

Texas Municipal League 2013

Annual Conference and Exhibition

Exhibitor Kit



*Austin Convention Center
500 E. Cesar Chavez Street
Austin • October 8-11, 2013*

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About the Conference and Exhibition

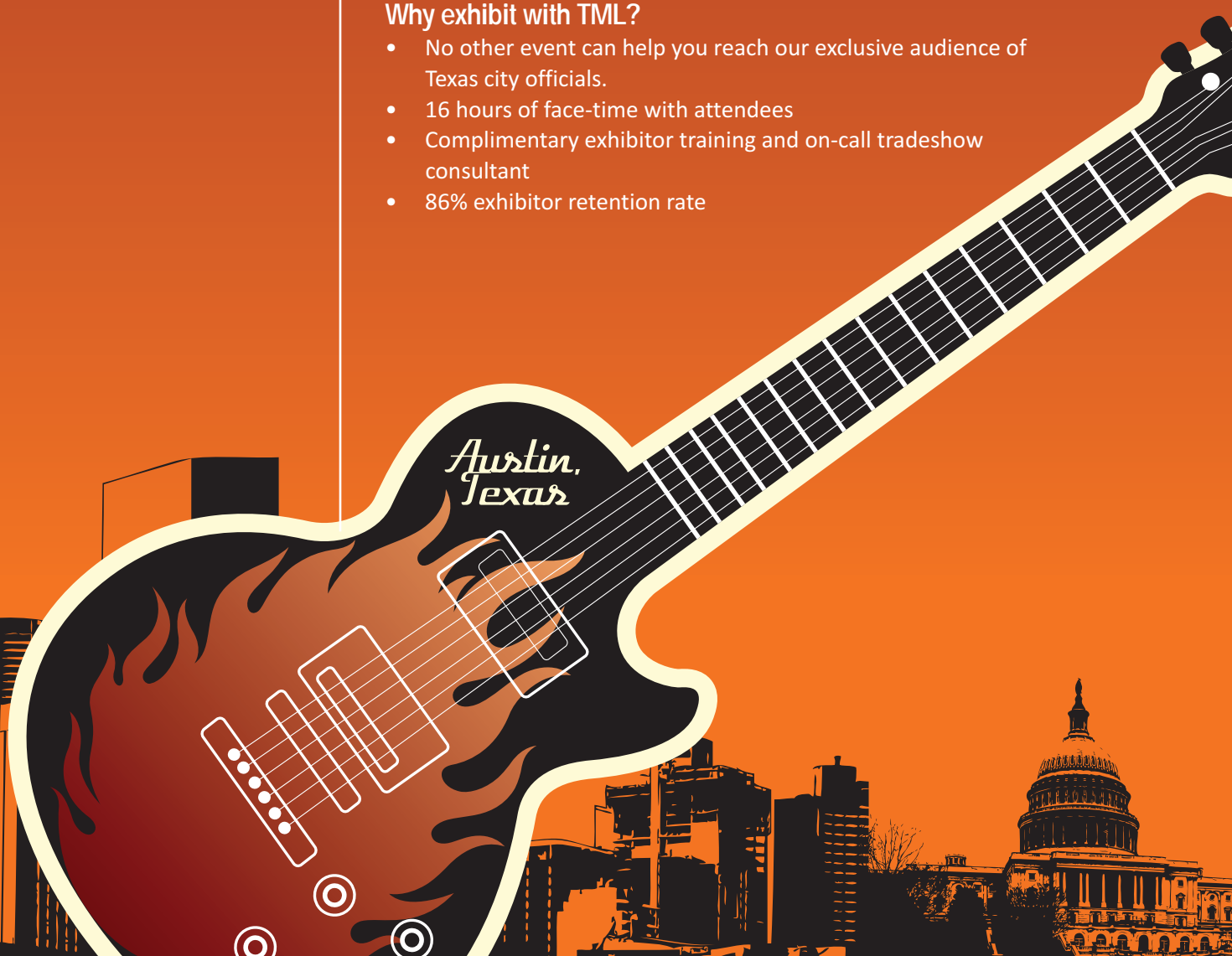
Reserve your exhibit space at the 2013 Texas Municipal League (TML) Annual Conference and Exhibition on October 8-11 at the Austin Convention Center in Austin, Texas.

