written proof of insurance must be provided to SBRE no later than April 30, 2012.

The exhibitor assumes entire responsibility and liability for losses, damages and claims arising out of injury to persons or damage to exhibitor's display, equipment or other property brought upon the premises of the Hickory Metro Convention Center and agrees to indemnify, defend and hold harmless the NC State Board of Refrigeration Examiners, the Hickory Metro Convention Center and their owners, agents and employees against all claims or expenses for such losses, including reasonable attorney's fees, arising out of the use of the Hickory Metro Convention Center premises excluding any liability caused by the negligence of the SBRE or the Center or its owners, agents and employees. The exhibitor understands that neither the SBRE nor the Center maintains insurance covering the exhibitor's property or lost revenue, and it is the sole responsibility of the exhibitor to obtain such insurance.

Room Reservations:

Accommodations are available at the following hotels. Please make your own reservations and identify yourself as being with the State Board of Refrigeration Examiners.

Courtyard by Marriott (exit 125)

1946 13th Ave Dr. SE

Hickory, NC 28602

828-267-2100

\$124 plus tax, double or king

Restaurant on site

Indoor pool

Hampton Inn (exit 125) – New Property

1956 13th Ave Dr. SE

Hickory, NC 28602

828-624-2000

\$129 plus tax, Queen; \$139 plus tax, King

Complimentary Continental Breakfast

Indoor pool

Door Prizes:

Each exhibitor is asked to furnish a door prize to be given away during drawings at regular intervals. Please mark your prize clearly with company name, address, etc.

RESERVE YOUR BOOTH TODAY!

Refrigeration Up-Date is the best place to get your new products and services seen by the whole industry! Meet your customers face-to-face. Booth placement is on a first-come, first-serve basis, so reserve your space by sending your exhibit space contract today



2012 Exhibit Space Contract

Refrigeration Up-Date 2012

Hickory Metro Convention Center, Hickory, NC

Wednesday, May 9, 2012

8:00 am – 1:00 pm

COMPANY INFORMATION: (NAME AS IT WILL APPEAR ON EXHIBIT SIGN)

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

COMPANY WEBSITE _____

EXHIBIT CONTACT:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____

BOOTH REQUIREMENTS AND INFORMATION:

AFTER REFERRING TO THE SPACE DIAGRAM, PLEASE INDICATE YOU PREFERRED LOCATION BY BOOTH NUMBER.

1ST CHOICE _____ 2ND CHOICE _____ 3RD CHOICE _____

NUMBER OF BOOTH(S) REQUIRED _____ AT \$140.00 EACH

PLEASE PROVIDE A BRIEF DESCRIPTION OF YOUR COMPANY/PRODUCT, ETC.

NAMES FOR BADGES FOR BOOTH PERSONNEL:

PAYMENT:

MAIL THIS FORM ALONG WITH BOOTH PAYMENT TO:
SBRE, 889 HIGHWAY 70 WEST, GARNER, NC 27529.

METHOD OF PAYMENT: CHECK MONEY ORDER VISA MASTERCARD

CARD # _____

EXP. DATE _____ VERIFICATION CODE _____

AMOUNT AUTHORIZED TO BE CHARGED: _____

NAME ON CARD _____

SIGNATURE _____

CANCELLATION POLICY

All cancellation notices must be made in writing to SBRE. Cancellations prior to March 1, 2012 will receive full refunds. No refund after March 1, 2012.

DOOR PRIZE PARTICIPATION

Please indicate if your company will donate a door prize.

We will donate a door prize.

CONTRACT AGREEMENT

I understand that this is a legally binding contract and that I will be held to the terms of the contract. I understand that booths are sold on a first come, first serve basis. I understand that vendors are required to add the State Board of Refrigeration Examiners and Hickory Metro Convention Center as additionally insured to their general liability insurance policy for the length of the show. I understand that exhibitor decorations may not obstruct other displays or project into the aisle. I agree to obey all applicable laws and regulations of the city or county where the trade show is located. SBRE declines all responsibility for the loss, disappearance or theft of any goods, materials or fittings belonging to the Exhibitor.

