



NECA  
2009 SEATTLE

"The NECA convention best addresses the issues that are important to electrical contractors. The NECA Show is the event where our firm finds new cost-effective and labor-saving solutions for our projects. We wouldn't miss it!"

-LeeAnn Cochran, Cochran Inc., Seattle, WA



## EXHIBITOR PROSPECTUS

AMERICA'S LEADING POWER SYSTEM, LIGHTING & CABLING EXPOSITION

SEPTEMBER 12-15, 2009

WASHINGTON STATE  
CONVENTION & TRADE CENTER  
SEATTLE, WASHINGTON



ELECTRICAL CONTRACTORS SPECIFY AND PURCHASE MORE THAN \$130 BILLION IN PRODUCTS AND SERVICES ANNUALLY. REACH THIS POWERFUL CUSTOMER BASE! GET YOUR SHARE OF THIS CONTINUALLY GROWING MARKET.



**Electrical contractors are no longer just installers! The paradigm shift has taken place. Make sure they choose your brand and not your competitor's!**

Few organizations can claim more than a century of industry leadership. NECA is the strongest electrical construction association in North America. NECA is the best resource for any and all electrical needs, including power supply, fiber optics, telecommunications, security systems, wireless networks, and lighting. NECA contractors set industry standards for traditional electrical systems, as well as newer integrated systems. They develop engineered solutions to meet existing and emerging customer needs.

- ▶ According to the results of the new 2008 Electrical Contractor Magazine Reader Profile Study, over **47%** of electrical contractors' revenue now comes from their involvement in design/build projects
- ▶ **30%** of electrical contractors now work in one or more of the following areas: LEED Projects, Solar Photovoltaics, Wind Generation, Net Metering, and/or Co-Generation
- ▶ Electrical contractors report receiving incomplete plans and specs, on average, **46%** of the time, requiring their firms to complete the design documentation
- ▶ Interest in product knowledge and training has taken a significant jump in the following areas (over 2006):
  - ▶ NEC Changes (**68%**)
  - ▶ Green/Sustainable Building Technology (**52%**)
  - ▶ Residential Automation/Smart Homes (**50%**)

## 17 REASONS YOUR COMPANY SHOULD EXHIBIT WITH NECA

- 1 Increase direct sales
- 2 Generate new customer leads
- 3 Strengthen customer relationships
- 4 Launch new products with maximum impact
- 5 Test new energy-efficient ideas in the "Green Alley"
- 6 Strengthen brand awareness in the market
- 7 Submit Technical Workshop topics for consideration
- 8 Attend select NECA Convention functions
- 9 Network with industry leaders and colleagues
- 10 Enter products in the New and Featured Product Room
- 11 Receive FREE publicity for new products introduced at the Show
- 12 Booth personnel receive FREE lunch in the exhibit hall for all three days
- 13 Get FREE listings in the Official Show Directory
- 14 Receive FREE admission to General Sessions, Management Sessions, and Technical Sessions
- 15 Have unlimited booth staff registration
- 16 Receive FREE Show passes to send to your clients
- 17 Receive access to discount hotel and airfare rates

## BENEFITS OF EXHIBITING IN THE NECA SHOW

Exhibitions are one of the most powerful forms of marketing that a company can undertake. "In-person events" are considered the #1 marketing tactic used to generate qualified leads (source: Forrester and American Business Media).

Why spend hours on the phone trying to secure appointments, or spend countless dollars on the road just to see one contractor at a time? Industry leaders attend the NECA Show and they are looking for the newest technologies on the market. Will they find yours? When you participate in the NECA Show, you'll be exhibiting in the biggest and most important event in the electrical industry, thus making it a wise and efficient use of your marketing dollars.

## STAND OUT FROM THE CROWD

NECA sponsorships offer your company a variety of proactive marketing solutions that bring valuable focus and positive exposure to your company brand and image.

Through sponsorships, you will reach industry leaders and many new qualified prospects in a professional B2B setting. Sponsorships target a specific message of your commitment to the industry and your understanding of the electrical contractors' role as your customer. Tell your story at America's Leading Power System, Lighting & Cabling Exposition in a big way!

