

EXHIBIT, ADVERTISING & SPONSORSHIP PROSPECTUS 2017 NORTH AMERICAN CHEMICAL RESIDUE WORKSHOP

July 23-26, 2017

Naples Grande Beach Resort ♦ Naples, Florida



www.NACRW.org

For more information, contact:

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FLAG Works, Inc.

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2017 NORTH AMERICAN CHEMICAL RESIDUE WORKSHOP

EXHIBIT INFORMATION

FLAG Works, Inc. sponsors the North American Chemical Residue Workshop (NACRW) which conducts an annual meeting for scientists particularly interested in trace level analysis of pesticides and other chemicals in food, animal feed, and environmental samples. The purpose of this meeting is to provide training, develop and improve technical knowledge, facilitate development and distribution of new analysis methods or techniques, and promote networking and professional cooperation between scientists with similar interests. The majority of attendees are from North America; however, we have a growing global participation with attendees coming from Asia, Europe, and South America.

The Exhibit Program will be held in the Royal Palm Ballroom. Morning and afternoon coffee breaks as well as a Welcome Reception will take place in the exhibit hall to insure maximum exposure for your company.

We hope to see you there!

Exposition Dates & Hours*

Sunday, July 23, 2017

1:00 p.m. – 5:00 p.m. Exhibitor Installation
7:15 p.m. – 9:15 p.m. Exhibit Hall open during Welcome Reception

Monday, July 24, 2017

7:00 a.m. – 10:00 a.m. Poster Set-up
11:00 a.m. – 5:00 p.m. Exhibit Hall Open

Tuesday, July 25, 2017

7:45 a.m. – 5:00 p.m. Exhibit Hall Open

Wednesday, July 26, 2017

7:45 a.m. – 12 noon Exhibit Hall Open
12 noon – 2:00 p.m. Exhibit Tear Down

* (schedule subject to change)

ASSIGNMENT OF SPACE Exhibit space is limited and it is anticipated that it will sell out quickly. Booths will be assigned on a first-come, first-assigned basis upon the receipt of a completed online application and payment of the booth space. Every effort will be made to assign booth location in accordance with exhibitor's preference, but no guarantee can be made. Exhibit management reserves the right to make adjustments to the floor plan and/or reassign an exhibitor's location as deemed advisable and for the overall good of the exhibition or for safety issues. Affected exhibitors will be notified in such situations.

CANCELLATION/REDUCTION OF SPACE CANCELLATIONS All requests for reduction or cancellation of space must be made in writing to FLAG Works, Inc. Written cancellations and reductions received by June 30, 2017, will be subject to a 50% cancellation fee. No refunds will be given for space cancelled after June 30, 2017.

EXHIBITOR REGISTRATION Each company is entitled to one (1) Full Conference registration, allowing access to all sessions and events for the entire conference. Additional company personnel wishing to attend sessions and events **MUST REGISTER** and **PAY** the appropriate registration fee.

EXHIBITOR SERVICE KIT The Exhibitor Service Kit containing information for shipping and material handling, ordering services such as utilities and other services exhibitors may require will be mailed once your contract is received and processed by the exhibit management staff.

Booth Fees 8'x10' \$950

Booth Fee Includes:

- Draped 8' back wall
- Draped 3' side partitions
- 6' foot draped table
- 2 chairs
- Waste basket
- One full convention registration for company employee per booth space
- Aisle and Booth Carpeting
- Access to the list of attendees