What is it? The TML Annual Conference and Exhibition is the signature event of the Texas Municipal League and one of the nation's largest gatherings of local government leaders.

Who will be there? The conference attracts an average of over 3,000 delegates from 300 cities. Our attendees – mayors, councilmembers, city secretaries, and city department executives – are the decision makers for their cities.

Why exhibit with TML?

- No other event can help you reach our exclusive audience of Texas city officials.
- 16 hours of face-time with attendees
- Complimentary exhibitor training and on-call tradeshow consultant
- 86% exhibitor retention rate



Schedule, Checklist, and Deadlines

All events will be held at the Austin Convention Center, 500 East Cesar Chavez Street, unless otherwise noted.

Exhibitor Move-in and Setup Times

Sunday, Oct. 6, 10:00 a.m.-5:00 p.m.	Exhibit Hall Setup for Heavy Equipment Only – Individual times will be scheduled by The Expo Group (TEG)
Monday, Oct. 7, 8:00 a.m.-5:00 p.m.	Exhibit Hall Setup and Exhibitor Registration Open
Tuesday, Oct. 8, 8:00 a.m.-5:00 p.m.	Exhibit Hall Setup and Exhibitor Registration Open
Wednesday, Oct. 9, 8:00-10:00 a.m.	Grace Period for Exhibit Hall Final Setup – No Loading Dock Access
Wednesday, Oct. 9, 10:00 a.m.	Exhibit Hall Setup Deadline. SETUP MUST BE COMPLETE BY 10:00 a.m.
Wednesday, Oct. 9, Noon-4:00 p.m.	Exhibit Hall Grand Opening

Exhibiting Hours (Booths MUST be staffed during these times.)

Wednesday, Oct. 9, Noon-4:00 p.m.	Exhibit Hall Open
Thursday, Oct. 10, 8:00 a.m.-5:00 p.m.	Exhibit Hall Open
Friday, Oct. 11, 8:00-11:00 a.m.	Open – Exhibits must remain set up until 11:00 a.m. Early breakdown is prohibited.

Exhibitor Deadlines and Checklist

Select booth; submit contract and payment	Immediately for best booth selection; deadline is August 30.
Review confirmation packet	Online at www.tmlexhibits.org starting June 24
Reserve housing for your staff	Immediately when housing opens. Details will be included in confirmation packet.
Reserve September ad space	By August 16 (recommended; optional), page 10
50% cancellation refund cut-off	July 30 – no refund on cancellations after this date
Secure sponsorship	By August 30 (optional)
Place booth furnishing orders through TEG	Discount deadline is September 9.
Secure booth passes	At www.tmlexhibits.org by September 13
Secure bag stuffing	By September 13 (optional)

Visit us online at tmlexhibits.org

Rules at a Glance: Exhibitors must agree to the following to participate!

- Carpeting or approved flooring IS REQUIRED FOR ALL BOOTH SPACES UNDER 20 X 20, but you have the option of bringing in your own or renting from our show decorator (at a later date).
- The booth must be staffed by at least one person at all times during show hours.
- Any food or drink brought into the hall or served from the booth must be approved by the Austin Convention Center.
- Late setup is prohibited.
- Early breakdown is prohibited.

Exhibitor Rules in Fine Print

Exhibits not conforming to these specifications – or exhibits that in design, operation, or otherwise are objectionable in the opinion of management – will be prohibited.

TML limits the use of exhibit spaces to firms whose business is consistent with the goals and objectives of TML and that further the purposes of the TML Annual Conference and Exhibition. It is the responsibility of the exhibitor to see that the booth is staffed at all times during the exhibition hours and that all business activities are conducted within the exhibitor's allotted space.