### Additional Sponsor Benefits

- ▶ Company name and logo on a video loop at each General Session
- ▶ Special signage in the lobby
- ▶ Recognition signage in your trade show booth
- ▶ NECA convention Web site listing with company name and logo
- ▶ Increased exposure to thousands of decision makers

**CONTACT NECA AT 301-215-4552 OR  
NECASHOWINFO@NECANET.ORG TODAY!**

**Electrical contracting is not just about traditional wiring anymore. It now includes:**



AUDIO/VIDEO  
BACKUP POWER  
DESIGN BUILD  
ENERGY MANAGEMENT/POWER QUALITY  
FIRE & LIFE SAFETY  
GREEN PROJECTS/LEED  
LIGHTING FIXTURES & CONTROLS  
RENEWABLE ENERGY  
RESIDENTIAL & HOME NETWORKING  
SECURITY  
SOLAR/PHOTOVOLTAICS  
STRUCTURED WIRING/CABLING

## IMPORTANT FACTS YOU NEED TO KNOW (from the 2007 Show survey results)

- ▶ **65.6%** of the 2007 NECA Show attendees plan the purchase of new equipment or services within the next six months
- ▶ **89.3%** of NECA Show attendees are presidents, owners, or corporate officers responsible for the product and services decision-making process
- ▶ **74.5%** of electrical contractors said their most important reason for attending the 2007 NECA Show was to see the latest product developments
- ▶ **97.5%** of convention attendees spent time on the exhibit floor, with over 51% of contractors spending more than 10 hours each
- ▶ **86.6%** of attendees feel no other show meets their needs better than the NECA Show

Directly from the 2007 NECA Convention  
Attendee Survey:

**“If asked, would you recommend a future  
NECA Show to a colleague who was unable  
to attend this year?”**

**Answer: 94.4% said YES**





# NECA SHOW ATTENDEES PURCHASE, SPECIFY, OR RECOMMEND THE FOLLOWING PRODUCTS:

## Alarm/Signal Systems

Alternative Power—Solar & Photo  
Voltaics, Wind, Co-gen, Geothermal

## Backup Power

Boxes, Conduit Bodies & Enclosures

## Building Automation

## Circuit Protection

## Commodities

## Computer Equipment & Hardware

Contractor Support Services—Leasing,  
Insurance, Bonding, Legal, Consulting,  
Distribution, Maintenance

Datacom & Telecom—WiFi, LAN/WAN,  
VoIP, Broadband

## Design/Build

## Training

## Estimating

Fasteners, Hangers, Clamps & Supports

## Fiber Optics

## Financial

## Fire & Life Safety

## Fire Stop Systems

## Green Building & LEED

## Grounding/Bonding

## Hand Tools

Lighting Controls, Designs,  
Products & Fixtures

## Low- and High-Voltage Testers/ Meters/Instruments

## MasterFormat

## Motor & Motor Control

## National Electrical Code

## Platforms, Scaffolding, Ladders & Lifts

## Power Generation & Distribution

## Power Quality

## Power Tools

## Transmission & Distribution Equipment

## Raceway/Cable Tray

Residential—Home Automation,  
Security, Wiring Theater/Sound

## Safety Equipment & Apparel

Security Products and Systems—  
Access Control, Monitoring, CCTV

Software—CAD, Estimating,  
Inventory, Fleet Management,  
Project Management

## Structured Wiring

## Vehicles & Vehicle Equipment

## Wire & Cable

## Connections & Terminators

## Wiring Devices

## Underground Equipment

# WWW.NECACONVENTION.ORG

## AMERICA'S LEADING POWER SYSTEM, LIGHTING & CABLING EXPOSITION

The electrical contractor's role as a specifier and a buyer of brands grows more important each year! Meet this vital customer base and grow your sales at North America's biggest and most important electrical show!

Electrical contractors count on NECA to deliver the resources that help them make better business decisions, provide excellent customer service, and take advantage of innovative technology. The annual NECA Convention and Show is the gathering place for the electrical construction industry owners, CEOs, presidents, and other top executives.

They come to the NECA Show for education and to specify and purchase the latest products and services. Don't miss out on your share of this important market! Sign up today before all the prime space is committed. Send your completed application to:

NECA  
3 BETHESDA METRO CENTER  
SUITE 1100  
BETHESDA, MD 20814  
301-215-4552 PHONE  
301-215-4553 FAX  
NECASHOWINFO@NECANET.ORG



**ELECTRICAL  
CONTRACTOR**



# 2008 EXHIBITORS' LIST



## AS OF SEPTEMBER 15, 2008

3M  
ABESCO  
Accubid  
Acuity Brands Lighting  
Advanced Electrical Technologies, Inc.  
AEE Solar  
AEMC Instruments  
AFC Cable Systems  
Alcan Cable  
Allied Electrical Group  
Allstate Insurance Company  
Altec  
Americ, A.C.  
American Connectors, Inc.  
American Express  
American Innotek Inc.  
American Technical Publishers, Inc.  
Anixter  
Aramark Uniform Services  
Arlington Industries  
Arrow Fastener Co.  
ASCO Power  
Associated Electric Products  
Autodesk  
Bad Dog Tools  
Basie Business Consulting  
basy, Inc.  
Bay Metal Inc.  
Bender Inc./Isotol  
Best Glove, Inc.  
BICSI  
BlueVolt  
Bridgeport Fittings  
Brute Manufacturing  
Burndy Products, an FCI Company  
CAB  
Cablofil/Legrand  
Cal Conduit Products  
Calvert Wire & Cable  
CANTEX INC.  
Carhartt Inc.  
Carson/Oldcastle Enclosure Solutions  
Cembre  
Cementex Products  
Certified Insulated Products