EXHIBIT MANAGEMENT

Teri Besse
FLAG Works, Inc.
2910 Kerry Forest Pkwy #D4-388
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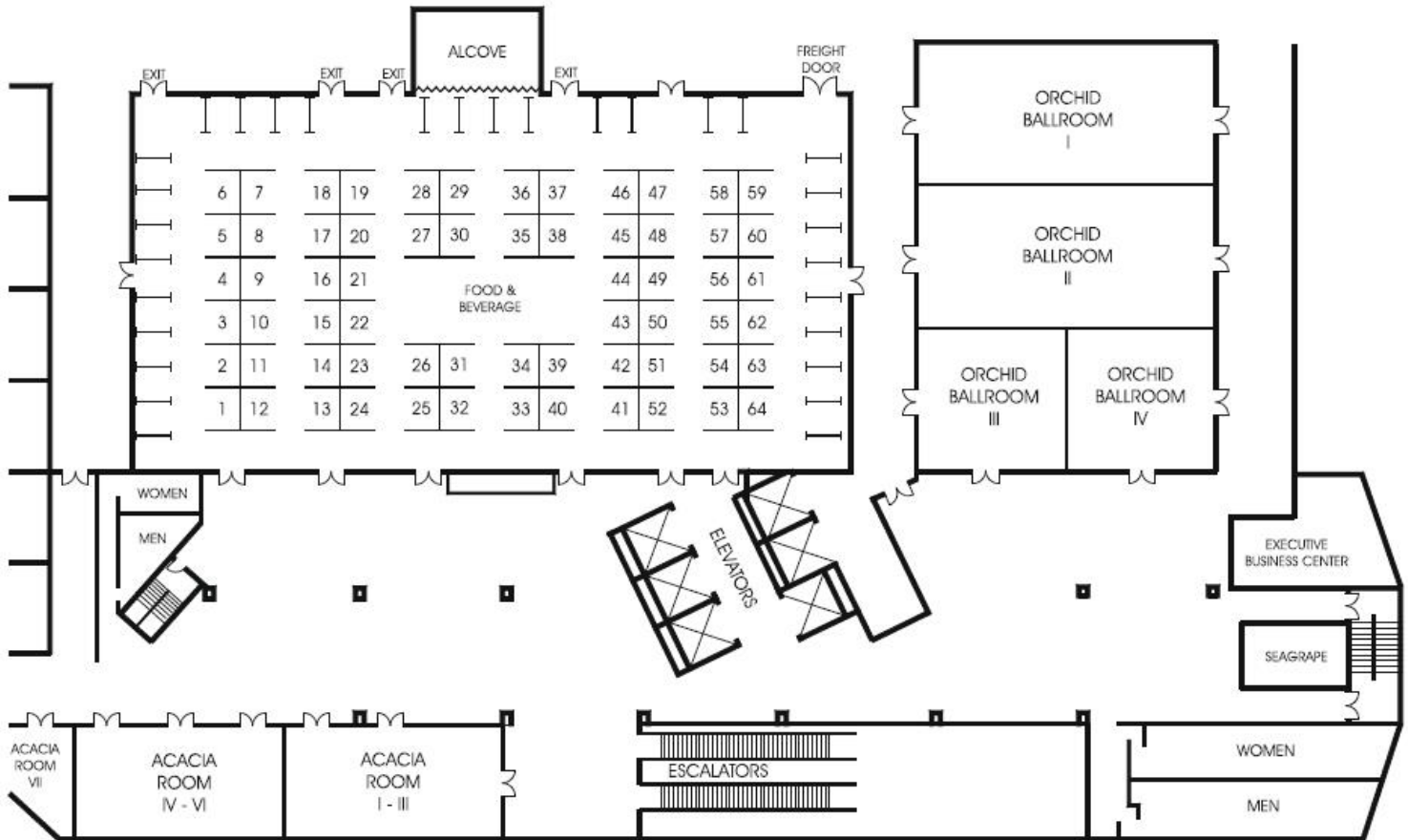
EXHIBIT DECORATOR

[GULF COAST EXPO, INC.](#)
8432 Sunstate Street
Tampa, FL 33634
Phone: 813-915-8066
Email: customerservice@gulfcoastexpo.com
www.gulfcoastexpo.com/

2017 NACRW Exhibit Floor Plan

July 23-26

Naples Grande Beach Resort Royal Palm Ballroom



SCALE
0 10 20 30

ALL AISLES ARE 7' WIDE
UNLESS OTHERWISE NOTED

ADVERTISE in the Workshop Program Guide

The Workshop Program Guide provides valuable information including a floor plan, exhibitor listings and workshop schedules. It's used by attendees on the show floor and also serves as a year-round reference guide, which increases your exposure. Advertising in the program reminds buyers about your technology, products and services. Don't miss out on this great opportunity for high quality, targeted advertising.