Show Management

Gray Gilson (gray@tml.org, 512-231-7406) has been appointed by the Texas Municipal League as Show Management for the TML Annual Conference and Exhibition. The Exhibitor Rules and Regulations and all points not covered in the Exhibitor Rules and Regulations regarding the 2013 TML Annual Conference and Exhibition are subject to the decision of Show Management.

Furnishing Your Booth

Booth pricing does NOT include carpeting and basic booth furnishings or utilities. Carpeting is required for all booth spaces under 20 x 20. Our show decorator offers a "show special" package that includes carpeting, a draped table, two chairs, and a wastebasket for approximately \$255 (per 10 x 10 booth space). When ordered by itself, carpeting is approximately \$140 per 10 x 10, or exhibitors may bring in their own carpeting or approved floor covering. Details and ordering information will be sent to each exhibitor after confirmation of booth space. Internet access is NOT included with the booth space. If you require Internet access for your exhibit and need an estimate, please contact TML before reserving your booth space.

Height Restrictions

Standard/Linear Booth – Exhibitors should keep the front half of their booth clear of anything over 4 feet high so as not to block the view of adjacent booths. The back half of the booth display shall maintain a maximum height of 8 feet. **This regulation will be enforced on the show floor.**

Display material or equipment used in peninsulas and islands will be restricted to a maximum height of 16 feet. Sufficient see-through space must be provided so as not to block the view of adjacent exhibits.

Product demonstrations, audio visual, and other sound and attention-getting devices and effects are permitted, but only within the confines of the individual booth and should not interfere with the activities of neighboring exhibitors.

Catering

If you plan to distribute food or drink of any kind as part of your exhibit display, you will need to contact Rita Meute with the Austin Convention Center at 512-404-4137 or rmeute@levyrestaurants.com.

Subletting of Space

Exhibitors may not assign, sublet, or apportion the whole or any part of the space allotted to them, and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business.

Installation Times

Please see the schedule on page 3 for setup and breakdown times. All exhibitor displays must be completely installed within the time designated by show management.

Late Setup Is Prohibited. Exhibitors must be completely set up by 10:00 a.m., Wednesday, October 9, or the space shall be deemed abandoned by the exhibitor. Show Management has the right to rent abandoned space to any other exhibitor or use the space in another manner without any obligation to the exhibitor.

Early Breakdown Is Prohibited. Exhibitors should plan to stay set up in the exhibit hall until 11:00 a.m. on Friday, as we will be open for business until 11:00 a.m. on Friday. Breaking down early is against the rules of the exhibit space contract, disrespectful to the organization, bad for business, and dangerous for attendees and fellow exhibitors.

Exhibitors with their booths remaining set up and staffed until 11:00 a.m. on Friday will be entered into a drawing for the first 10 booth selections for 2014.

Security

TML will provide 24-hour security service in the exhibit hall throughout the installation, show, and dismantling period. However, TML will not be responsible for the safety of the property or the exhibitor, its agents, or employees, from theft, damage by fire, accident, or any other cause. The exhibitor is required to provide all insurance and/or policy riders to cover all booth contents. The property of each exhibitor shall be at all times the responsibility of each exhibitor.

Official Service Contractor

The Expo Group is the official service contractor for the Texas Municipal League Annual Conference and Exhibition. Complete information on decorating, drayage, carpeting, furniture rental, electrical services, signs, shipping, telephones, plumbing, cleaning, and other services, including a fixed schedule of prices, will be included in the Online Exhibitor Service Manual provided to you by The Expo Group after your booth space has been confirmed. Exhibitors who plan to use a service contractor other than the official contractor for the above services must notify TML 30 days in advance of the show. The service contractor must provide proof of insurance, as well as the name of the permanent personnel who will be working the show.