Cert-In Software Systems, Inc.  
Channellock, Inc.  
Charles J. Krasnoff Electrical Estimating  
Citigroup/Shell Fleet Card  
Clifford of VT/A Power & Tel. Co.  
Cobra Concrete Cutting Services Inc.  
ComputerEase  
Concero Technology  
Condux  
ConEst  
Connect-Air Int'l.  
Construction Financial Management Association  
Construction Imaging System  
Contractors Choice Inc.  
Conzerv Inc.  
Cooper Bussman  
Cooper Crouse-Hinds  
Cooper Industries  
Cooper Lighting  
Cooper Wiring Devices  
Copper Development Assoc.  
Crescent Electric Supply Company  
CSA-International  
Cummins Onan  
Current Tools, Inc.  
Danfoss  
DC Power Systems  
Delmar Cengage Learning  
Dexter & Chaney  
Direct Power & Water Corp. (DPW Solar)  
DIS-TRAN Packaged Substations, LLC  
Dolphins Software  
Dranetz-BMI  
DRIFIRE  
DuPont Personal Protection  
DUZCART  
DYMO  
Eaton Corporation  
EC & M Magazine  
EFI Electronics, Inc.  
EGS Electrical Group  
ELECTRI International  
Electric Association of Chicagoland  
Electrical Career Specialist  
Electrical Contracting Products

Electrical Contractors Association  
of City of Chicago, Inc.  
Electrical Contractor Magazine  
Electrical Products & Solutions  
Electrical Solutions Publication  
ElectricSmarts/NetPricer  
ElectrifyingCareers.com  
E-Mon  
Encore Wire Corporation  
Enera Inc.  
Enterprise Fleet Management  
Ericson MFG  
eSUB Inc.  
Extech Instruments  
Fair-Play Scoreboards  
Fairway Wire and Cable, Inc.  
Fire-Lite Alarms  
Fluke Corp.  
Foundation Software Inc.  
Fulham Co., Inc  
Gardner Bender  
Garvin Industries  
GE Consumer & Industrial  
GE Security  
Geist Manufacturing  
Gensco Equipment  
Gentex Corporation  
Gexpro  
Global Marketing  
GM Fleet and Commercial  
Graybar  
Greenlee, a Textron Company  
Griplock Systems, LLC  
Harger Lightning & Grounding  
Heary Bros. Lightning Prot. Co. Inc.  
Helmets to Hardhats  
Hitachi Cable Manchester  
Honeywell Power Products  
Houston Wire & Cable  
Howard Lighting Products  
Hubbell Lighting, Inc.  
Hubbell Wiring Device-Kellems  
Huskie Tools  
Ideal Industries Inc.  
ILSCO  
Industrial Info Resources Inc.  
Insight Direct

[WWW.NECACONVENTION.ORG](http://WWW.NECACONVENTION.ORG)

## SHOW SCHEDULE KICKOFF

Saturday, Sept. 12  
Opening Reception  
Tuesday, Sept. 15  
Closing Celebration

## SHOW DATES/HOURS

Sunday, Sept. 13, 11:30 a.m.—5:00 p.m.  
Monday, Sept. 14, 11:30 a.m.—4:00 p.m.  
Tuesday, Sept. 15, 10:00 a.m.—2:00 p.m.

Note: All times subject to change



Integrated Metering Systems, Inc.  
Interlink Logistics, Inc.  
International Association of Electrical  
Inspectors  
International Dark-Sky Association  
IPEX  
IRISS INC.  
Isotec Wire & Cable  
Isuzu  
ITW Buildex  
J.W. Davis & Co.  
Jameson LLC  
JLG Industries  
Jonas Software  
Jones and Bartlett Publishers  
Klein Tools  
Kohler Power Systems  
L.H. Dottie Company  
LA NECA/IBEW/LMCC  
Lapp USA  
Laser Expres LLC  
Leica Geosystems  
Leviton Mfg. Co., Inc.  
Lienguard, Inc.  
Littelfuse  
LSI Industries  
Magid Glove & Safety  
Makita USA  
Management Education Institute (MEI)  
Marco Consulting Group  
MassMutual  
Material Management Inc  
Matot, Inc.  
Maxis  
Maxwell Systems/Estimation  
McCormick Systems  
McGraw-Hill  
Megger  
Milspec Industries  
Milwaukee Tool  
Molex  
Musco Lighting, LLC  
MWG Apperal Corp  
My Service Depot  
Navigant Consulting, Inc.  
NCSCB  
NECA  
NECA Educational Services  
NECA Government Affairs  
NECA Marketing Services

