

EXHIBITOR PROSPECTUS

WWW.NASO.ORG/SUMMIT

31ST ANNUAL
**SPORTS OFFICIATING
SUMMIT 2013**
GRAND RAPIDS JULY 28-30



GAME ASSIGNMENTS

**RIGHT PEOPLE, RIGHT PLACE, RIGHT TIME
THE RIGHT WAY**

THE INDUSTRY EVENT OF THE YEAR



PRESENTED BY THE NATIONAL ASSOCIATION OF SPORTS OFFICIALS IN COOPERATION
WITH THE NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS, MICHIGAN
HIGH SCHOOL ATHLETIC ASSOCIATION

GENERAL INFORMATION

▶ HOST HOTEL

The Amway Grand Plaza Hotel offers elegant old world charm set amid the sophistication of today, the hotel has Mobil Four Star and AAA Four4 Diamond Awards. Centrally located in the heart of Grand Rapids, The Amway Grand Plaza is near many attractions, restaurants and is connected to DeVos Place Convention Center.

▶ SPECIAL RATE FOR SUMMIT ATTENDEES

Guests receive a special rate of **\$134/night**. Please be sure to mention Group Code: NASO Sports Officiating Summit when making your reservation to guarantee that rate. Reservations must be made by July 12, 2013.

▶ HOTEL RESERVATIONS

Toll Free: 1-800-253-3590

Online: Xxx

Group Code: NASO Sports Officiating Summit

▶ AMWAY GRAND PLAZA HOTEL

187 Monroe Ave. NW
Grand Rapids, MI 49503 USA
Phone: 616-774-2000

▶ TAX DEDUCTIBLE - SAVING YOU MONEY!

Under the current tax law, personal expenses and the cost of travel, meals, lodging and Summit registration can be fully tax deductible.

▶ TRAVEL ARRANGEMENTS

For service to Gerald R Ford International Airport (GGR), major carriers include:

AirTran Airways	(800) 247-8726
Air Canada	(888) 247-2262
American Airlines	(800) 433-7300
Delta Air Lines	(800) 221-1212
Frontier Air Lines	(800) 432-1359
United Airlines	(800) 864-8331
US Airways	(800) 428-4322

▶ TRANSPORTATION

▶ AIRPORT

Distance from Gerald R. Ford International Airport (GGR) to the Amway Plaza Hotel is 12 miles or 15 minutes driving time.

▶ PARKING

On-Site self-parking fee: \$8.00 a day.

Valet parking, fee: \$12.50 a day.

▶ AVIS

To reserve a car, contact AVIS at 800-331-1600.

▶ HERTZ

To reserve a car, contact Hertz at 1-800-654-2240 and use code CV#UQ0007 or reserve online at: www.hertz.com.

▶ TAXI

Metro Cab is approximately \$30.00 one-way from Gerald R. Ford International Airport to the Amway Grand Plaza Hotel.

▶ BUS

The Rapids Bus departs from Gerald R. Ford International Airport and goes downtown every twenty minutes. \$1.50 one-way/one transfer.

▶ CONTRACT AND PAYMENT FOR SPACE

All Exhibitors must complete a contract for exhibit space with full payment. Upon receipt of contract and full payment, space will be confirmed and the exhibitor will be notified in writing.

▶ ACCEPTANCE OF APPLICATION

Application for exhibitor space is subject to review by NASO to decide suitability for the Summit and Officiate Michigan Day, and to ensure conformity with Summit standards. NASO reserves the right to cancel or refuse rental of space to any person or company whose conduct or display of goods is incompatible with the general character and objectives of the Summit. Only those companies with a product or service relatable to sports officiating will be accepted.

▶ EXHIBIT SPACE

The exhibitor will be provided one 6' skirted table, one chair and one wastebasket at DeVos Center for Officiate Michigan Day. For the Sports Officiating Summit, the exhibitor will be provided one 8' x 10' pipe and draped space, one 6' skirted table and two chairs at the Amway Grand Plaza Hotel. Additional tables or space can be negotiated for an additional fee.

▶ EXHIBITOR DIRECTORY

The Exhibitor Directory is furnished to all attendees at registration and is also on the Summit web site. You must

provide a company description of 65 words or less by May 20, 2012 in order to be in the printed directory. The online directory will be updated as descriptions are received and remain active until August 31, 2012. Please send your company description to dolson@naso.org.

▶ SPACE ASSIGNMENT

Spaces will be assigned on a first-come, first-served basis. NASO cannot guarantee placement of spaces requested by Exhibitors. Such requests will be considered on an individual basis.

▶ SET-UP AND REGISTRATION

The Exhibit Hall for Officiate Michigan Day will be located in the DeVos Place Convention Center ballroom's Secchia Lobby on Saturday, July 27th. The Exhibit Hall for the Summit will be located in the Ambassador Ballroom's pre-function area at the Amway Grand Plaza Hotel. All Exhibitor representatives are required to check in at Registration before entering the hall.

