

# Northeast Storage EXPO

October 2-3, 2019, MGM Springfield



## Exhibitor and Sponsorship Registration

Contact Person \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

### 1. 8x10 Booth Only

**\$699 NeSSA Member; After September 15 - \$749**

(2nd representative included for NeSSA members)

**\$999 Non-Member**

Become a Member: \$400 - Then pay member rate for booth and receive all membership benefits through December 31, 2019.

Booth includes:

- (1) Skirted Table, (2) Chairs,
- (1) Wastebasket, (1) I.D. Sign

Pick Your Booth Assignments: (see attached pg 4)

1st \_\_\_\_ 2nd \_\_\_\_ 3rd \_\_\_\_

#### Booth Representatives:

Name of Person (1) Staffing Booth (included w/fee)

Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Person (2) Staffing Booth (2nd representative included for NeSSA members.) Nonmembers \$199

Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Person (3) Staffing Booth — \$199

Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

### 2. Sponsorship Opportunities (details on pg 3)

- Event Sponsor (includes booth) **\$1000**
- Breakfast Sponsor (limit 3) **\$450**
- Lunch Sponsor (limit 3) **\$450**
- Dessert Sponsor (limit 3) **\$450**
- Reception Sponsor (limit 3) **\$450**
- Advertising Bundle **\$500**
- Bag Insert Sponsor **\$200 plus insert**
- Cyber Lounge (limit 2) **\$500 ea**
- Production Sponsor (limit 1) **\$750**
- Pads with Pen Sponsor **\$500 + Pads/Pens**
- Lanyard Sponsor **\$300 + Lanyards** **SOLD**
- Drink Ticket Sponsorship **\$500** **NEW!**

### Sign Us Up!

Booth Only \$ \_\_\_\_\_  
Additional Staff at \$199 \$ \_\_\_\_\_  
Sponsorship(s) \$ \_\_\_\_\_  
Total : \$ \_\_\_\_\_

### Payment Options

**Registration form must be filled out and e-mailed to [clong@NeSSA.org](mailto:clong@NeSSA.org), or call 617-600-4481.**

**Checks payable to NeSSA.** Mail with registration form to: NeSSA, 17047 Goldcrest Loop, Clermont, FL 34714

**To pay with credit card call:**

Courtney Kahler at 617-600-4481

**QUESTIONS?** Courtney J. Kahler  
617-600-4481 • [clong@NeSSA.org](mailto:clong@NeSSA.org)

## NE STORAGE EXPO EXHIBIT RULES AND REGULATIONS

**1. ACCEPTABILITY OF EXHIBITS:** All exhibits shall serve the interest of the members of NeSSA and shall be operated in a way that will not distract from other exhibits or from the Exhibition as a whole. Exhibit Management determines acceptability of persons, things, conduct and or printed matter and reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the purpose of the Association. In the event of such restriction or eviction NeSSA is not liable for any refund of exhibit fees, or any other exhibit related expense. All exhibits shall be in conformance with the requirements of the American's with Disabilities Act.

**2. APPLICATIONS FOR SPACE:** Application for space should be made in writing on the official contract/application form. Telephone applications will be accepted, if you call Courtney Kahler at 617-600-4481.

**3. ASSIGNMENT OF SPACE:** Sponsors/ Exhibitors will be given preferential booth space choice, if registered by August 15, 2019.

Contract & Full payment must be received with registration.

Assignments will be made based on availability NeSSA reserves the right to change location assignments at any time, as it may be, in its sole discretion, deemed necessary.

**4. FULL PAYMENT MUST BE RECEIVED WITH REGISTRATION:** Applications received without full payment will not given assigned space.

**5. CANCELLATION:** NeSSA must be notified in writing in the event of cancellation or space reduction no later than 30 days before the show. Refunds of booth fees will made only in the event the NE Storage EXPO is able to resell the space, otherwise there is no refund. If the on-site conference program has been printed at the time of cancellation, no refunds will be granted.

**6. NON-COMPLIANCE OF RULES AND REGULATIONS:** Exhibitors who do not meet stated deadlines, or who do not comply with the rules outlined herein, will forfeit their space and all fees.