NECA Services  
NECA Student Center  
NECA/CIR Relations  
NECA/CODES & STANDARDS  
NFPA (National Fire Protection Assn.)  
Niedax-Kleinhuis  
NJATC  
Northwest Lighting System  
NSI Industries, LLC  
Online Electric Supply LLC  
On-Q Legrand  
Osram Sylvania  
Panduit  
Paragon Lighting, Inc.  
Pass & Seymour Legrand  
Pearson  
PeerAssist  
Pencell Plastics  
Penn-Union Corp.  
Penta Technologies  
Petersen Brands, LLC  
PG LifeLink  
Philips Color Kinetics  
Professional Electrical Apparatus  
Recyclers League (PEARL)  
Quick-Wedge  
Rack-A-Tiers Mfg. Inc.  
Ramset  
Rectorseal  
Republic Conduit  
Riverside Mfg. Co.  
ROUGH IN READY  
Ruud Lighting  
SafeStart  
Sage Software  
Salisbury Electrical Safety, LLC  
Santronics, Inc.  
ScreenSafe  
SeaBright Insurance Company  
Seattle Convention & Visitors Bureau  
Security + Life Safety Systems Magazine  
Sherman Dodge  
Siemens Energy & Automation  
Singletouch  
SnakeTray  
SolarPro Magazine  
South Florida Electrical Industry  
Business Development  
Southwest Windpower

Southwire  
S-P Products Inc.  
Sprint Nextel  
Square D  
Stark Safety Consultants  
Storm Copper Components  
Stout Tool Corp  
Strapper Poles LLC  
Strip Technology  
Summit Technology  
Sumner Manufacturing Company, Inc.  
SunWize Technologies  
T & R Electric  
Tasco Inc.  
Technical Sales International, LLC  
Technology Research Corp.  
TED  
Telogy  
The Advanced Marketing Group  
The Electric Guard Dog  
The Electrical Advertiser  
THE M.K. MORSE COMPANY  
TPI Corporation  
Trade Service  
Tradition Software, Inc.  
Triple Crown Products  
Tyco Electronics  
U.S. Census Bureau  
UEi  
Underground Devices  
Underwriters Labs  
Union Leasing  
Union Sportsmen's Alliance  
UPS Logistics Technologies  
U.S. DOE Hydrogen Program  
Utility Metals  
Verve Living Systems  
Vest-Tech, Inc.  
Vision Engraving Systems  
Vision InfoSoft  
WAGO Corporation  
Watt Stopper/Legrand  
Werner Co.  
WESCO Distribution  
West Penn Wire  
Westex Inc.  
Wheatland Tube Co.  
Williams Scotsman, Inc.  
Wiremold  
X10 PRO

# EXHIBIT SPACE APPLICATION FORM

SELECT YOUR BOOTH SPACE ONLINE: [WWW.NECACONVENTION.ORG](http://WWW.NECACONVENTION.ORG)



COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY | STATE | ZIP \_\_\_\_\_

COUNTRY \_\_\_\_\_

E-MAIL \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

DESCRIBE PRODUCT TO BE EXHIBITED \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

WEB SITE \_\_\_\_\_

## BOOTH FEES

### BEFORE APRIL 17:

\$30.50 per square foot

### AFTER APRIL 17:

\$31.50 per square foot

Each booth comes with pipe and drape, booth signage, unlimited exhibitor badges, lunch all three days for exhibit personnel, unlimited complimentary show passes for clients, and a FREE Web site listing. Note that carpet is not included, but is mandatory. All exhibitors MUST contract for carpet.

**Note the new payment schedule.** Your non-refundable deposit MUST accompany your completed application in order to be processed.

- 30% due with application
- 50% due with application or by April 17, 2009
- Final payment is due no later than June 15, 2009

Indicate the size of space you are requesting: (example: 10'x10' or 20'x20' island)

Preferred booth locations: 1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_  
(Specific booth location requests will be considered, but not guaranteed)

Space assignments: Exhibit space will be sold on an available basis. NECA will not hold space without a complete application and deposit.

