2013 National Safety Council
CONGRESS & EXPO
Congress: September 28 - October 4
Expo: September 30 - October 2
CHICAGO

2013 NSC Congress & Expo
New Product Showcase
Application & Contract

New Product Showcase, concourse outside Expo floor

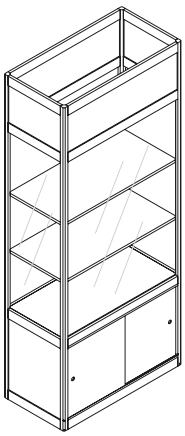
According to our surveys, one of the top reasons for attending the NSC Congress & Expo is to discover NEW PRODUCTS. Located in the concourse outside the Expo floor*, the New Product Showcase will be highly visible to all NSC Congress & Expo participants.

The New Product Showcase is reserved for products new to the majority of the 2013 attendees. Participation is limited to exhibitors of the 2013 NSC Congress & Expo. Three showcase types are available.

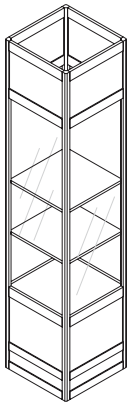
HURRY, AVAILABILITY IS LIMITED!

Here's what's included:

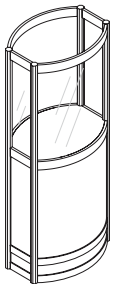
- **Your new product on display in the concourse outside the Expo floor*.**
- **Tent Card –** An identification sign featuring your company name, product name and booth number tells the attendees how to find you on the Expo floor.
- **Recognition –** The NSC Congress & Expo website, the Final Program and New Product Showcase area will promote your participation. We also recommend that exhibitors market their participation before the show (e.g., uploading press releases to the NSC Congress & Expo website, utilizing the tools available in the Exhibitor Resource Center, as well as the pre-show attendee list for direct mail marketing, etc.). Please note: in order to be listed in the Final Program, entries must be submitted by July 12, 2013.



Regular 8' High Showcase
(6 products per showcase/
2 products per shelf)
$375 per product



Spotlight 8' High Showcase
(3 products per showcase/
1 product per shelf)
$475 per product



Exclusive 6' High Showcase
(1 product per showcase)
$875 per showcase

If you have any questions, please contact a member of our Exhibit Sales Team.

Bill Steinbach
(630) 775-2403
bill.steinbach@nsc.org

Joe Valentino
(630) 775-2339
joe.valentino@nsc.org

**Pending fire marshal approval.*

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2013 NSC Congress & Expo New Product Showcase Application & Contract Terms & Conditions

A. Eligibility
1. Participation is limited to exhibitors of the 2013 NSC Congress & Expo.
2. To qualify, products displayed must be new to the majority of the 2013 attendees.
3. Products featured in the New Product Showcase must also be displayed in the exhibitor's booth at the 2013 NSC Congress & Expo.

B. Product Submissions
1. Product(s) must be taken out of packaging for display.
2. Each unit in a product line is considered a separate entry.
3. Limit 10 entries per company.

C. Limitations
1. Literature may not be displayed with the products.
2. No "extras" or product enhancements are permitted unless part of product as purchased.

D. Participation Application, Fees and Deadline
1. Participants in the New Product Showcase must complete and submit the attached application.
2. Participation fee is per entry, limit 10 entries per exhibiting company.
3. Checks should be made payable to National Safety Council.
4. To qualify for participation, the New Product Showcase Application & Contract must be received no later than **July 12, 2013**.
5. **Do not send product(s) with the Application & Contract.**

E. Product Drop-off
1. Products must be dropped off and placed on display between 12:00 p.m. and 4:30 p.m. on Sunday, September 29, 2013.
2. All products should be hand-carried to the New Product Showcases located in the concourse outside the Expo floor, pending fire marshal approval.
3. Upon drop-off, exhibitors will be asked to sign in their product.
4. Exhibitors must place their product in the assigned display case and shelf.
5. Showcases will be secured at 4:30 p.m. They will not be reopened until Wednesday at 12:30 p.m.

F. Product Pick-up
1. To pick up products, exhibitors must present either their 2013 NSC Congress & Expo Exhibitor Badge or their business card.
2. **Products must be picked up between 12:30 p.m. and 3:00 p.m. on Wednesday, October 2, 2013. Products remaining after 3:00 p.m. will be forfeited.**
3. Exhibitors expressly agree that NSC takes no responsibility for products not claimed by 3:00 p.m. on Wednesday, October 2, 2013.