**7. FAILURE TO OCCUPY SPACE:** The Exhibitor will forfeit space not occupied at the close of the exhibit installation period, and this space may be resold, reassigned, or used by Exhibit Management and will not be issued a refund.

**8. EXHIBIT FEES:** NeSSA Member - \$699 by August 15, 2019 - After August 15, 2019 Member fee is \$749 (2nd representative included for NeSSA members) Non-Members - \$999. Exhibit fees include: Back wall (8' high) and side-rails (3' high) fabric drapes ID sign and exhibitor attendee name badges, (1) Skirted Table, (2) Chairs, (1) Wastebasket, Cleaning service prior to and following the event  
Final registration list -Excel file sent by e-mail.  
Additional staff is \$199 per person and will not exceed 3 people.

**9. FLOOR PLAN:** All dimensions and locations shown on the official floor plan are believed to be accurate. Exhibit management reserves the right to make such modifications as may be necessary.

**10. CANCELLATION OF EXHIBITION SPACE:** If NeSSA should be prevented from holding the exhibition by reasons of any cause beyond its control (such as but not limited to acts of God) or, it cannot permit the exhibitor to occupy the space due to causes beyond its control, the NeSSA has the right to cancel the Exhibition with no further liability to the exhibitor other than a refund of space rental, less a proportionate share of Exhibition expenses.

**11. RESTRICTIONS OF SPACE:** No exhibit shall sublet, assign, or share any part of the space allocated without written consent of NeSSA. Solicitation or demonstrations by exhibitors must be within the bounds of their assigned space. Aisles shall not be used for exhibit purposes, display signs, solicitation or distribution promotional material. Exhibits, signs are prohibited in any public areas or elsewhere on the premises of the meeting facility, guest rooms, or hallways of the hotel. Operation of sound devices is allowed if the exhibitor complies with the Exhibit Management discretion on volume. Any firm or organization not assigned exhibit space is prohibited from conducting business at the Exhibition, in the hotel, unless the organization is an official sponsor of the event and has obtained written permission from NeSSA.

**12. CONSTRUCTION OF EXHIBITS:** Exhibits shall be constructed and arranged so that they do not obstruct the general view of any other exhibit. No sidewall higher than 3' may extend more than 50% of the distance from the back wall of the booth toward the aisle. This rule applies to end caps as well. No display material exposing an unfinished surface to neighboring exhibits or aisles will be permitted. Exhibitors wishing to use other than standard booth equipment, signs or materials that in anyway conflict with regulations must submit two (2) copies of a detailed sketch of the proposed layout at least 45 days prior to the Exhibition, and must receive written approval from Exhibition Management.

**13. CARE OF FACILITY:** Nothing shall be posted on, nailed, screwed, or otherwise attached to columns, walls, floor or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Anything necessary for the protection of the building, equipment or furniture will be at the expense of the exhibitor.

**14. FIRE REGULATIONS:** All fabrics and other material used for decorative purposes must be flameproof. Each exhibitor must have a certificate showing the display materials have been treated by a fireproofing compound and approved by the appropriate city agency. All packing and decorating material must be flameproof. Merchandise must not be packed in paper or straw. Any merchandise packed in flammable material cannot be brought in to the show. All electrical equipment must be UL-Approved and must be wired in accordance with the rules of the local Board of Fire Underwriters. All empty cartons and/or crates must be removed from the exhibit hall. Local fire regulations related to exhibits will be strictly enforced. Any exhibitor bringing a motorized vehicle into the trade show area must notify NeSSA in writing sixty (60) days in advance and is responsible to receive approval from local firm authorities.

**15. INSURANCE:** All exhibitors must by

September 10, 2019 show proof of insurance for \$1 million worth of liability insurance. Failure to provide such documentation will mean forfeiture of the exhibit space, with no refunds being provided. Exhibit materials shall be covered from the time they are shipped from the warehouse, through move-in, show dates, move-out and until all materials have been received at the point of origin. The exhibitor assumes entire responsibility and hereby agrees to protect, defend, indemnity and save the hotel, its owners and operators, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the hotel and its employees and agents. The Exhibitor shall obtain and keep in force during the term of the installation and use of the premises, policies and Comprehensive General Liability insurance and contractual Liability Insurance in the amount of a least \$1 million Combined Single Limit for personal injury and property damage. In addition, the Exhibitor acknowledges that neither NeSSA, the hotel, its owners and operators, maintain insurance covering exhibitors's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance insuring any losses by the Exhibitor. The Exhibitor assumes the responsibility for any and all loss, theft, damage, and claims arising out of injury or damage to the exhibitor's display, equipment and other property while on the premises, and shall indemnify and hold harmless the official exhibit decorator, NeSSA and the hotel and its affiliate arising from such loss, theft, or damage. Certificate holder: NE Storage Expo, 17047 Goldcrest Loop, Clermont, FL 34714. Description: Trade show at MGM Springfield - October 2-3, 2019 - MGM Springfield and NeSSA is additional insured.