**NECA reserves the right to reassign any exhibit locations it deems advisable for the benefit of the show.**

## FORMS OF PAYMENT:

Enclose a check or credit card for:

30% due with application \$ \_\_\_\_\_

50% due with application \$ \_\_\_\_\_

Final balance \$ \_\_\_\_\_

Check enclosed:

Check # \_\_\_\_\_

Please check the appropriate credit card:

\_\_\_\_\_ American Express

\_\_\_\_\_ Visa

\_\_\_\_\_ MasterCard

Print or type your credit card number:

Exp. date \_\_\_\_\_

## ACCEPTANCE

We understand that this application becomes a binding contract upon acceptance by NECA and is subject to all the terms, conditions, rules, and regulations that hereto constitute a part of, or are included in this application and contract. NECA reserves the right to reject any exhibit application for any reason.

## AUTHORIZED SIGNATURE

DATE \_\_\_\_\_

## FOR OFFICE USE ONLY:

BOOTH # ASSIGNED: \_\_\_\_\_

TOTAL BOOTH COST: \$ \_\_\_\_\_

DEPOSIT RECEIVED: \$ \_\_\_\_\_

DEPOSIT PROCESSED: \_\_\_\_\_

BALANCE DUE \$ \_\_\_\_\_

## SEND YOUR COMPLETED APPLICATION TO:

The NECA Show  
3 Bethesda Metro Center, Suite 1100  
Bethesda, MD 20814  
301-215-4553 Fax

## QUESTIONS?

Contact NECA at 301-215-4552  
or [necashowinfo@necanet.org](mailto:necashowinfo@necanet.org).

## MAKE CHECKS PAYABLE TO NECA AND MAIL PAYMENTS TO:

NECA  
P.O. Box 17033  
Baltimore, MD 21297-1033



# CONDITIONS OF CONTRACT

## AND REGULATIONS GOVERNING PARTICIPATION IN THE NECA SHOW

### 1. CONTRACT FOR SPACE

The contract for space, the formal notification of space assignment, and full payment of rental charges, together constitute a contract between the exhibiting organization, hereinafter known as the exhibitor, and National Electrical Contractors Association, Inc., hereinafter known as the sponsor, for the right to use space in the NECA Show in the year designated in this contract. The contract is based upon the plan of exhibits, rates shown thereon and general information contained in the NECA Show brochure, all of which are to be considered along with details on the front and back of this form as part of the contract. A non-refundable 30% deposit, of the total exhibit space value, is due with this completed application or space can be released. The balance is due by the remittance date hereinafter stated. The exposition manager reserves the right to reassign space for which complete payment has not been made by the remittance date. Full payment for space applied for after the remittance date is due upon receipt of the contract by the sponsor.

All measurements shown on the floor plan are approximate and the sponsor reserves the right to make such modifications as may be deemed to be necessary, making equitable adjustment with any exhibitor or exhibitors thereby affected. The exposition manager also reserves the right to adjust the floor plan to meet the needs of the exposition.

Cancellation of space will result in the loss of monies after a certain date and all deposits and holding fees are non-refundable. Please be aware that, as of January 14, 2009, and through June 17, 2009, NECA reserves the right to keep 50% of all monies paid (over and above the deposit). After July 15, 2009, there will be no refunds of any monies. Failure to pay the balance due on the contract as specified will subject exhibitor to cancellation of contract and forfeiture of all monies paid, including deposit. (If booth space is not occupied by 8:00 a.m. of the first Show day, the sponsor shall have the right to use such space as it sees fit, to eliminate blank spaces in the exhibit.)

In the event that the exposition is not held for any reason beyond the control of the sponsor, the rental and lease of space to the exhibitor shall be cancelled and all monies received by the sponsor shall be returned to the exhibitor less all legitimate expenses incurred for advertising, promotion, rentals, salaries, and travel. Return of such monies will terminate the liability of the sponsor.

### 2. INSTALLATION AND DISMANTLING OF EXHIBITS

Delivery of freight, installation of exhibits and completion of erection of exhibits will take place on the dates hereinafter shown. The exhibits must be ready for inspection no later than 9:00 a.m. of the first show day. The sponsor reserves the right to authorize the installation of any exhibit on the floor not installed by 5:00 p.m. of the day prior to the first show day at the expense of the exhibitor. Freight delivered to a booth but unopened by 9:00 a.m. the first show day will be removed from the hall at the expense of the exhibitor. Freight will not be delivered to booths during show hours. Dismantling may not begin until the close of the exposition on the final show day.