EXHIBITOR MOVE-IN:

Saturday, July 27, 2013	5:30 pm -8:00 pm
OR	
Sunday, July 29, 2013	Noon – 3:00 pm

EXHIBITOR HALL HOURS:

Sunday, July 28, 2013	3:00 pm – 6:45 pm
Monday, July 29, 2013	7:30 am – 5:00 pm
Tuesday, July 30, 2013	7:30 am – Noon

EXHIBITOR MOVE-OUT:

Tuesday, July 30, 2012	Noon – 3:00 pm
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▶ DISPLAY CONSTRUCTION AND LIMITATIONS

All Exhibitors are entitled to their allotted space for the duration of the exhibit period at the DeVos Center and the Amway Grand Plaza Hotel. All display material must be confined to the limits of the Exhibitor's purchased space. Exhibitors are not permitted to erect displays or other material on the sides of their space (measuring five feet from the front to the rear of the exhibit space) that would limit the view of neighboring displays. Any trash or debris scattered into the booth from the installation of any exhibit is the Exhibitor's responsibility to dispose of.

▶ REPRESENTATION OF EXHIBITOR

Exhibitors agree to provide at least one representative to staff their exhibit space during all Exhibit Hall hours of operation. Exhibitors agree that a maximum of three persons per 8' x 10' exhibit space purchased will be allowed in the booth at any one time. Exhibitors agree to be responsible for wearing badges and have proper identification at all times while inside the Exhibit Hall.

▶ GENERAL CONDUCT

NASO will not permit exhibits that interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. NASO strictly prohibits attention-getting devices such as live/mechanical entertainment or amusement. Any booth equipment such as lights or sound equipment that interferes with other exhibits or attendees will be covered or removed at the Exhibitor's expense. NASO requires that booth personnel confine their activities within the booth space. Apart from the specific display space for which an Exhibitor has contracted with the Summit, other entities may not use any part of the Exhibit Hall and its grounds, except NASO, for display purposes. Exhibiting companies will modestly attire representatives, models and employees of Exhibitors to maintain the professional and businesslike climate of the Summit. Whatever supplies are necessary to properly protect the building, equipment or furniture will be at the expense of the Exhibitor. Exhibitors are liable for any damage they cause to the Exhibit Hall property (at the Amway Grand Plaza Hotel).

▶ AUDIO VISUAL COMPONENTS OF EXHIBITS

Audiovisual equipment as part of a display is acceptable. It is the responsibility of the Exhibitor to regulate the sound level, lighting and spectators so they do not disrupt nor obstruct neighboring exhibitors. NASO reserves the right to decide when sound levels, lighting and spectators are interfering with other exhibitors and request for equipment adjustments or removal at the Exhibitor's expense.

Exhibitor equipment for individual booth space is the sole responsibility of the Exhibitor. It is at the Exhibitors discretion to rent audio visual equipment directly through the DeVos Center and the Amway Grand Plaza Hotel.

GENERAL INFORMATION CONTINUED

▶ ELECTRICAL, INTERNET AND PHONE SERVICE

Exhibitors will need to obtain electrical internet and telephone connectivity directly through [DeVos Place and Amway Grand Plaza Hotel]. Please see forms located at the back of the prospectus.

▶ SHIPPING

DIRECT SHIPMENTS WILL NOT BE ACCEPTED AT THE AMWAY GRAND PLAZA HOTEL AT ANY TIME.

Art Craft Display Company selected as the designated drayage and decorator services company. Art Craft will receive exhibitor shipments and deliver to DeVos Place on Friday, July 26th and to the Amway Grand Plaza Hotel Saturday, July 27th upon conclusion of Officiate Michigan Day. An onsite customer service representative will be available during set-up, exhibitor move-in and move-out dates and times.

Art Craft will provide complete material handling service. Instructions, price list and labels will be emailed to exhibitors by Art Craft. Art Craft will deliver freight to booths during move-in, store empty containers during the show, and return empty containers to each booth at close of show. Bills of lading and shipping labels will be provided to exhibitors at Art Craft's service desk during scheduled move-in and move-out times. Once containers have been repacked and labeled, Art Craft will load shipments onto outbound carriers if material handling has been contracted through Art Craft. Exhibitor is required to call their preferred carrier and schedule pick-up, prior to the end of the Summit.

▶ ATTENDANCE OF OFFICIATE MICHIGAN DAY AND THE SPORTS OFFICIATING SUMMIT

Acceptance of this exhibitor agreement allows exhibiting at both Officiate Michigan Day and the Sports Officiating Summit. No discounts will be given if an Exhibitor chooses not to exhibit at one or the other of the events, and all terms of the agreement will still apply.