Approved Vendors

Exhibitors are often solicited by companies claiming to be, but not approved by, TML. The following are approved companies or individuals that you can expect to hear from while preparing for the TML Annual Conference and Exhibition:

- The Expo Group
- Synergy Lead Retrieval
- Freeman Audio/Visual
- Jefferson Davis, Competitive Edge

Exhibition Cancellation or Postponement

Exhibitors can cancel their booth space by July 30 and receive a 50% refund. There will be no refund on cancellations after this date.

If circumstances make it impossible for TML to proceed with all or any part of the Exhibition during the dates specified, the exhibitor(s) will be charged pro rata for the space only for the period it was occupied, or could have been occupied, and TML is released of any and all claims for damages arising thereof.

Visit us online at tmlexhibits.org

Exhibitor Marketing Opportunities

Need booth traffic? It's up to you to get them moving!

Advertising

If you do not plan to send a mailer to attendees before the show, it is highly recommended that you announce your participation as an exhibitor through the September issue of the TML magazine, *Texas Town & City*. The September issue of *Texas Town & City* will be the final pre-conference informational piece sent to all TML city members.

- Black and white ads start at just \$315 and reach every TML member.
- You can include your booth number, promote a new product, mention any demonstrations, introduce your exhibit team, or announce any special incentives.
- The deadline for advertising in the September magazine is August 16.
- Do not overlook this easy opportunity for increasing booth traffic!

Advertising rates are listed on page 10.

Inclusion in the Conference Bag

This is the chance to get something in the hands of every single attendee that will get them to your booth.

Consider including one of the following:

- Invitation to your booth (remember, over 50% of exhibit stops are pre-planned)
- Prize entry form that they can drop off at your booth (great way to gather prospect information)
- Voucher for a giveaway that can be redeemed at your booth
- Printed article telling a story about your company and your work with Texas cities
- Useful promotional item such as a pen, highlighter, or sticky notes

Inclusion in the conference welcome bag is \$1,000 and limited to only a few exhibitors.

Send your pre-printed materials to TML by September 13 and let us handle the rest. We will place your printed piece or promotional item in each and every conference bag, received by all delegates (and exhibitors, if you wish) when they check in at registration.

Pre-Conference Attendee Mailing List

This is a no-brainer!

Each exhibitor, sponsor, and advertiser can purchase the pre-conference attendee mailing list. The list is sent via e-mail as an Excel spreadsheet and includes contact information for all delegates registered by the conference early-bird registration deadline (TBD) E-mail addresses are only included for those who opt-in when they register. Mailing addresses are included for all registrants. The list is \$100 and can be purchased any time through the exhibitor contract on page 10, or online at www.tmlxhibits.org.

Membership

Connect with Texas cities year-round by becoming a TML Associate Member for only \$300 a year.

Benefits of Membership Include:

- Priority booth reservations and exhibit space discounts at the TML Annual Conference and Exhibition
- One listing in the TML Online Buyer's Guide, including your company logo, service description, and link to your company Web site
- One subscription to the TML monthly magazine, *Texas Town & City*
- One copy of TML's *Texas City Officials Directory*
- Exclusive access to purchase mailing labels and lists
- Listing, advertising, publication, and registration discounts throughout the year