G. Product Display
1. Products will be displayed at the sole discretion of show management.
2. Display case and shelf assignments are based on type of showcase purchased and receipt of payment.
3. Products displayed in the Exclusive Showcase must be no larger than 20" wide x 28" high x 16" deep and no more than 15 lbs. (including all display fixtures).
4. Products displayed in the Spotlight Showcase and Regular Showcase must be no larger than 16" wide x 16" high x 16" deep and no more than 15 lbs. (including all display fixtures).
5. Products will be displayed with a tent card that includes company name, product name and booth number.

H. Security
1. A security guard will be on duty only when showcases are open for product placement.
2. NSC does not assume any responsibility for losses from theft, damage, etc.
3. Photography will be permitted only by registered members of the press and the official show photographer.

I. Final Program Listing Guidelines
Product shot (photo/image) and description deadline is July 12, 2013.
Information received after the deadline will not be included in the Final Program. Only the company contact information will appear. A company logo can be used in place of a product shot.
1. All descriptions and product shots are the New Product Showcase participant's responsibility. NSC and its vendors, partners and suppliers are not responsible for mistakes in the data entry process.
2. Product listings include company name, booth number, product name, product description (maximum of 50 words) and a product shot.

J. Indemnification
Exhibitor shall indemnify, hold harmless and defend (with legal counsel satisfactory to NSC) the show organizer and exhibit facility from any claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys fees and expenses that result from, arise out of or are in connection with: (a) exhibitor's participation or presence at the event; (b) a breach by exhibitor of any agreements, covenants, promises or other obligations under this agreement; (c) any matter for which exhibitor is otherwise responsible under the terms of this agreement; (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of exhibitor; (f) harm or injury (including death) to exhibitor; and (g) loss of or damage to property or the business or profits of exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.

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Space is limited. Products will be accepted on a first-come, first-served basis.

EXHIBITOR INFORMATION

Company Name (33-character limit):_____ Booth Number:_____

Contact Name:_____ Contact Title:_____

Mailing Address (No P.O. boxes):_____

City:_____ State/Province:_____ ZIP:_____ Country:_____

Phone:_____ Fax:_____ E-mail:_____

NEW PRODUCT SHOWCASE INFORMATION

Product Name*	Product Description (up to 50 words)
1.	
2.	
3.	

*Add additional sheets if more than three products.

Onsite Contact Name: _____ Onsite Contact Cell Phone:_____

Please e-mail a high-resolution (.eps) image of the product(s) to be featured in the New Product Showcase ***no later than July 12, 2013,*** *to Dorothy Williams at dorothy.williams@nsc.org.*

Do not send product(s) with this agreement (see Section E of Terms & Conditions).

METHOD OF PAYMENT

Number of products in Exclusive Showcases: ____ x $875/product = _____

Number of products in Spotlight Showcases: ____ x $475/product = _____

Number of products in Regular Showcases: ____ x $375/product = _____

TOTAL DUE = $ _____

☐ Invoice for Deposit ☐ Invoice for Full Amount

☐ Check #_____ Check Date _____

☐ Charge $ _____ to my credit card (please select one):

☐ AmEx ☐ Discover ☐ MasterCard ☐ Visa

Card # _____ Exp. Date _____

Signature _____

Should an exhibitor cancel his/her exhibit space, his/her New Product Showcase will likewise be cancelled. In such case, the exhibitor is liable for 50% of the total cost of his/her New Product Showcase(s), if written cancellation is received by NSC on or before July 12, 2013. If cancellation is received after July 12, 2013, the exhibitor is liable for 100% of the total New Product Showcase fee.

AUTHORIZATION

Exhibitor agrees to abide by all Terms & Conditions as stated in this contract. By signing below, the individual represents that he or she is duly authorized to execute this binding contract on behalf of named exhibitor.

Authorized Signature: _____ Date: _____

Name *(please print)*: _____ Date: _____

Accepted by NSC: _____ Date: _____

RETURN TO:

MAIL TO:
National Safety Council
ATTN: Exhibit Sales
1121 Spring Lake Drive, Itasca, IL 60143-3201

OR

FAX TO:
(630) 285-0798
ATTN: Exhibit Sales

Please make a photocopy for your files.

FOR OFFICE USE ONLY:

Date Received _____

Sold By _____

Payment Received _____

Check #/Date _____