

NACCU

16TH ANNUAL CONFERENCE

MARCH 8 - 11 2009



EXHIBITOR PROSPECTUS
ORLANDO

The NACCU Mission

The National Association of Campus Card Users was formed in 1993 to provide a responsive, diversified source of campus card related information and services.

NACCU's mission is to serve as a liaison and educational source for the collection, dissemination, and exchange of ideas and information relevant to campus card programs from inception through expansion.

Membership is open to all colleges, universities, secondary institutions, and businesses involved with the campus card market.

Reach a Targeted Market

Participation in our 16th Annual Conference may very well be one of the most cost-effective methods for your company to reach out directly to current and prospective customers.

Attendees have the common goals of establishing, expanding or refining campus card programs at their institutions and businesses. Through this event you can showcase the niche you fill in the campus card marketplace. Take advantage of this special once-a-year opportunity to reach a unique group of campus card professionals!



Dedicated Exhibit Hall Hours

The Exhibit Hall will be open for nine hours, including five dedicated hours for attendees to visit the exhibit floor. Prize drawings will occur during dedicated Exhibit Hall hours and winners must be present to claim prizes.

Increase Your Visibility

Each exhibitor will be listed in the Conference program. Additional opportunities for higher visibility and recognition for your company are available through sponsorships and by donating items for Exhibit Hall giveaways. To coordinate your sponsorship or to discuss giveaways, contact Lowell Adkins, Executive Director, at (602) 395-8989 or lowell@naccu.org.

Exhibitors may also purchase ad space in the Conference program. For rates and specs, contact Lowell Adkins, Executive Director, at (602) 395-8989 or lowell@naccu.org. As a membership benefit, Gold Corporate Associate Members are entitled to a complimentary full-page ad and Silver Corporate Associate Members are entitled to a complimentary half-page ad.

Pre-Conference Marketing

Exhibitors will receive a complimentary electronic file containing Conference registrant contact information one month prior to the show for pre-Conference mailings. The electronic file will be emailed to the contact person listed on the booth application. A hardcopy list of registrants will be provided in the Conference materials. The file will contain attendee contact information including name, title, mailing address and email address. **NOTE:** attendees have the option to opt-out of inclusion in this file.



Networking Opportunities

Exhibitors will receive two Exhibit Hall badges with each booth space rental. These badges allow access to the exhibit floor only. Additional Exhibit Hall badges may be purchased for \$100 each.

We encourage at least one person from every company to register for the Conference. This enables you to learn what is happening on campuses today and helps you prepare to meet the needs of this constantly changing marketplace. Member Conference registration rates are \$475 with a \$420 Early Bird rate for registrations completed before Tuesday, January 20, 2009. The non-member registration rate is \$620. Day Passes for Monday or Tuesday are offered at a member rate of \$200 and non-member rate of \$300.

Registered attendees may purchase Conference meals for guests at \$195 per person, which includes the Opening Reception, the Corporate Appreciation Luncheon, the Awards Luncheon, breakfasts and breaks. Individual guest tickets to the Opening Reception and the luncheons are \$50 per person for each event. Tickets for meals may be purchased prior to the Conference.

Sales Pitch Sunday

Participate in "Sales Pitch Sunday" and have 60 minutes to tell your company's story to an audience always ready to listen! This popular pre-Conference event gives Corporate Associate members the opportunity to "pitch" products and services to the Conference attendees. NACCU will offer 12 presentation slots (three concurrent presentations in each of four time periods over the course of the day on Sunday). Availability is on a first-come, first-served basis. Payment of the \$650 fee and a minimum of \$2000 in Conference sponsorship are required to secure an opportunity for a spot. Don't miss this special chance to "show your stuff"! For more information, contact Lowell Adkins, Executive Director, at (602) 395-8989 or lowell@naccu.org.

General Information

Hotel Reservations

The 16th Annual NACCU Conference will be held at Disney's *Coronado Springs Resort* in Orlando, Florida. The exhibit space and all educational sessions will be held on the property. The NACCU rate is \$173 per night for single/double occupancy. Make your room reservation online at www.naccu.org/2009 or call 1-407-939-1020 and request the rate for the National Association of Campus Card Users.

