



Helping House America

511 Capitol Court NE
Washington, DC 20002-4937

RETURN SERVICE REQUESTED

PHADA's 2015 Annual Convention & Exhibition

May 3-6, 2015

**Hyatt Regency San Francisco
San Francisco, California**

PRESORTED
FIRST CLASS MAIL
U.S. POSTAGE
PAID
Hagerstown, MD
Permit No. 93



PHADA's 2015 Annual Convention & Exhibition

Exhibitor Information and Registration Packet

**Hyatt Regency San Francisco
San Francisco, California
May 3-6, 2015**

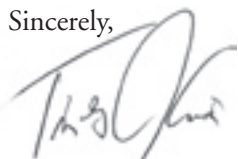
PHADA's 2015 Annual Convention & Exhibition

On behalf of PHADA, I invite you to participate in PHADA's 2015 Annual Convention and Exhibition, May 3-6, at the Hyatt Regency San Francisco Hotel.

At this year's exhibition, vendors will have the opportunity to market their goods and services, as well as network with public housing executive directors, commissioners, and staff members. The exhibition hall is also the hub for networking receptions on Sunday and Monday, and breakfast on Monday and Tuesday. You can maximize your exposure by becoming a sponsor. Sponsorship packages are outlined in this brochure. We help make your participation a success by providing you with a high value booth package at a low cost.

Our staff is eager to assist you with all of your requests. We are looking forward to working with you to make this show a success for our vendors. If you have any questions about the conference or exhibition, please contact Stephanie White, at swhite@phada.org or 202-546-5445.

Sincerely,



Timothy G. Kaiser
Executive Director

Hotel Registration

Register for the conference **first** and receive a conference code to make your hotel reservations. Reservations will not be accepted without a code.

Hyatt Regency San Francisco

5 Embarcadero Center

San Francisco, California, 94111

<https://resweb.passkey.com/go/2015PHADA>

Room Rate: \$209.00 single/double

Room rates are per night plus applicable tax. A portion of the room rate is being used to offset conference costs.

Cut-off date: Wednesday, April 1, 2015*

Hotel Reservation Required Deposit

All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. Deposits will confirm the reservation for the dates indicated, and upon check-in shall be applied to the PHADA member's account. Hotel will not hold any reservations unless secured by one of the above methods. Deposits paid by members are completely refundable if canceled by April 1, 2015. **Reservations canceled after April 1, 2015 will be charged a non-refundable one room night fee of \$209.00.**

**based on availability*

Exhibition Schedule

** Schedule items and times are subject to change. Exhibits will be located in the Hyatt Regency San Francisco.*

Sunday, May 3

12:00 pm–4:00 pm **Exhibitor Registration and Set-up**

5:30 pm–7:30 pm **Welcome Reception** *(in the exhibit hall)*

Monday, May 4

7:30 am–8:30 am **Continental Breakfast** *(in the exhibit hall)*

8:30 am–10:15 am **Opening General Session**

10:15 am–5:00 pm **Exhibition Open**

5:00 pm–7:00 pm **Reception** *(in the exhibit hall)*

Tuesday, May 5

7:45 am–8:30 am **Continental Breakfast** *(in the exhibit hall)*

7:45 am–12:00 pm **Exhibition Open**

12:00 pm–1:30 pm **Bollinger Scholarship Luncheon**

12:00 pm–5:00 pm **Exhibitor Tear-down**

Exhibit Package:

\$650 for PHADA Affiliate Members

\$700 for non-PHADA Affiliate Members

- 8'x10' pipe and drape booth
 - One (1) 6' X 30" skirted table
 - Two (2) side chairs
 - One (1) wastebasket
 - One (1) 7" x 44" identification sign
- Up to two (2) complimentary conference registrations for booth personnel *(additional booth staff must register for the conference. No Exceptions.)* Exhibitor registration includes access to all education sessions, two receptions, three continental breakfasts, the Bollinger Scholarship luncheon and the closing dinner.
- Company profile and website listing in PHADA's onsite convention program.
- Pre and Post-conference attendee list.

Set Yourself Apart From Other Exhibitors!