Goods and materials used in any display, except bona fide samples, shall not be removed from the exhibit hall until the exposition has officially been closed. Any exception to this rule must have the approval of the exposition manager.

Dismantling must be completed and all exhibit materials removed by the final move-out date and hour shown. (NOTE: Exhibitors are advised to remove small, portable items immediately upon conclusion of the exposition. Passes will be available from security guards to authorize such removals.)

### 3. STORAGE OF BOXES AND PACKING CRATES

Exhibitors will not be permitted to store boxes or packing crates in or behind exhibit booths. Prior to 8:00 a.m. of the first show day, all boxes and crates will be placed in storage provided they are properly labeled for storage. Those not so labeled will be removed and destroyed as refuse. (NOTE: Storage labels will be provided at the Exhibitor's Service Desk.)

### 4. LIABILITY

Neither the sponsor, the service contractors, hall management, nor any of the officers or employees of the above will be responsible for the safety of property of exhibitors from theft, strikes, damage by fire, water, storm, vandalism or other causes, but the sponsor will take reasonable precautions through the employment of security personnel to protect exhibitors from such loss.

All property of the exhibitors is understood to remain in the exhibitor's custody and control in transit to or from or within the confines of the exhibit hall, subject to the rules and regulations for the exposition. (NOTE: Exhibitors are advised to carry insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person and property of others.)

The exhibitor is charged with knowledge of all local laws, ordinances and regulations pertaining to health, fire prevention and public safety affecting his participation in the exposition. Compliance with such laws is mandatory for all exhibitors and is the sole responsibility of the exhibitor.

If unusual equipment is to be installed, or equipment that might conflict with fire codes is to be used, the exhibitor should communicate with the exposition director for information concerning facilities or regulations.

### 5. FIRE PREVENTION

All booth decorations must be flame-proofed, and all hangings must clear the floor. Electrical wiring must conform to the National Electrical Code and local ordinances. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise might incur a fire hazard, the sponsor reserves the right to eliminate or remove at the exhibitor's expense all or such part of the exhibitor's display determined by the authorities or exposition director to be hazardous.

### 6. LIGHTING, SOUND AND MOTION PICTURE PROJECTION

All projection equipment must be in accordance with the requirements of the fire prevention authorities and in compliance with any agreements entered into by the sponsor with the director of the exhibit hall or applicable labor unions. All plans for installation and operation of projection equipment must be approved by the sponsor before operation is undertaken. All projection equipment, lighting devices, displays, or demonstrations must be arranged in such a manner as not to annoy other exhibitors or the exposition in general. The sponsor reserves the right to restrict the use of objectionable lighting. Exhibits that include the operation of lighting devices, sound equipment or any noise-making devices must secure approval for the operation of same from the sponsor at least 70 days prior to the opening of the show.

### 7. PHOTOGRAPHY AND VIDEOGRAPHY

No photography, videography, or audio/visual of any kind is allowed anywhere on the exhibit floor or in the conference areas of the show before, during, or after show hours, except by official NECA photographers and those professional photographers approved by NECA management. Violators will be escorted from the show and their film and/or credentials forfeited.

### 8. USE OF SPACE

All demonstrations, distribution of circulars, or other promotional activities must be confined to the limits of the exhibit booth, and must not interfere with adjacent booths or intrude on aisle space. Demonstration of equipment that requires the use of space above the 8-foot backwall height must be approved by the exposition manager at least 60 days prior to the opening of the show. Exhibitors shall not assign, sublet or share the space allotted without the knowledge and consent of the sponsor. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business, except for prizes. Exhibitor representatives manning the exhibit will be owners, employees or agents of exhibiting companies, and such representatives will wear proper badge identification furnished by the exposition. Such badges will be supplied upon presentation of the list of personnel by the exhibitor or by application made at the Exhibitor's Registration Desk. Exhibitors are forbidden to pass along badges designated for exhibit personnel to their customers or prospects. If such use of exhibitor's badges is made and this is recognized, these badges will be removed. Each exhibitor will place the name of the representative on file at the Exhibitor Registration Desk who has the prime responsibility on the floor for the exhibitor's display, and who is authorized to make decisions for the exhibitor as requested by the exposition director. Setup rules must adhere to the Guidelines for Display Rules & Regulation by IAEE. See Exhibitor Service Manual for details. The standard booth equipment furnished under this contract will consist of an 8-foot-high backwall of draperies with metal uprights and stanchions with division rails 36 inches high covered with draperies. Backgrounds 8 feet high may extend out from the booth backline one-half the depth of the booth and from that point to the aisle to a maximum height of 44 inches. However, no equipment, partitions, etc., may extend above 44 inches height within four feet of any aisle. Exhibitors building to these specifications must mask any exposed and unfinished side or back portion of their exhibit so it will not be objectionable to adjacent exhibitors. The sponsor reserves the right to have such masking done, billing the exhibitor for charges incurred. Built-up exhibits or other construction shall not exceed the 8-foot backwall height including company name or other advertising except as specifically provided hereinafter. In island spaces, or across-the-aisle space, overhead panels or open "bridge-type" construction will be permitted to a maximum height of 16 feet. However, built-up construction, except slender supporting posts, shall not exceed 44 inches