Special Opportunities

- Grand Opening of the Exhibit Hall and Opening Reception
- Dedicated Exhibit Hall hours
- Sponsorship of Conference materials and events
- Prize drawings in the Exhibit Hall

You are encouraged to donate items for our prize drawings in the Exhibit Hall and to take advantage of sponsorship opportunities.

By doing so, you will increase your company's exposure at the Conference.

Travel and Shipping

NACCU's 16th Annual Conference starts on Sunday, March 8, 2009. Exhibitors need to make plans early to reserve hotel rooms and ship materials to Orlando. Additional information will be available in an Exhibitor's Online Account. Login information will be emailed to all registered Exhibitors.

Booth Rental Fee (per booth)

Gold Member	\$1,025
includes 5 full Conference registrations	
Silver Member	\$1,250
includes 2 full Conference registrations	
Bronze Member	\$1,350
includes 1 full Conference registration	
Non-Member	\$2,000

Booth rental includes

- 10' x 10' space with sides and back wall drape
- 7" x 44" company identification sign
- 24-hour security from move-in through breakdown
- List of registered Attendees (electronic format)
- Listing in the Conference program
- Two Exhibit Hall only passes

To Request Space

Applications for exhibit space are online. Please visit www.naccu.org/2009.

Click on "Exhibitors" then select the 'Booth Registration' link. Complete your application online with a credit card or print a copy of the application to mail with your check.

Initial booth assignments will be made October 31, 2008. Priority will be given to Corporate Associate Members by membership level in date order of receipt of the application and full payment.

For assistance in completing your exhibit application, please email exhibits.info@mra-services.com or call 425-636-1640.

TENTATIVE EXHIBITOR SCHEDULE

Saturday, March 7, 2009

1:00 p.m. – 4:00 p.m.

Pre-Conference Tour: Behind the Scenes at WDW

Sunday, March 8, 2009

8:00 a.m. – 4:00 p.m.

Exhibit Hall Set-up

9:30 a.m. – 10:30 a.m.

Sales Pitch Presentations

10:45 a.m. – 11:45 a.m.

Sales Pitch Presentations

11:45 a.m. – 12:45 p.m.

Lunch Break

1:00 p.m. – 2:00 p.m.

Sales Pitch Presentations

2:15 p.m. – 3:15 p.m.

Sales Pitch Presentations

5:15 p.m. – 6:00 p.m.

Newcomer's Tour of the Exhibit Hall

6:00 p.m. – 8:00 p.m.

Exhibit Hall Grand Opening and Reception

Monday, March 9, 2009

10:15 a.m. – 11:15 a.m.

Dedicated Exhibit Hall Hours / Break

11:15 a.m. – 12:30 p.m.

Exhibit Hall Open

12:30 p.m. – 1:45 p.m.

Corporate Appreciation Luncheon

1:45 p.m. – 4:00 p.m.

Exhibit Hall Open

3:00 p.m. – 4:00 p.m.

Dedicated Exhibit Hall Hours / Break

Tuesday, March 10, 2009

7:30 a.m. – 8:30 a.m.

Corporate Advisory Breakfast Meeting

8:30 a.m. – 11:00 a.m.

Exhibit Hall Open

10:00 a.m. – 11:00 a.m.

Dedicated Exhibit Hall Hours & Drawings / Break

11:00 a.m. – 5:00 p.m.

Exhibit Hall Move Out

Policies and Regulations

NACCU will make every effort to accommodate space assignment preferences. NACCU reserves the right to change a space assignment if it becomes necessary, in which case you will be notified immediately.

Full refunds will be given for cancellations received prior to January 20, 2009. **NO REFUNDS WILL BE GIVEN AFTER THIS DATE.**

Cancellations must be made in writing. Email cancellations to exhibits.info@mra-services.com or fax to 425-636-1630. NACCU reserves the right to resell all cancelled exhibit space.

Exhibit fees cannot be transferred from year to year.