Are you interested in maximizing your company's exposure and positioning yourself ahead of your competitors? Splash your company name and logo around PHADA's convention to create a lasting impression! Check out PHADA's sponsorship packages outlined in this brochure and contact Stephanie White at 202-546-5445 for any questions!

May 3-6, 2015 • San Francisco, California

Booth Contract and Exhibitor Registration

(Deadline April 6, 2015)

Exhibiting Company

(As it will appear in PHADA's conference program and signage)

Company Name _____

Contact Name (for program book) _____

Email Address (for program book) _____ Phone _____

Address 1 _____

Address 2 _____ Website _____

City _____ State _____ Zip _____

Primary Contact Name _____ Email Address _____

Booth Personnel (Limit two booth staffers per booth. Additional attendees may be registered at the nonmember rate. No exceptions.)

Booth Staff Badge #1

Name _____

Title _____

City _____ State _____

Email _____

Booth Staff Badge #2

Name _____

Title _____

City _____ State _____

Email _____

PROMOTE YOUR COMPANY IN THE OFFICIAL CONVENTION PROGRAM

☐ Please send an electronic 30-word description of your company for use in the 2015 Annual Convention & Exhibition onsite program to ygoury@phada.org by April 10, 2015.

☐ In order to drive traffic onto the exhibition floor, our company would like to donate a prize to be given away in a drawing.

This document is a binding contract between my firm and the Public Housing Authorities Directors Association (PHADA) for the purchase of a 2015 Annual Convention Exhibit Package as described in this brochure. My company understands and accepts the Exhibitor Rules and Regulations printed in this brochure. My signature below certifies that I am authorized to execute this contract on behalf of my company.

Name _____ Signature _____ Date _____

Our company would like to purchase (qty) _____

Exhibit Package(s) at \$650.00 each for PHADA Affiliate Members = \$ _____

Exhibit Package(s) at \$700.00 each for non-PHADA Affiliate Members = \$ _____

Method of Payment (Full payment due with contract)

☐ Check (make checks payable to the Public Housing Authorities Directors Association)

Credit Card (please check): ☐ American Express ☐ MasterCard ☐ VISA

Card Number _____ Expiration Date _____

Cardholder Name _____ Cardholder Signature _____

Booths are reserved on a first-come, first-served basis. Payment is required in full along with this contract in order to reserve a booth. Booth assignments are at the sole discretion of PHADA.

Exhibitors will receive an Exhibitor Service Manual detailing booth furnishings, shipping specifications and other pertinent exhibitor information about one month prior to the convention.

Mail this form with check to PHADA, 511 Capitol Court, NE, Washington, DC 20002-4937 or
fax with credit card payment to 202-543-4381. If you have any questions, please contact PHADA at 202-546-5445.

Why Should You Exhibit at PHADA's 2015 Annual Convention & Exhibition?



Gain **EXPOSURE** to more than 500 housing authority executive directors and staffers while showcasing your product or service.

NETWORK with key decision makers during two receptions and two continental breakfasts in the exhibition hall.

CONNECT with the people you want to do business with at the Bollinger Scholarship Luncheon and the closing dinner.

LEARN about the current issues affecting your clients in time-sensitive education sessions.



Sponsorship Packages

Sponsorship Package Benefits	Platinum Sponsor \$7,500	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,000
Color advertisement included in the conference program distributed to all conference attendees	1 page	1/2 page	1/4 page	No
Recognition as an official opening reception sponsor with event signage (Sunday, May 3, 2015)	Yes	No	No	No
Recognition as an official reception sponsor with event signage (Monday, May 4, 2015)	Yes	No	No	No
Recognition as an official sponsor of the three (3) continental breakfasts with event signage or promotional item	Yes	Yes	No	No
One-page marketing piece or giveaway included in the conference bag distributed to every conference attendee (Sponsor to provide inserts)	Yes	Yes	No	No
Logo listing in the sponsor section of PHADA's conference program distributed to all conference attendees	Large logo listing	Medium logo listing	Small logo listing	Company name listing
Logo listing on all conference signage	Large logo listing	Medium logo listing	Small logo listing	Company name listing
First choice of exhibit booth location	Yes	Yes	Yes	Yes
Company profile listing on PHADA's website	Yes	Yes	No	No
Logo listing on the sponsor section of PHADA's conference website	Large logo listing (with link to homepage)	Medium logo listing	Small logo listing	Company name listing
Complimentary conference registrations (For use by sponsoring company employees only)	Two (2)	One (1)	One (1)	One (1)
Verbal recognition of sponsoring company by PHADA's president at the opening general session (Monday, May 4, 2015)	Yes	Yes	Yes	Yes
Company logo displayed at the opening general session (Monday, May 4, 2015)	Large logo listing	Medium logo listing	Small logo listing	Company name listing
Reserved tables at PHADA's Bollinger Scholarship Luncheon	Yes	Yes	No	No
Sponsor ribbon for name badge for all company attendees	Yes	Yes	Yes	Yes
Pre and Post-conference attendee list with contact information	Yes	Yes	Yes	Yes