in height within 4 feet of any aisle. Plans for such above-mentioned displays must be submitted to and approved by the exposition director at least 60 days prior to the opening of the show. Each exhibitor is required to respect the rights of other exhibitors and to recognize that the general appearance of the exposition as a whole must take precedence over that of any individual exhibit.

Interference with the light or space of other exhibitors will not be allowed. Exhibitors are expected to submit plans for any special or unusual type of exhibit to the exposition director at least 60 days prior to the opening of the show to determine whether or not they comply with these regulations or if the proposed deviation is acceptable. All booths must be carpeted.

### 9. ATTENDANCE PRIZES AND GAMES

In deference to all exhibitors, those wanting to give away prizes to develop traffic at their displays will comply with the following rules:

(a) The exhibitor is charged with the knowledge of national, state, and local legal restrictions on any merchandising, advertising, or promotional inducement that might be construed as a lottery, gambling or gambling devices. The sponsor does not accept responsibility for any promotional schemes undertaken by the exhibitors, but does require that any drawing and announcement for special gifts must be done within the confines of the exhibit booth and ticket holders need not be present to win when drawing is made.

(b) All prizes must be approved by the exposition manager, and requests for such approval must be received in the sponsor's office at least 30 days prior to the opening of the show.

(c) The method of drawing or selection of winners must have the approval or be under the supervision of the exposition manager.

(d) The name(s) of the daily winner(s) must be posted at the sponsoring exhibit for at least 1 full session of the exposition, except for the final day.

(e) Games in which winners are immediately known because of their participation will be permitted, providing there is no infringement on the rights of other exhibitors. The approval for such games must be given by the exposition director and requests for such approval must be received at least 60 days prior to the opening of the show.

(f) Display of prizes must conform to the aforementioned rules for exhibiting.

### 10. CARE OF BUILDING AND EQUIPMENT

Exhibitors or their agents shall not injure or deface the building, the booths or the equipment of the booths. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

### 11. RESTRICTIONS IN OPERATION OF EXHIBITS

The sponsor reserves the right to restrict exhibits which, because of noise, lighting, method of operation, materials, or for any reason are considered objectionable, and also to prohibit from exhibiting or evict from the exposition as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that the exposition director determines is objectionable to the exposition. In the event of such restriction or eviction, the sponsor is not liable for any refunds of rentals, or other exhibit expense. Advertising plans and stunts that are intended to promote traffic must be submitted at least 60 days prior to the opening of the show to the exposition director for approval. Sideshow tactics, scantily attired models or other undignified promotional methods will not be permitted.

### 12. SALES

Cash sales are not permitted.

### 13. HOSPITALITY FUNCTIONS

Only exhibitors will be permitted to conduct hospitality functions in the hotels under contract to the sponsor. Such functions will be permitted to open only during hours in which there are no exposition or convention functions. Breakfast functions are not permitted. Permission for hospitality functions must be received 60 days prior to opening of show.

Prizes given to persons attending hospitality functions and the method in which winners are selected must be approved by the exposition director and requests for such approval must be received at least 60 days prior to the opening of the show. These regulations become a part of the contract between the exhibitor and the sponsor and have been formulated in the best interest of all concerned. The director respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of the exposition manager.

Show dates and times:

First show day, Sunday, Sept. 13, 11:30 a.m.—5:00 p.m.  
Second show day, Monday, Sept. 14, 11:30 a.m.—4:00 p.m.  
Third show day, Tuesday, Sept. 15, 10:00 a.m.—2:00 p.m.  
Note: All times subject to change

Under contract, the company must obey the times and days of the Show. Contract does not permit breaking down a booth early; this could result in a fine.

# GENERAL BOOTH INFORMATION



## WHAT

Annual NECA Trade Show—America's Leading Power and Cabling Exposition

## WHERE

Washington State Convention & Trade Center • Seattle, Washington

## WHEN – SHOW HOURS

Sunday, Sept. 13..... 11:30 a.m.—5:00 p.m.  
Monday, Sept. 14..... 11:30 a.m.—4:00 p.m.  
Tuesday, Sept. 15..... 10:00 a.m.—2:00 p.m.