**16. SHIPPING:** Both equipment and materials are only to be shipped to the Official Decorator, and not to NeSSA or the hotel. NeSSA and the hotel are not responsible for lost or missing shipments.

**17. SECURITY:** Exhibit Management provides peripheral security guard service. It is the responsibility of each exhibitor to protect display materials from loss or damage. Small display and personal items must be secured before leaving the display. NeSSA and the hotel are not liable for the theft or damage to exhibit materials.

**18. UNIONS AND CONTRACTS:** Exhibitors agree to abide by the Rules and Regulations concerning local unions having agreements with the Exposition facility or with authorized service contractors employed by Exhibit Management. Only the Official Contractors designed by the Exhibit Management will be permitted in exhibit areas unless authorized by Exhibit Management.

**19. COMPLIANCE:** The exhibitor agrees to abide by and comply with the Rules and Regs including any amendments Exhibit Management may make. Exhibitor further assumes all responsibility for compliance with all laws, ordinance, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety, and health as well as the rules and regulations of the operators of and/or owners of the property where the exhibit is held.

# Northeast Storage EXPO

October 2-3, 2019, MGM Springfield

## Exhibitor and Sponsorship Registration

### EVENT SPONSOR \$1,000

- Exhibit booth at conference.
- Two registrations to conference
- Two registrations to pre-conference reception
- One half page ad (8.5" x 5.5") in Northeast EDGE magazine. Your choice of issue. Please send high resolution PDF by August 31, 2019 to Courtney Kahler, [clong@NeSSA.org](mailto:clong@NeSSA.org)
- Your listing on the NeSSA website as a sponsor
- Listing in conference program (registered by 8/31/2019) and on conference signage (registered by 9/7/2019)

### BREAKFAST, LUNCH, OR DESSERT SPONSOR \$450 (limit 3 for each)

- One quarter page ad (4.15" x 5.5") in the Northeast EDGE magazine. Your choice of issue. Please send high resolution PDF by August 31, 2019 to Courtney Kahler, [clong@NeSSA.org](mailto:clong@NeSSA.org)
- One registration to conference
- One registration to pre-conference reception
- Your listing on the NeSSA website as a sponsor
- Listing in conference program (registered by 8/31/2019) and on conference signage (registered by 9/7/2019)
- Thank you sign at conference

### RECEPTION SPONSOR \$450 (limit 3)

- One registration to conference
- One registration to pre-conference reception
- Your listing on the NeSSA website as a sponsor
- Listing in conference program (registered by 8/31/2019) and on conference signage (registered by 9/7/2019)
- Thank you sign at reception

### ADVERTISING BUNDLE \$500

- One bag insert (see below), 1/4 printed ad (4.15" x 5.5") in the Northeast EDGE magazine (choose your issue), one 6-month ad on the NeSSA website linked to your site. Worth \$755.

### BAG INSERT SPONSOR \$200

- One promotional piece inserted into the conference bag. Received by September 7, 2019. Ship to: NE EXPO, c/o Mary Ann Turner, 7 Meadow Road, Enfield, CT 06082

### DRINK TICKET SPONSORSHIP \$500 **NEW!** (limit 3)

- Listing in conference program and on conference signage
- Your listing on the NeSSA website as a sponsor
- Recognition from podium at general session
- Your company logo printed on drink tickets

## EXCLUSIVE SPONSORSHIPS

### PRODUCTION SPONSOR \$750

Your company logo is included on all speaker Power Point presentations, on conference signage, and in the conference program. Must register by August 31, 2019.