Additional Sponsorship Opportunities Available

To learn more about PHADA's sponsorship opportunities, please contact Stephanie White at 202-546-5445 or swhite@phada.org.

Exhibitor Rules and Regulations

1. CONTRACT FOR SPACE. This contract for space and formal notice of assignment by the Public Housing Authorities Directors Association, hereinafter referred to as the "Exhibits Manager" or as "PHADA," and the full payment of rental charges, constitute a contract for the right to use the space.

2. CANCELLATION OF SPACE. Refunds will not be given to companies who do not, for any reason, exhibit after submitting a signed contract.

3. CANCELLATION OF CONVENTION. If the convention is not held for any reason beyond the control of PHADA, PHADA will return the rental payment on a prorated basis after all related Exhibition expenses incurred to that date have been met, thereby cancelling the rental charge and lease of space. The Exhibitor agrees that this releases the Exhibitor from the contract and PHADA from any liability.

4. PAYMENTS FOR SPACE. Exhibitor Registration Forms must be accompanied with payment for the rental cost for each booth made payable to PHADA.

5. FORFEITURE OF SPACE. If an Exhibitor does not follow the rules and regulations set by the Exhibits Manager, the Exhibitor shall forfeit the space and the amount paid for, regardless of whether or not the exhibit space is subsequently leased.

6. REASSIGNMENT OF SPACE. Exhibit space not occupied by 3:30 pm on the opening day of the Convention may be reassigned by the Exhibits Manager without refund of the rental paid.

7. USE OF SPACE. All measurements shown on the floor plan of the Exhibitor Service Manual are not warranted but are as accurate as possible. The Exhibits Manager reserves the right to modify these plans, as necessary, to meet the needs of the Exhibitors and the Convention.

Exhibitors shall not share or sublet space without prior written consent of the Exhibits Manager.

The Exhibits Manager reserves the right to restrict or evict exhibits, which because of noise, method of operation, materials or any other reason, become objectionable, and also to prohibit any exhibit which in the opinion of the Exhibits Manager may detract from the general character of the Convention as a whole.

Exhibitors must provide ample space within the confines of their booths for the collection of refuse. Wastebaskets or other containers must not be placed in aisles.

8. CIRCULARIZATION AND SOLICITATION. Distribution of circular or promotional material may be made only within the booth assigned to the Exhibitor presenting such material. No firm or organization not assigned space in the Convention will be permitted to solicit business within the exhibit area.

9. BOOTH CONSTRUCTION. The exterior of any display cabinet or structure facing an adjacent Exhibitor's booth must be finished or suitably decorated at the expense of the Exhibitor erecting or installing such a display and must not include corporate or product identity that would detract from the adjacent display.

No exhibits will be permitted that interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth activities which cause people to congregate in the aisles are prohibited.

Apart from the specific display space for which an exhibitor has contracted with the Exhibits Manager for display purposes of any kind or nature.

All booth personnel must be appropriately attired to maintain the professional and businesslike climate of the Convention.

All booth construction shall be subject to rules of Hyatt Regency San Francisco, the exhibit service organization and the discretion of the Exhibit Manager.

10. FIRE PREVENTION. Fire Laws and Regulations require that all booth decorations be flameproof and that all hangings clear the floor. Electrical wiring must conform to National Electrical Code Safety Rules. If inspection indicates that an Exhibitor neglected to comply with these regulations or otherwise incurred fire hazard, PHADA reserves the right to cancel all or such part of the exhibit without refund. All installations are subject to approval with all local fire regulations.