Workshop Program Guide

<u>Size</u>	<u>Dimension</u>	<u>Full Page Color</u> with or without bleeds is available
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An Advertising Spec sheet will be emailed to you with detailed information on sizing

Full Page Ad	8.375" wide x 10.875" tall	\$ 500
Half Page Ad	3.375" wide x 9.5" tall	\$ 250 (vertical)
Half Page Ad	7" wide x 4.625" tall	\$ 250 (horizontal)

POSITION ADS – ONE each available:

Inside Front Cover	(full-page color)	\$ 850
Inside Back-Cover	(full page color)	\$ 850
Outside Back-Cover	(full page color)	\$ 1,000

NOTICE TO ADVERTISERS: Deadline for insertion orders, camera-ready artwork* and full payment is June 19, 2017. Every effort will be made to accommodate requests for positioning. Please observe the ad sizes as outlined above. Detailed information on how to submit your artwork and formats which are accepted will be mailed once contract is received and processed by staff.

*** DO NOT SEND printed material and photocopies. These cannot be used as camera-ready artwork for color advertisements.**

Exhibitor Terms and Conditions

2017 NACRW (July 23-26, 2017) ♦ Naples Beach Resort ♦ Naples, Florida

ADHERENCE TO TERMS/CONTRACTUAL AGREEMENT

As a condition of exhibiting, and when applying for space, the exhibitor agrees to adhere to all conditions and regulations outlined. Exhibitors or their representatives who conduct themselves in an unprofessional manner may be dismissed from the exhibition without refund or appeal. The North American Chemical Residue Workshop (NACRW) and Exhibit Management reserves the right to amend any and all rules and regulations at any time.

ELIGIBILITY TO EXHIBIT

NACRW reserves the right to determine acceptability of applications for exhibit space. Applications and proposed exhibits will be accepted or rejected based on criteria including but not limited to the products' or services' professional or educational benefit to the attendees; products or services consistent with the mission, purpose, and goals of NACRW; and spatial constraints in the exhibit hall.

EXHIBIT DISPLAY AREA

Exhibit display areas should be arranged in such a manner as not to obstruct sight lines of neighboring exhibitors, meaning no display or its contents can exceed a height of 8' nor may the side walls be higher than 8' within a distance halfway between the back wall and aisle. Maximum height of the displays in the balance of the area is 4'

SPACE ASSIGNMENT

Exhibit space will be assigned according to the date the Exhibit Space Application & Contract is received, the number of booths requested, and the proximity of space to competitors and special exhibit requirements with preference given as outlined in the Exhibitor Prospectus. When possible, Exhibit Management will try to accommodate the exhibitor's booth choices in order of preference. Notwithstanding the above, Exhibit Management reserves the right to make and/or change location assignments at any time as it may in its sole discretion deem necessary.

PAYMENT TERMS

Full payment of the total contracted amount is due with-in seven business days of registering for space.

FAILURE TO OCCUPY SPACE

In the event an exhibiting company has not arrived three (3) hours prior to the hall opening, Exhibit Management reserves the right to re-assign that space as it sees fit with no obligation of a refund. If exhibit material has been delivered to the booth but has not been assembled, Exhibit Management reserves the right to remove the material and place it in storage. If the exhibitor arrives after the material has been stored and would like the material brought back to the show floor, a drayage fee will be charged. Failure to occupy exhibit space does not relieve the Exhibitor from their obligation to pay the full booth rental fees.

BOOTH SPACE CANCELLATIONS/REDUCTION OF SPACE

Notification of cancellation or reduction of booth space must be in writing. Deadline dates are outlined in the Exhibit Prospectus. There will be no refund for exhibitors who for any reason do not exhibit and have not submitted a written cancellation request prior to stated deadlines. Any space not claimed and occupied for which no special arrangements have been made prior to the exhibition opening may be resold or reassigned by Exhibit Management without obligation on the part of Exhibit Management/NACRW for any refund whatsoever.

INSTALLATION AND DISMANTLE

Installation and Dismantle dates and hours are outlined in the Exhibit Prospectus. All exhibits must be fully operational one half hour prior to opening. Exhibitors are prohibited from dismantling

booths prior to official close of exhibit hours. Any exhibitor breaking down early without permission from Exhibit Management will not be allowed to exhibit at future Conferences. Tear down and removal of exhibits shall begin promptly after the close of exhibits.