2013 Texas Municipal League Annual Conference and Exhibition Sponsorship Benefits

	Platinum	Gold	Silver	Bronze
Levels of Participation	\$20,000	\$10,000	\$5,000	\$1,000
Listing in the September pre-conference (deadline is August 2) and December post-conference issues of <i>Texas Town & City</i>	Yes	Yes	Yes	Yes
Listing in the 2013 TML Annual Conference and Exhibition final program (deadline is September 13)	Yes	Yes	Yes	Yes
Registrations to the 2013 TML Annual Conference and Exhibition	Eight	Six	Four	Two
One-year TML associate membership, including subscription to <i>Texas Town & City</i> , the TML magazine (calendar year 2014)	Yes	Yes	Yes	
A link to your Web site posted on the TML Web site (tml.org) through calendar year 2014	Yes	Yes	Yes	
List of delegates pre-registered for the 2013 Annual Conference and Exhibition	Yes	Yes	Yes	
Display of corporate name and logo at the 2013 TML Annual Conference and Exhibition (deadline is September 13)	Yes	Yes	Yes	
Reduced registration fees at select TML educational events through calendar year 2014	Yes	Yes	Yes	
Display of corporate name and logo on signage at a refreshment station at the 2013 TML Annual Conference and Exhibition (available stations include a Wednesday morning coffee klatch; Thursday and Friday continental breakfasts; and Wednesday, Thursday, and Friday refreshment breaks). This limited benefit is awarded on a first-come, first-served basis.			Yes	
Invitations to select TML Board events at the 2013 TML Annual Conference and Exhibition	Yes	Yes		
Display of corporate name and logo on specialty promotional items distributed at the 2013 TML Annual Conference and Exhibition (for example, conference bags, lanyards, notepads and/or pens, hotel room keys, and mouse pads). Other items you may suggest will also be considered.	Yes	Yes		
Booth space (10 x 10) in the exhibit hall at the 2013 TML Annual Conference and Exhibition (deadline is August 2)	Yes	Yes		
Full-page, 4-color advertisement in two issues of <i>Texas Town & City</i>	Yes			
Concurrent session at the 2013 TML Annual Conference and Exhibition (subject to availability and approval)	Yes			

How to Reserve Your Exhibit Space

All applications for exhibit space are subject to the approval of the Texas Municipal League.

Step 1: Complete the Exhibit Space Contract found on pages 9-10 or online at www.tmllexhibits.org. Keep a copy for your records.

Step 2: Full payment is required with your Exhibit Space Contract. See the payment section of the application on page 10 for details, or submit your application online and pay with PayPal at www.tmllexhibits.org.

Step 3: Check the “Exhibitor Confirmation” link online at www.tmllexhibits.org beginning June 24. You will find a listing of exhibitors and their booth numbers, plus additional details including housing information, move-in directions, instructions for accessing the show catalogue for booth furnishings, and much more.

Remember! We look at each application in detail. Booths will be assigned in order of receipt of the Exhibit Space Contract and full payment. Every attempt will be made to assign you to a booth from your top six choices, away from any listed competitors.

Exhibitor Booth Pricing

Booth pricing DOES NOT INCLUDE carpeting and basic booth furnishings. Please see page 4 for details.

Size	Non-Member	Associate Member
10 x 10 Standard	\$850	\$800
10 x 10 Corner	\$1,100	\$1,000
10 x 20 Standard	\$1,500	\$1,400
10 x 20 Corner	\$1,700	\$1,600
10 x 20 End-Cap	\$2,400	\$2,300
20 x 20 Peninsula	\$2,700	\$2,600
20 x 20 Island	\$2,900	\$2,800

Additional sizes and pricing available upon request at 512-231-7400 or gray@tml.org.

Glossary

Standard Booth – inline booth with neighbors on each side

Corner Booth – only one neighbor

End-Cap – two corner booths at the end of an aisle; no neighbors

Peninsula – four booths at the end of an aisle, open on three sides

Island – group of four booths; all neighboring booths are removed, so the island is open on all four sides

Booth Staff Badges

Exhibitors must sign up their booth staff for exhibit hall badges for admittance to the exhibit hall. Details are online at www.tmllexhibits.org under “Exhibitor Confirmation.”

All exhibitors should sign up for booth staff badges by September 13, 2013.

Exhibit Space Contract

This Contract constitutes the entire Agreement and understanding between the parties relating to the subject matter of the Contract. The terms of this Contract are set forth and may be changed only by a written agreement signed by all parties to this Contract. This Contract is to be performed in Travis County, Texas, and can be found online at www.tmlexhibits.org.

Payment must accompany this contract.