NACCU does not accept responsibility or liability for any losses or damage to person or property in the Exhibit Hall. As a courtesy to exhibitors, perimeter security for the Exhibit Hall is furnished during installation, dismantling and show days. This is not and should not be interpreted as a guarantee or indemnity against loss or theft of any kind. Exhibitor is charged with the knowledge of and shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, including those pertaining to health, fire prevention, music and public safety, and all rules and regulations of the Exhibit Facility (including any union labor work rules). Without limiting the foregoing, exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.



Policies and Regulations, Continued

Exhibitors agree to protect, save and hold harmless NACCU, MRA Services, the Coronado Springs Resort, and all agents and employees thereof forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, and further, the exhibitor shall, at all times, protect, indemnify, save and hold harmless the expenses (including attorney's fees) 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 or business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the convention facility or any part thereof.

The exhibitor shall obtain and keep in force during the term of installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in the Exhibit Agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

Exhibitors are encouraged to donate items for the NACCU prize drawings on Tuesday in the Exhibit Hall. Exhibitors may also conduct prize drawings in their booths. However, all public announcements will be made by NACCU, who is solely responsible for the rules regarding awarding prizes in the Exhibit Hall.

Booths and Equipment

- Booth space will include a draped back, side rails and an identification sign. All other furnishings, equipment, and utilities are to be provided by the exhibiting company at its expense. These services may be obtained through the official service contractor, FREEMAN. An online exhibitor kit will be provided to you after you have reserved and paid for your exhibit floor space. Drayage services are to be provided exclusively through the official contractor.
- Islands can be no fewer than four 10'x10' spaces.
- Any exhibitor not checked in and set up two hours prior to the initial exhibit opening will be considered a no-show unless prior arrangements have been made with the exhibit manager. The exhibit manager reserves the right to force set an exhibitor's

Policies and Regulations, Continued

booth if freight has been delivered or to remove freight from the floor prior to show opening with all expenses incurred to be charged to the exhibitor.

- No refunds will be paid to no-shows.
- All demonstrations must be confined to the exhibit space. Please do not block aisles with activities.
- Exhibitors who wish to share space must have the approval of NACCU.
- Exhibit installation **MUST** be done during the hours specified. Any booth not set up two hours before the official opening will forfeit the right to set up until the show closes for the day.
- No exhibit may be dismantled or packed prior to the official closing of the exhibition, and exhibit dismantling **MUST** be completed during the hours specified for such activity.
- Admission to the Exhibit Hall will be restricted by badge identification.
- Photography (including any image collection process) or videotape of any product, material, or booth other than the exhibitor's own is not permitted. Any photography in the Exhibit Hall must be pre-authorized by NACCU and be supervised by NACCU staff.
- NACCU will provide security, at no expense to the exhibitors, beginning with set-up and continuing on a 24-hour basis through the completion of exhibitor move-out.
- NACCU will coordinate the Exhibit Hall. Contact Lowell Adkins, lowell@naccu.org, 602-395-8989.

NACCU MEMBERSHIP

We have included membership materials in this package for non-members. Please note that the Conference registration discount provided for members goes a long way toward offsetting the cost of a one-year membership in NACCU.

Join NACCU and receive all of the benefits of membership, such as:

- Discounts and priority location choice at the Conference
- Subscription(s) to the monthly newsletter, CARDtalk
- Access to the Member Resources area of the Web site
- Company profile and link posted on the NACCU Web site
- A listing in the annual Membership Directory
- Company press releases and news posted on the NACCU Web site and published in CARDtalk

Visit www.naccu.org/join-corp for a complete listing of benefits at each level of membership.



National Association of Campus Card Users

9201 N 25th Ave Ste 188

Phoenix AZ 85021

Phone: (602) 395-8989

Fax: (602) 395-9090

Email: naccu@naccu.org

Web: www.naccu.org

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For the latest information about the 16th Annual NACCU Conference, visit:

<http://www.naccu.org/2009>

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THE **MAGIC** *TO YOUR*
CAMPUS

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