BADGES & ADMISSION TO HALL

Badged exhibitors may enter the exhibit hall one hour before show opening and remain in the hall one hour after show closing each day. If further access is required, special permission must be secured from Exhibit Management. Trading of badges with other exhibitors or attendees is strictly prohibited. Each exhibitor must wear the official exhibitor badge at all times while at the show site.

EXHIBIT CONDUCT

- a. Distribution of promotional or educational materials may be conducted and circulated only within the booth assigned to the exhibitor.
- b. Exhibiting companies must open their exhibit on time and staff the booth at all times during the exhibit hours. No packing of equipment or literature or dismantling of exhibits is permitted until exhibit closing time.
- c. Exhibitors must conduct exhibits in a dignified and professional manner.
- d. Aisles may not be obstructed at any time because of excessive crowding in the exhibit booth.
- e. No exhibitor may sublet, assign or share exhibit space.
- f. Noise from electrical or mechanical apparatus or presentations within the booth must not interfere with other exhibitors.
- g. Exhibit Management reserves the right to determine at what point sound constitutes interference with others.
- h. Order taking is permitted when conducted in a professional manner.

LIABILITY AND INDEMNIFICATION

Exhibitors must surrender the space occupied in the same condition as received. Exhibitors are required to strictly comply with all terms of their agreement as contained in the Exhibit Prospectus, the Exhibitor Service Kit, the Exhibit Space Application/Contract, and exhibitor correspondence as well as all applicable terms and conditions contained in the agreement between FLAG Works, Inc./North American Chemical Residue Workshop (NACRW) and the hotel.

Exhibitor shall indemnify and hold harmless FLAG Works, Inc., NACRW, Naples Grande Beach Resort and its servicing agents from all liability (damage, accident, or loss) which might ensue from any cause resulting or connected with the transport, placement, removal or display of any materials or equipment. Further, the exhibitor shall assume responsibility for any claims arising out of the use of meeting space of the Naples Grande Beach Resort for exhibits/table top display purposes.

The Exhibitor agrees to indemnify and defend the FLAG Works, Inc./NACRW, Naples Grande Beach Resort and its owners, agents and employees against any claims or expenses arising out of the use of the premise for EXHIBITS/DISPLAYS purposes.

CANCELLATION OF THE NORTH AMERICAN CHEMICAL RESIDUE WORKSHOP

It is mutually agreed that in the event the NACRW is cancelled due to disaster, strike, labor dispute, governmental intervention, malicious damage, acts of war, or other causes which would prevent its scheduled opening or continuance, then and thereupon the agreement will be terminated and Exhibit Management shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible, after due consideration of expenditures and commitments already made.

SPONSORSHIP PROSPECTUS
2017 North American Chemical Residue Workshop
July 23-26, 2017
Naples Grande Beach Resort ♦ Naples, Florida
www.nacrw.org

FLAG Works, Inc. is a not-for-profit, 501(c) (3) corporation which sponsors the North American Chemical Residue Workshop (NACRW). NACRW is an annual meeting for scientists particularly interested in trace level analysis of pesticides, veterinary drug residues, and other chemicals in food, animal feed, and environmental samples. The purpose of the meeting is to provide training, develop and improve technical knowledge, facilitate development and distribution of new analysis methods and techniques, and establish networking to promote professional cooperation between scientists who share these interests. While the majority of attendees are from North America, important international speakers are always included in the Technical Program, and attendance of scientists from Asia, Europe, South America, Australia, and Africa is increasing annually. The last few years our attendance has been over 300!

FLAG Works, Inc. is offering sponsorship opportunities to enhance the overall event for attendees and deliver the ***highest-profile attention to your company before, during and after the meeting. Don't miss this investment opportunity to position your company in front of decision-makers.*** Our goal is to make the conference affordable and accessible to as many attendees as possible.