RULES AND REGULATIONS

▶ EXHIBITING POLICY

Exhibitors agree that the rules and regulations of NASO printed in this packet are part of the contract and will be observed by the Exhibitors Company and representatives.

▶ SHARING EXHIBIT SPACE

No Exhibitor will assign, sublet or share the whole or any part of purchased exhibit space, nor display any products or services other than those manufactured or handled in the normal course of business, or permit any agent or any exhibiting firm to solicit business in its space.

▶ SOLICITATION

Any firm or organization not assigned space in the Exhibit Hall will not be permitted to solicit business the Sports Officiating Summit, nor will any non-registered agents be allowed on-site during Summit even hours.

▶ NON-ENDORSEMENT

The exposition of products and services at The Sports Officiating Summit does not constitute an endorsement by NASO of any products or services exhibited. An Exhibitor is not permitted to represent in any manner that NASO has endorsed its goods or services.

▶ EXHIBIT CHARACTER

As it is the intention of NASO to provide Exhibitors with optimum exposure to Summit attendees, it is also its intention to provide the best possible atmosphere to discuss the services and products displayed. As such, each Exhibitor agrees to exhibit only products of their own manufacture or supply in a tasteful manner. In keeping with a 'good neighbor' policy, Exhibitors are prohibited from operating noise-creating devices (i.e. bells, sirens, public address systems, etc.) Summit management reserves the right to determine the acceptable sound level for working exhibits in the event of complaints from other exhibitors or attendees.

▶ FOOD AND BEVERAGE

Exhibitors shall not dispense or distribute any food, beverage or throwaway items unless ordered from DeVos Place or the Amway Grand Plaza Hotel with permission from NASO.

▶ LIABILITY

The Exhibitor is solely responsible for the safeguarding of materials equipment and displays at all times. NASO, DeVos Place and the Amway Grand Plaza Hotel are not responsible for any loss, theft, damage, injury or destruction of Exhibitor's property or the property of its agents or employees, by or from any cause whatsoever. The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of Exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its owner and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims.

It is suggested the Exhibitors obtain insurance covering losses, such as theft and damage to property. The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold NASO, DeVos Place and the Amway Grand Plaza Hotel and their respective officers, employees, members and agents harmless from and against any and all claims, losses, injuries and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of DeVos Place and the Amway Grand Plaza Hotel arising out of or caused by Exhibitor's participation in activities throughout Officiate Michigan Day and the 2013 Sports Officiating Summit.

▶ SMOKING

Smoking is strictly prohibited in all Exhibit areas.

▶ VIOLATION OF RULES AND REGULATIONS

Any Exhibitor found in violation of the rules and regulations detailed in this agreement will be removed on the authority of NASO or its authorized representatives. Any Exhibitor asked to leave the premises will not be allowed to return for the duration of all scheduled events.

▶ CANCELLATION POLICY

All cancellations must be submitted in writing prior to June 3, 2013. No refunds will be issued for space cancelled after June 3, 2013.

RULES AND REGULATIONS CONTINUED

► EXHIBITOR LOCATION AND STORAGE OF MATERIALS

The DeVos Place exhibit area is located in the Secchia Lobby of the Steelcase Ballroom during Officiate Michigan Day, Saturday, July 27th. The Amway Grand Plaza Hotel exhibit area is located in the Ambassador Ballroom pre-function area Saturday, July 27th through Tuesday, 30th. Both are directly in front of the entrance to the general sessions. This will provide Exhibitors with maximum exposure prior to and after each session break. Because this is an unsecured location, all exhibitor materials will need to be removed at the end of each day. DeVos Place and the Amway Grand Plaza Hotel do not have any storage facilities for exhibitor materials. Storage of Exhibitor materials will be the sole responsibility of the Exhibitor.



2013 EXHIBIT AGREEMENT

▶ MAIL, FAX OR EMAIL COMPLETED FORM TO NASO OR FILL ONE OUT ONLINE AT WWW.NASO.ORG/SUMMIT

31ST ANNUAL
SPORTS OFFICIATING
SUMMIT 2013
GRAND RAPIDS JULY 28-30



NASO CONTACT INFORMATION

Mail: NASO
Attn: Dan Olson
2017 Lathrop Avenue
Racine, WI 53405

E-Mail: dolson@naso.org
Phone: (262) 632-5448 ext. 105
Fax: (262) 632-5460
Web: www.naso.org/summit

▶ EXHIBITOR CONTACT INFORMATION

All correspondence relating to the exhibits should be directed to:

Company

Contact

Contact Title

Address 1

Address 2

City State/Province

Zip Code Country

E-mail

Daytime Phone

Fax

▶ SPACE RESERVATION

- Please reserve the following space to be used solely by our organization during The 2013 Sports Officiating Summit and Officiate Michigan Day in Grand Rapids, Michigan.