### CYBER LOUNGE \$500 (limit 2)

- Company name and logo on signage at the station (registered by 9/7/2019).

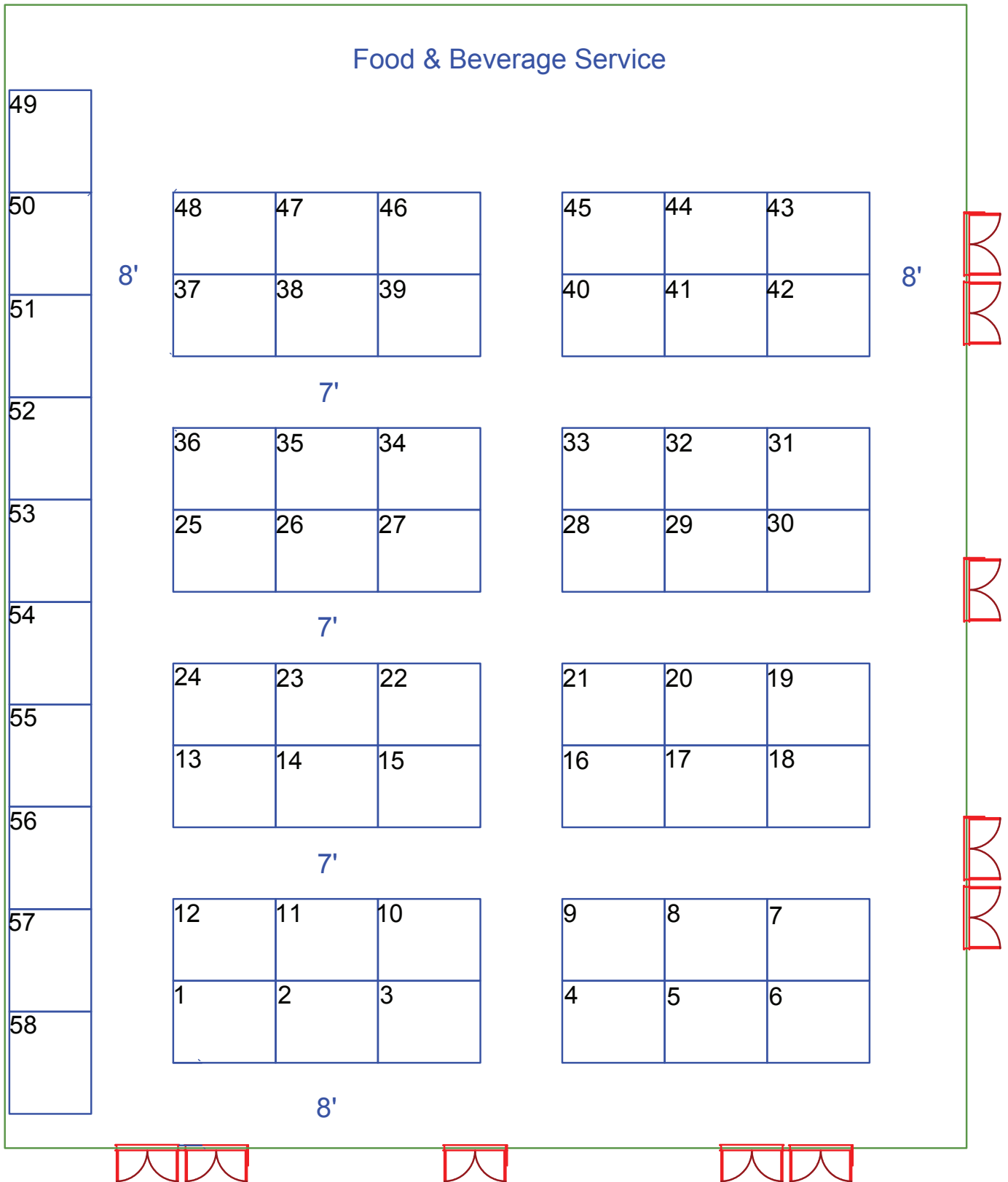
### CONFERENCE PADS WITH PEN \$500

- Your company supplies the notepad and pen pre-printed with your logo.

### CONFERENCE LANYARDS \$300 **SOLD**

- Your company supplies the lanyards with your logo.

# Booth Layout



Registration & Main Entrance