11. REPAIR OF DAMAGES. The cost of repairing any damage caused by the Exhibitor, its employees, representatives or agents to the property of others and the Hyatt Regency San Francisco shall be the responsibility of the Exhibitor. Nothing will be posted on, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture or property of others or the hotel.

12. GIVEAWAYS, DRAWINGS, AND DISTRIBUTION OF GIFTS. All drawings or contests must be held within the confines of the exhibit booth and ticket holders need to be present when a drawing is held. All prizes must be on display in the Exhibitor's booth during the Convention. In the event that display of the prize is not practical because of its size or where other complications make display of the prize impossible, the Exhibitor must display a photo or other rendering and complete details as to the prize's size, value, color, etc.

13. PROMOTION. All promotional materials must be submitted for approval to PHADA before their use and must be in harmony with any state and local laws and agreements entered into by PHADA and the management of the exhibit hall.

The Exhibitor is responsible for following national, state and local regulations on any merchandising, advertising, or promotional schemes that involve attracting visitors to Exhibitor's location by an inducement that might be construed as lottery.

14. LOSS, DAMAGE, AND INJURY. If PHADA should be held liable for Exhibitor's action or failure to act in any matter whatsoever, the Exhibitor shall reimburse PHADA for all expenses incurred and hold PHADA harmless from any resulting liability. All property of the Exhibitor's is understood to remain under their care, custody, and control in transit to, within, and transit from the confines of the Hyatt Regency San Francisco. PHADA will furnish security guards but will not be responsible for the loss of any material, whatever the cause. Exhibitors must leave their space the way they find it.

15. LIABILITY AND INSURANCE. Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt (HYATT REGENCY SAN FRANCISCO), its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt (HYATT REGENCY SAN FRANCISCO), its owners, managers, officers or di-

rectors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

16. COMPLIANCE WITH LAW. The Exhibitor is charged with knowledge of all local laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in the Convention. Compliance with such laws is mandatory for all Exhibitors and the sole responsibility is that of the Exhibitor. Exhibitor shall not engage in any display, publication, performance, or other activity which is in conflict with any federal, state, or local law, regulation, rule, or ordinance. Firearms may not be used as part of an exhibit, nor as a giveaway. Exhibitor will not display or bring into the exhibit any animal, bird, fish or other non-human creature without the written consent of the Exhibits Manager.

17. INTERPRETATION AND AMENDMENT. The Exhibits Manager shall have full power to interpret or amend these rules. Exhibitor agrees to abide by any rules or regulations that may here and after be adopted by the Exhibits Manager, which shall be as much a part hereof as though fully incorporated herein.

18. EXHIBIT LABOR. All work involved in the erection, touch-up painting, dismantling, and repair of all exhibits -- when this work is done by persons other than your full-time company personnel -- will fall under union jurisdiction. This work is to include wall coverings, floor coverings, pipe and drape, painting, hanging of signs and/or decorative materials from the ceiling, placement of all signs, and the erection of platforms used for exhibit purposes.

19. FREIGHT HANDLING. All work involved in the loading and unloading of all trucks, trailers and common and contract carriers, as well as the handling of empty crates and the operation of material handling equipment, is under union jurisdiction. The union also has the jurisdiction of the unloading, uncrating, unskidding, leveling, painting and assembly of machinery and equipment, as well as the reverse process. An Exhibitor may 'hand carry' material provided that they do not use material handling equipment. When exhibitors do choose to 'hand carry' material, they may not be permitted access to the loading dock/freight door areas. All Exhibitors are expected to comply with any union requirements in effect.

THESE RULES AND REGULATIONS become part of the contract between the Exhibitor and PHADA. They have been formulated for the best interests of the Exhibitors and PHADA. The rules and regulations of the Hyatt Regency San Francisco are also part of this contract.

TRADE SHOW EXPOSITION SERVICES: Upon completion of trade show registration and payment, Freeman will mail to exhibiting company an Exhibitor Service Manual containing order forms and costs for additional furniture, electrical, plumbing, floral and information concerning rates for shipping and storage of materials.