▶ Exhibitor Fee: \$1,400.00

Fee Includes:

Rental for Officiate Michigan Day

- (1) 6' skirted table
- (1) Chair
- (1) Waste Basket

Rental of space for the (3) days of the 2013 Sports Officiating Summit

- (1) 8' X 10' pipe & draped booth space

- (1) 6' skirted table
- (2) Chairs
- (1) Full Summit Registration (\$500 Value)
- Organization description in Exhibitor Directory (if received by deadline)
- Organization description on Summit Website
- Small item or informational materials included in attendee registration packets

▶ PAYMENT OPTIONS

Full payment must accompany registration*

- By credit card By check By money order
 Support Organization*

(Make Checks Payable to NASO)

Please charge my: MasterCard VISA Discover

Total Amount: \$

Account Number

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Exp. Date (mmyy)

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Name (exactly as it appears on card)

Signature

*Exhibitor fee is waived for Summit Support Organizations and Education Partners at the silver level or higher.

▶ APPROVAL

THIS APPLICATION BECOMES AN AGREEMENT UPON ACCEPTANCE BY NASO. IF ACCEPTED, THE UNDERSIGNED AGREES:

- Full payment must accompany agreement.
- We have read, understand and agree to be bound by the rules, regulations and exhibit hours contained in the 2013 Exhibitor Prospectus in subsequent information distributed.
- Exhibit Company agrees to hold NASO, DeVos Place, Michigan High School Athletic Association, the Amway Grand Plaza Hotel and Art Craft Display, Inc. and their respective officers, employees, members and agents harmless from any liability, loss or claim during the 2013 Sports Officiating Summit and Officiate Michigan Day.
- The undersigned declares to be authorized to sign on behalf of the Exhibiting Organization.

Signature

Date

Print Name

Email

- To continue to meet the needs of Summit attendees NASO will email a brief survey immediately following the 2013 Sports Officiating Summit. To accept, please indicate by checking the box provided.



Art Craft Display, Inc.

3140 Three Mile Rd. NW · Grand Rapids, MI 49534 · (616)791 8024 · (800)292 2033 · Fax (616)791 8154
www.artcraftdisplay.com

NOTICE OF ON-LINE EXHIBITOR KIT

Re: NASO- Officiate Michigan Day
July 27, 2013
DeVos Place
Grand Rapids, MI

Dear Exhibitor:

Art Craft Display, Inc. has been selected by your show management to serve as your official exposition service contractor for this event.

YOUR EXHIBITOR KIT FOR THIS EVENT IS AVAILABLE ON-LINE. IF YOU DO NOT HAVE INTERNET ACCESS, ART CRAFT DISPLAY CAN FAX OR MAIL THE KIT BY CALLING (616) 791-8024.

IF YOU NEED ADDITIONAL EQUIPMENT OR SERVICES, YOU CAN DOWNLOAD ORDER FORMS USING THE FOLLOWING PROCEDURES:

Go to the following website: www.artcraftdisplay.com
Click on: "Get Exhibitor Kit"
Enter Event Code: 209042

ADVANCE ORDER DEADLINE IS WEDNESDAY, JULY 17TH, 2013 5:00 PM.

If we can be of any further assistance, please contact us.

We are looking forward to being of service to you.

Yours for better show service,

ART CRAFT DISPLAY, INC.



Art Craft Display, Inc.

3140 Three Mile Rd. NW · Grand Rapids, MI 49534 · (616)791 8024 · (800)292 2033 · Fax (616)791 8154
www.artcraftdisplay.com

NOTICE OF ON-LINE EXHIBITOR KIT

Re: NASO 2013 Sports Officiating Summit
July 28-30, 2013
Amway Grand Plaza Hotel
Grand Rapids, Michigan

Dear Exhibitor:

Art Craft Display, Inc. has been selected by your show management to serve as your official exposition service contractor.

YOUR EXHIBITOR KIT FOR THIS EVENT IS AVAILABLE ON-LINE. IF YOU DO NOT HAVE INTERNET ACCESS, ART CRAFT DISPLAY CAN FAX OR MAIL THE KIT BY CALLING (616) 791-8024.

IF YOU NEED ADDITIONAL EQUIPMENT OR SERVICES, YOU CAN DOWNLOAD ORDER FORMS USING THE FOLLOWING PROCEDURES:

Go to the following website: www.artcraftdisplay.com
Click on: "Get Exhibitor Kit"
Enter Event Code: 208692

ADVANCE ORDER DEADLINE IS MONDAY, JULY 15, 2013, 5:00 PM.

If we can be of any further assistance, please contact us.

We are looking forward to being of service to you.

Yours for better show service,

ART CRAFT DISPLAY, INC.