THIS IS WHAT TML WILL USE TO CONTACT YOU REGARDING ALL EXHIBITOR COMMUNICATION. PLEASE PRINT CLEARLY.

Name of Exhibiting Company _____

Person Who Should Be Contacted Regarding All Exhibitor
Communications _____

E-mail Address _____

Reprint E-mail Address _____

Mailing Address _____

City _____ State _____ Zip _____ Phone _____

Additional E-mail Addresses to Receive the TML Exhibitor Bulletin (Optional):

THIS IS WHAT TML WILL PRINT AS YOUR COMPANY LISTING IN THE 2013 CONFERENCE EXHIBITOR GUIDE AND CONFERENCE MATERIALS.

Use 2012 listing Use new listing provided below

Company Name for Print _____

Company Address for Print _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Web site _____

50-Word or Less Company Description for Print (*or type and attach to separate sheet*)

Booth Selection

An updated version of the floor plan can be found online at www.tmlexhibits.org, but spaces shown as "available" are not guaranteed to be available. All booths are shown as 10 x 10 spaces and are combined upon request to create larger booths.

Booth Size and Type _____

Top 6 Booth Selections 1) _____ 2) _____ 3) _____ 4) _____ 5) _____ 6) _____

Competitors _____

(or use this section for additional comments)

Conference Marketing Opportunities

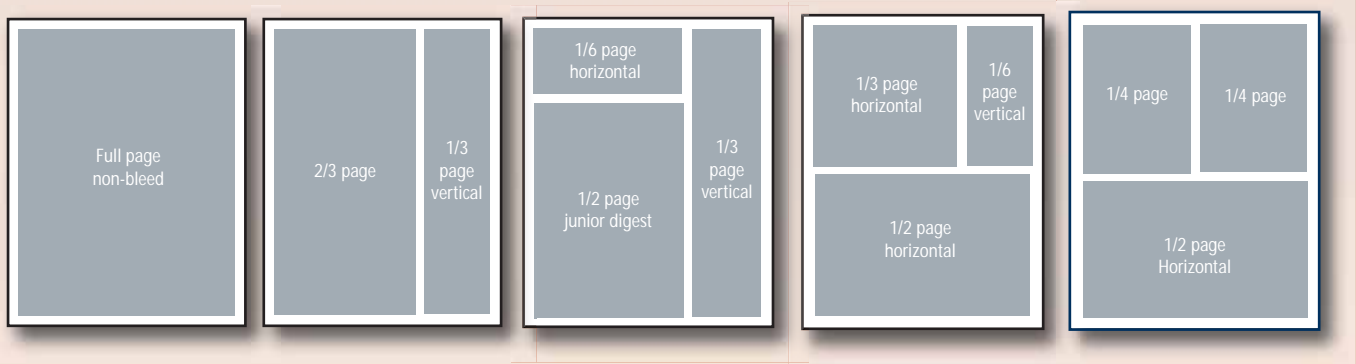
• **SPONSORSHIP OF THE 2013 TML ANNUAL CONFERENCE AND EXHIBITION (page 7)**

- Platinum \$20,000 Gold \$10,000 Silver \$5,000 Bronze \$1,000

• **INCLUDE YOUR MATERIALS IN EVERY CONFERENCE BAG (page 6)** \$1,000

• **PRE-CONFERENCE ATTENDEE MAILING LIST (page 6)** \$100

• **PRE-CONFERENCE ADVERTISEMENT IN TML'S TEXAS TOWN & CITY MAGAZINE (page 6)**



Black and White Ad Rates:

Size and file specifications will be sent to you upon receipt of contract.

- | | | | | | |
|------------------------------------|-------|-----------------------------------|-------|---|--------|
| <input type="checkbox"/> Full Page | \$675 | <input type="checkbox"/> 1/4 Page | \$315 | <input type="checkbox"/> Add 1 Color | +\$215 |
| <input type="checkbox"/> 2/3 Page | \$570 | <input type="checkbox"/> 1/6 Page | \$265 | <input type="checkbox"/> Add Full Color | +\$700 |
| <input type="checkbox"/> 1/2 Page | \$505 | | | | |
| <input type="checkbox"/> 1/3 Page | \$360 | | | | |

Total Investment

\$ _____

Payment must accompany this contract.