Various Sponsorships (Platinum, Gold, Silver, Student Scholarships and Welcome Reception)

Platinum, Gold, and Silver sponsorships partially subsidize our social event and help defray costs of registration products. As we grow, NACRW is committed to maintaining our inviting atmosphere by increasing opportunities for attendees to interact with each other outside of the technical program. This year's social event will be held Monday evening, July 24, 2017, and will be a luau themed event at the Naples Grande (host hotel) This event will provide an excellent networking opportunity with fellow attendees!

There is also a sponsorship opportunity for the "Opening Welcome Reception" which is planned for Sunday evening, July 23, 2017. As we have had in past years, there will be a "Get to Know Your Sponsor" contest that requires interested attendees to visit your booth to be entered for a prize drawing during the meeting. Attendees love this! Also available this year is the Student Scholarship sponsorship which will assist in providing a scholarship of \$500 each for 5 students to attend and present a poster at the workshop as well as attend the workshop at no cost. The sponsor(s) of this will announce and introduce the student scholarship winners during the conference.

For more information, contact:

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**Please review the sponsorship
opportunities on the following page and
Join us at the 2017 NACRW!**

SPONSORSHIP LEVELS

Platinum level

\$3,750

- **One-Color Logo imprinted on the Conference Registration Bag!**
- Includes sponsorship recognition during the Welcome Reception
- Signage provided at the workshop throughout the week and at the Welcome Reception and social event
- Promotional Slide that is displayed during Session Break Times (**sponsor provides power point file**)
- Your company logo printed on an exclusive ad with other platinum-level sponsors in the workshop program
- A Platinum listing on the sponsor and home page of the NACRW web site
- A link to your company's web site on the sponsor page of the NACRW website
- Sponsor recognition ribbons for your staff to display on their name badge
- Logo recognition on slides at the opening and closing plenary sessions
- ONE PROMOTIONAL INSERT IN THE REGISTRATION BAG.
- Question in the "Get to Know Your Sponsors" contest quiz

Gold level

\$3,250

- **One-Color Logo imprinted on the Conference Note Book!**
- Signage provided at the workshop throughout the week and at the social event
- Promotional Slide that is displayed during Session Break Times (**sponsor provides power point file**)
- A Gold listing on the sponsor page of the NACRW web site
- A link to your company's web site on the sponsor page of the NACRW website
- A sponsor listing in the official workshop program guide
- Sponsor recognition ribbons for your staff to display on their name badge
- Logo recognition on slides at the opening and closing plenary sessions
- Question in the "Get to Know Your Sponsors" contest quiz

Silver level

\$2,750

- **One-color Logo imprinted on the Conference Lanyard! (2 sponsorships available at this level)**
- Signage provided at the workshop throughout the week and at the social event
- Promotional Slide that is displayed during Session Break Times (**sponsor provides power point file**)
- A Silver listing on the sponsor page of the NACRW web site
- A link to your company's web site on the sponsor page of the NACRW website
- A sponsor listing in the official workshop program guide
- Sponsor recognition ribbons for your staff to display on their workshop name badge
- Logo recognition on slides at the opening and closing plenary sessions
- Question in the "Get to Know Your Sponsors" contest quiz

Welcome Reception Sponsor

\$1,600

- Signage provided at the Welcome Reception
- A sponsor listing in the official workshop program guide
- A sponsor listing on the sponsor page of the NACRW web site
- Sponsor recognition ribbons for your staff to display on their name badge
- Sponsor can provide one printed item for use during the reception i.e, napkins, plates, or drink holders
- Logo recognition on slides at the opening plenary session
- Question in the "Get to Know Your Sponsors" contest quiz

Student Scholarship Sponsor

\$2,875 Exclusive or \$1,450 co-sponsor

- Signage provided at the workshop throughout the week
- A sponsor listing on the sponsor page of the NACRW web site
- Sponsor recognition ribbons for your staff to display on their name badge
- Logo recognition on slides at the opening plenary session
- Question in the "Get to Know Your Sponsors" contest quiz
- Introductions and Announcements of the Student Scholarship Winners by the exclusive sponsoring company or co-sponsoring companies on the last day of the workshop

Other Opportunities:

Promotional Insert in the Conference Bag \$750

To Sign-up for a SPONSORSHIP

visit www.NACRW.org/exhibitor.html