By signing this agreement the exhibitor agrees to abide by all show rules

Signature _____

Dated _____

BOARD USE ONLY

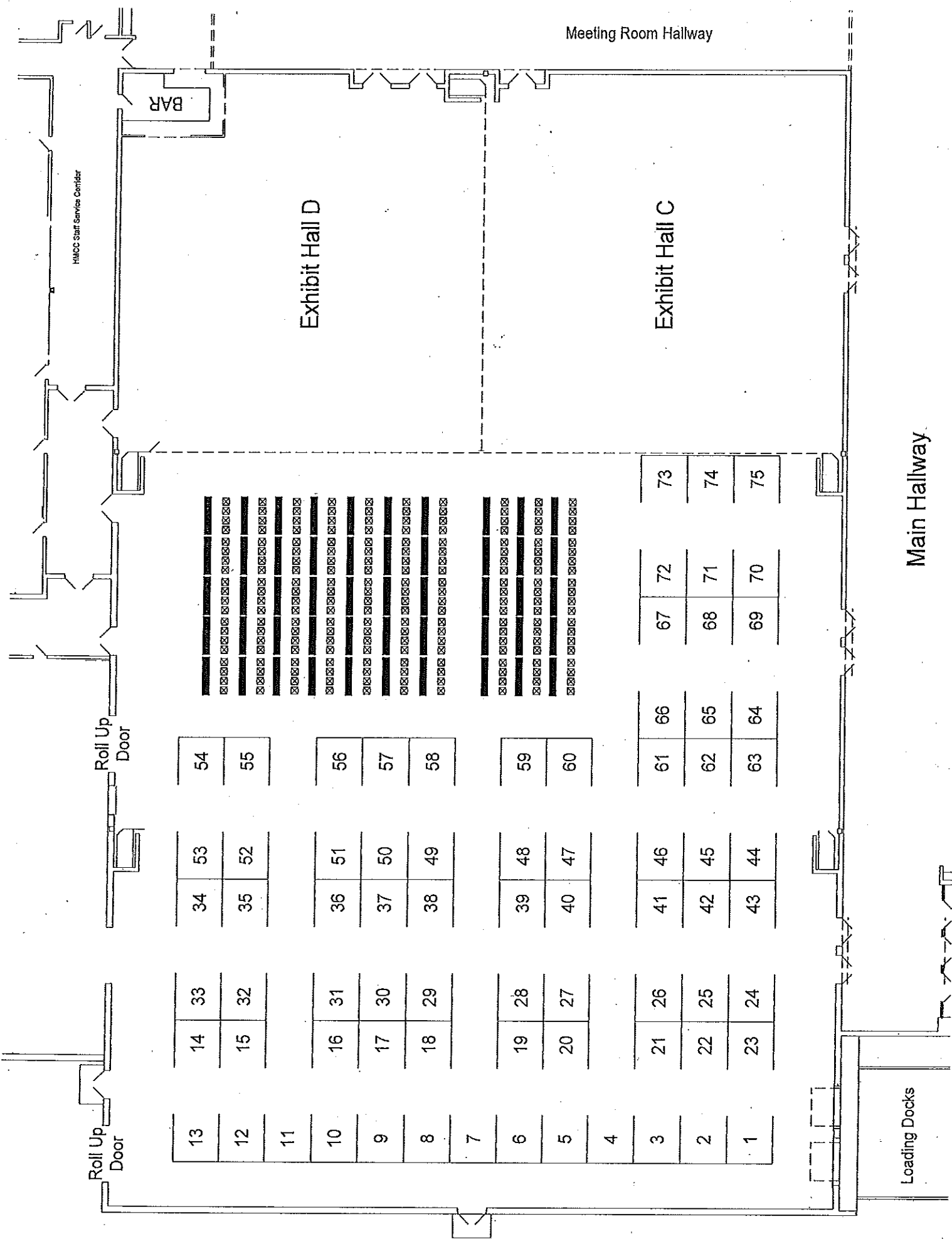
Received: _____

Date Paid: _____

Amount paid: _____

Booth(s) Assigned: _____

Certification of Insurance Rec'd _____



Meeting Room Hallway

BAR

HMCC Staff Service Corridor

Exhibit Hall D

Exhibit Hall C

Roll Up Door

Roll Up Door

54
55

34 53
35 52

14 33
15 32

13 12
11

56
57
58

36 51
37 50
38 49

16 31
17 30
18 29

10 9
8 7

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39 48
40 47

19 28
20 27

6 5
4

73
74
75

67 72
68 71
69 70

61 66
62 65
63 64

41 46
42 45
43 44

21 26
22 25
23 24

3 2
1

Main Hallway

Loading Docks