



## EXHIBITOR INFORMATION

### *The 2005 North American Berry Conference*

Exhibits Open: **Wednesday, February 16, to Friday, February 18, 2005**  
**Doubletree Nashville Hotel, Nashville, Tennessee**

**Exhibit Space Fee:** \$500 for members of the North American Strawberry Growers Association  
Or for members of the North American Bramble Growers Association  
\$600 for non-members  
Additional spaces available for \$400 each (based on availability)

- These fees cover a two-day exhibit period beginning Wednesday evening and concluding Friday afternoon. An exhibit space can accommodate a tabletop display or standing backdrop display. The fee includes a draped 6 ft. table and 2 chairs. No sign or pipe and draping is provided.
- Electric access will be available. Arrangements for special service needs and all questions about exhibit logistics will be handled by **NASGA's Conference Coordinator, Jeanmarie Kline, CMP at 717-979-6979.**
- Wednesday's opening welcome reception, all coffee breaks, Thursday lunch, and Friday dessert social will be held in the exhibit area to optimize the opportunity for attendees to see exhibits and talk with company representatives. Attendees will also have access to the exhibit area during lunch on Friday.
- Each exhibiting company will receive one complimentary registration for the Conference for one individual. Tickets for optional events are not included. A second person may staff the booth without paying a registration fee, but may not attend the conference events or the tour. To participate fully in the conference, additional personnel from an exhibiting company must be registered at the "Additional Registrant" rate using the Conference Registration form (included and on NASGA and NABGA websites). Additional tickets for the tour and/or the banquet can also be purchased separately using the Conference Registration form.

#### **Contract and Payment:**

Space will be assigned on a first come, first served basis, and only upon receipt of the contract and payment in full. Final payments are due upon receipt of our invoice, but no later than Friday, February 4, 2005.

#### **Exhibitor Schedule**

Set-up:	Wednesday, February 16 –	2:00 pm to 6:00 pm
	Thursday, February 17 –	6:00 am to 7:00 am
Exhibit Hours:	Wednesday, February 16 –	7:00 pm to 9:00 pm - GRAND OPENING RECEPTION
	Thursday, February 17 –	7:00 am to 5:00 pm
Includes:		Continental Breakfast in Exhibit Area 7:00 am to 8:00 am Break in Exhibit Area 10:00 am to 10:30 am Buffet lunch set in Exhibit Area 12:30 pm to 1:15 pm Break in Exhibit Area 3:00 pm to 3:30 pm Exhibit Area open after meeting session 4:30 pm to 5:00 pm Product Tasting Session 6:30 pm to 8:00 pm
	<b>NEW THIS YEAR!</b>	
	Friday, February 18 –	7:30 am to 3:30 pm
Includes:		Continental Breakfast in Exhibit Area 7:00 am to 8:00 am Break in Exhibit Area 10:00 am to 10:30 am Exhibit Area open throughout lunch break Noon to 1:30 pm Ice Cream Social in Exhibit Area 1:30 pm to 2:00 pm Break in the Exhibit Area 3:00 pm to 3:30 pm
Tear down:	Friday, February 18 –	3:30 pm to 5:00 pm

### Exhibit Space Details

The exhibit area will have up to 30 exhibit spaces each with a 6' by 30" table. Tables will be skirted and two chairs and a wastebasket will be provided. Additional furniture and/or any special requirements can be requested, but not guaranteed (additional fees may apply). Please indicate on your Exhibitor Contract any additional request and NASGA Conference Coordinator Jeanmarie Kline, CMP will contact you directly prior to the conference.

The Exhibit Area will be the site of continental breakfast two days, morning and afternoon session breaks, Thursday lunch, Friday dessert social, and the Wednesday welcome reception.

Signs will not be provided for individual exhibitors. However, a list of exhibitors with logos and company contact information will be included in each registration packet. It is the exhibitor's responsibility to provide NASGA with a copy of their company logo in electronic/digital format (TIF or JPG preferred) by Friday, February 4, 2004, to be included in the Exhibitor List.

### Space Assignments

The Exhibit Area has 30 exhibit spaces available. Space will be assigned on a first-come, first-served basis according to the unassigned space available. **No space will be reserved until an Exhibitor Contract and payment is received.**

### Set-up and Tear-down

It is requested that all exhibits be operational for Wednesday's Grand Opening Reception, which will be held in the Exhibit Area 7:00-9:00 pm. Exhibits must be completely operational by 7:00 am on Thursday, February 17, and can be taken down after 3:30 pm on Friday, February 18. All exhibits must be completely removed by 5:00 pm on Friday for set up of the final banquet.

### Exhibit Services

Electric service will be available at \$30 per outlet. Please indicate on the Exhibitor Contract whether you will require electric access so you can be assigned an appropriate location. Exhibitors will be expected to supply their own extension cords and power strip. Extension cords requested at the hotel will incur a fee of \$3 each from the hotel.