Note: All times subject to change

## WHY EXHIBIT?

- Electrical contractors choose brands.
- Electrical construction is a \$130 billion annual business, and the market is growing.
- Thirty-two of the nation's top 50 electrical contractors are NECA members (according to a 2006 *Engineering News-Record* report).
- Electrical contractors are the key decision makers in specifying products for commercial, industrial, and institutional building projects.
- Eighty-nine percent of Show attendees make the purchasing decisions for their company, accounting for nearly \$60 billion in annual purchases.
- Close to 50% of show attendees expect their work in communication systems, fiber optics, and security systems to increase by 50% in the next four years.
- The NECA Show is the best way for exhibitors to reach key decision makers like CEOs, COOs, project managers, estimators, specifiers, and operations managers.
- NECA 2009 Seattle offers electrical contractors educational and networking opportunities they can't get at any other event—that's why more electrical contractors come to NECA's Convention and Exposition than any other national event!

## SHOW SPONSOR

### NATIONAL ELECTRICAL CONTRACTORS ASSOCIATION (NECA)

3 Bethesda Metro Center  
Suite 1100  
Bethesda, MD 20814  
Tel: 301-657-3110  
Fax: 301-215-4553  
[www.necanet.org](http://www.necanet.org)

## NECA CONTACTS

### BETH ELLIS—EXECUTIVE DIRECTOR, CONVENTION AND EXPOSITION

Tel: 301-215-4507  
[eie@necanet.org](mailto:eie@necanet.org)

### MICKEY CUZZUCOLI—EXHIBIT SALES MANAGER

Tel: 301-215-4552  
[mickey@necanet.org](mailto:mickey@necanet.org)

### BETTIE LUCKMAN—DIRECTOR, MEETINGS

Tel: 301-215-4508  
[bjl@necanet.org](mailto:bjl@necanet.org)

### KATIE NOLAN—ADMINISTRATOR

Tel: 301-215-4506  
[katie@necanet.org](mailto:katie@necanet.org)

## RATES AND PAYMENT INFORMATION

### BEFORE APRIL 17:

\$30.50 per square foot

### AFTER APRIL 17:

\$31.50 per square foot

Each booth comes with pipe and drape and booth signage. (Note that carpet is not included but is mandatory. All exhibitors **MUST** contract for carpet.) Upon request, exhibitors will receive unlimited exhibitor badges, lunch all three days for exhibit personnel, unlimited complimentary Show passes for clients (a \$250 value for each registration), and a FREE Web site listing. Exhibitors are invited to attend the general sessions, the management sessions, and the technical sessions. Ticketed events are not included, but are offered at discounted rates.

## TERMS

Note the new payment schedule. Your non-refundable deposit **MUST** accompany your completed application in order to be processed. Thirty percent is due with applications submitted prior to January 21, 2009. Fifty percent is due with applications submitted prior to April 17, 2009. Final 50% is due no later than June 15, 2009. For applications received after April 17, NECA will continue to sell space as available. NECA Show exhibitors may be denied booth set-up privileges unless all NECA Show exhibitor fees and any *Electrical Contractor* magazine invoices past due by more than 120 days are paid in full.

## HOTEL AND TRAVEL

Information will be sent to exhibitors regarding available hotels and rates. Exhibitors will be able to make housing reservations through CMR beginning in May by calling 800-368-6322.

## EXHIBITOR MANUAL

The NECA Show exhibitor manual will be available online in May.  
[www.necashow.org](http://www.necashow.org)

## DECORATORS

GES Exposition Services  
7000 Lindell Road  
Las Vegas, NV 89118  
Tel: 702-515-5500

## MAIL REQUEST FORMS AND CONTRACTS TO:

NECA Show  
3 Bethesda Metro Center  
Suite 1100  
Bethesda, MD 20814

## MAKE CHECKS PAYABLE TO NECA AND MAIL PAYMENTS TO:

NECA  
P.O. Box 17033  
Baltimore, MD 21297-1033

[WWW.NECACONVENTION.ORG](http://WWW.NECACONVENTION.ORG)

## SHOW SCHEDULE KICKOFF

Saturday, Sept. 12  
Opening Reception

Tuesday, Sept. 15  
Closing Celebration

## SHOW DATES/HOURS

Sunday, Sept. 13, 11:30 a.m.—5:00 p.m.  
Monday, Sept. 14, 11:30 a.m.—4:00 p.m.  
Tuesday, Sept. 15, 10:00 a.m.—2:00 p.m.

Note: All times subject to change