Mail this contact, along with payment, to:

Gray Gilson (gray@tml.org)
Texas Municipal League
1821 Rutherford Lane, Suite 400
Austin, Texas 78754
Or fax to 512-231-7490

Make checks payable to Texas Municipal League, call the TML office at 512-231-7400 to pay by credit card over the phone, or submit your application and pay online with PayPal at www.tmlxhibits.org.

Signature Required

I have read and agree to the rules and regulations and understand what I am purchasing, agreeing to, and signing up for:

Authorized Signature



TML Associate Business Membership

TWO WAYS TO APPLY

- (1) Register online with credit card payment at www.tml.org/mem_associate.asp
- (2) Mail this form with payment to TML Administrative Services, 1821 Rutherford Lane, Suite 400, Austin, Texas 78754

THE FOLLOWING IS WHAT TML WILL POST AS YOUR COMPANY'S ONLINE BUYER'S GUIDE LISTING

Name of Company, Organization, or Group _____

Mailing Address _____ City/State/Zip _____

Phone _____ Fax _____ Web site _____

Company Service Description (50 words or less), or type and attach to separate sheet

Using the list below, select up to 3 business categories under which your company should be listed.

(1) _____ (2) _____ (3) _____

Accountants	Document Management	Insurance Services	Roofing and Roof Repair
ADA Specialists	Economic Development	Laboratory Testing	Security Consulting Services
Airport Consultants	Education & Training	Land Development Services	Sewer System Services
Aquatic Park Design	Emergency Equipment	Landscaping Supplies	Solid Waste Services
Architects	Energy Services	Legal Services	Sports Field Products
Associations	Engineering Services	Library Services	Strategic Planning
Auditors	Environmental Services	Lighting Fixtures & Poles	Street Maintenance Services
Billing/Collection Services	Executive Recruitment	Marketing/Branding Services	Survey & Data Collection
Building Codes	Financial Services & Advisors	Municipal Software	Tank Services
Building Inspection Services	Fire Safety Equipment	Parks & Recreation Equipment	Traffic Controls & Equipment
Building Maintenance & Equip.	Fleet Management Services	Purchasing Cooperatives	Transportation Services
Codification Services	GIS Applications	Recycling Services	Urban Planning & Design
Communication Services	Golf Course Design & Mgmt.	Retirement Planning Services	Utility Rate Consulting
Computer Consulting & Equip.	Grant Consultation	Retail Consulting	Utility Services
Construction Services	Holiday Banners & Decor	Right-of-Way Services	Water & Wastewater
Contract Compliance	Imaging	Risk Management Consultants	Water Meter Services

View more categories online at <http://www.tml.org/source/Members/cBuyersGuideSearch.cfm>

PRINCIPAL CONTACT FOR YOUR ORGANIZATION TO RECEIVE BENEFITS OF MEMBERSHIP AND RENEWAL INFORMATION

Name _____ Title _____

Mailing Address _____

City/State/Zip _____ Phone _____

E-mail _____

Membership effective upon receipt of payment of membership fees.

An Annual Associate Business Membership is \$300.

TML reserves the right to limit or reject any and all Associate Membership applications.

If you have questions, contact the TML Member Services Department at members@tml.org or 512-231-7400.

The background of the entire page is a solid orange color. At the bottom, there is a faint, dark silhouette of a city skyline. On the right side of the skyline, the Texas State Capitol building is clearly identifiable by its large dome. The text is centered horizontally in the lower half of the page.

TEXAS MUNICIPAL LEAGUE

1821 Rutherford Lane, Suite 400

Austin, Texas 78754-5101

512-231-7400

www.tml.org