### Shipping and Receiving

Materials may be shipped directly to the hotel, but will only be accepted two days in advance of the meeting (no earlier than February 14). Packages received prior to that date will incur a handling fee of \$10/day. NASGA accepts no responsibility for lost or misplaced materials.

All items shipped must include this information:

Doubletree Nashville Hotel  
ATTN: Jeffrey Blair  
NASGA Conference 2/15-18/05  
315 4<sup>th</sup> Avenue North  
Nashville, TN 37219  
Phone: 615-244-8200

Delivery For: *Your company name here*  
*Guest Name and arrival date here*

### Cancellations

Cancellations received before February 4, 2005, will receive a full refund minus a \$50 administrative handling fee. No refunds will be made for any cancellations after February 4, 2005.

### Liability

Neither the North American Strawberry Growers Association/North American Bramble Growers Association, nor the Doubletree Nashville Hotel, will be responsible for any loss or damages that may occur during the conference. Each Exhibitor is responsible for any damage they incur to floors, walls, or other hotel property.

### Silent Auction

The NASGA Research Foundation will hold a silent auction in the exhibit area during the Conference to benefit the research fund. Donations are being sought from NASGA growers and suppliers to be included in the auction. Appropriate items might include artwork, clothing, food, equipment, crafts, books, business supplies, product samples, etc. Donors may place a minimum bid on their items, if they desire. If a minimum bid is not indicated, NASGA will estimate the value and apply. Please contact Robin at the NASGA office, 814-238-3364, to have your donations included or indicate your interest on the exhibitor contract.

# The 2005 North American Berry Conference

Doubletree Nashville Hotel, Nashville, Tennessee  
Wednesday, February 16, to Friday, February 18, 2005

## CONTRACT FOR EXHIBIT SPACE

The undersigned, hereinafter called "Exhibitor," confirms to the North American Strawberry Growers Association/North American Bramble Growers Association, hereinafter called "NASGA/NABGA," the use of exhibit space at the 2005 North American Berry Conference to be held February 16-18, 2005, at the Doubletree Nashville Hotel, Nashville, Tennessee.

Exhibitor confirms the use of \_\_\_\_\_ exhibit space(s) for a two-day period at the rate of \$500 for NASGA/NABGA members and \$600 for non-members for the first space, and \$400 for each additional space. Exhibitor includes payment in full with this contract. Upon acceptance of this contract by NASGA/NABGA and payment of the required fees, Exhibitor agrees to be bound by the terms and conditions set forth in the Exhibitor Information document and its attachments.

Please check here: \_\_\_\_\_ if you will not need a table.  
\_\_\_\_\_ if the exhibit will require electric service (see Exhibitor Information document for additional details).  
\_\_\_\_\_ if you have additional requests (i.e. furniture, large equipment, etc.) and wish to be contacted for further details.

### Please provide information below as you want it used in all official listings for the 2005 Berry Conference.

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_  
\_\_\_\_\_

Daytime Phone \_\_\_\_\_ Daytime Fax \_\_\_\_\_

Contact Name and Title (printed) \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

The exhibit fee includes one complimentary Conference registration for your primary exhibit representative. Tickets for optional events are not included. Please provide the following information for that individual:

Primary exhibit representative (full name as preferred on name badge) \_\_\_\_\_

Title or position in the company \_\_\_\_\_

Address (if different from above) \_\_\_\_\_

Daytime phone and fax (if different from above) \_\_\_\_\_

Email: \_\_\_\_\_ Company website: \_\_\_\_\_

Exhibitor must provide an electronic/digital copy of the company logo (TIF or JPG preferred) by February 4 to have it included on the Exhibitor List.

- \_\_\_\_\_ An electronic copy of our logo is enclosed.  
\_\_\_\_\_ An electronic copy of our logo will be mailed under separate cover to 526 Brittany Drive, State College, PA 16803-1420.  
\_\_\_\_\_ An electronic copy of our logo will be emailed to info@nasga.org.  
\_\_\_\_\_ We will not be supplying a copy of our logo.

### PLEASE MAKE A COPY FOR YOUR RECORDS

**AND MAIL THIS CONTRACT, ALONG WITH YOUR CHECK (payable to NASGA) to:**

#### ***NORTH AMERICAN STRAWBERRY GROWERS ASSOCIATION***

526 Brittany Drive, State College, PA 16803-1420

Phone: 814-238-3364 \* Fax: 814-238-7051

Email: info@nasga.org \* Website: www.nasga.org

**OR FAX THIS FORM WITH YOUR CREDIT CARD PAYMENT FOR \$ \_\_\_\_\_ NOTED BELOW, to:  
Fax: 814-238-7051**

Credit Card Information:  VISA  MasterCard

Name on card (print): \_\_\_\_\_

Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_