



Using Tomorrow's Technology Today

**NATIA's 28th Annual
Training Conference and Technology Exhibition
Memphis, Tennessee
July 13-19, 2013**



Exhibitor Registration

Registration for NATIA's 28th Annual Technology Exhibition is now open

SPECIAL NOTE: Participation in the 2013 NATIA Technology Exhibition is by INVITATION ONLY. (Exhibitors may not duplicate or distribute this information except for internal record keeping). Please contact NATIA regarding invitations to new companies. All applications will be reviewed for compliance with NATIA rules, regulations and guidelines before acceptance is granted.

On this site you will find all the information necessary to:

- Register for this year's Technology Exhibition
 - Secure your Exhibition Booth Space
- Register your Exhibitor Representatives
 - Secure Hotel Accommodations
- Attain Valuable Sponsorship Opportunities
- Sign up for NATIA's 16th Annual Golf Outing

Please complete the forms online (via the fillable PDF) and e-mail it to NATIA (2013registration@natia.org) using the "SUBMIT form via EMAIL" button at the top/bottom of the forms.

In order to successfully complete the registration process, we must receive the completed Exhibitor Registration Agreement with the acknowledgement that you have read, understand and agree to the conditions of the attached NATIA Exhibition Contract. All Exhibitor Representatives must be listed on the attached Exhibitor Representative Registration Form and all Non-U.S. Citizens must additionally complete the attached Non-U.S. Exhibitor Representative Registration. Please utilize the Booth Space Order Form to reserve your place on the exhibit floor and make payment.

Your registration and payment must be received by June 15, 2013, to ensure your place at this year's conference. **Please complete the forms online (via the fillable PDF) and e-mail it to NATIA (2013registration@natia.org) using the "SUBMIT form via EMAIL" button at the top/bottom of the forms.** Alternately, completed forms can be mailed to: NATIA-EXHIBITS, 6933 North 26th Street, Falls Church, VA. 22046 or faxed to (703) 241-0353.

If you have special needs, requirements or require additional information, you can contact us at exhibits@natia.org

EXTREMELY important information regarding this year's Technology Exhibition

Please complete the registration forms online (via the fillable PDF) and e-mail it to NATIA (2013registration@natia.org) using the "SUBMIT form via EMAIL" button at the top/bottom of the forms.

Because of limitations in the conference registration software, NATIA can only send correspondence (registration confirmation, receipts, booth number, etc) to one individual designated by you(r) company to receive this information. Please ensure that the person you list on the Exhibitor Registration Agreement as the "Business Contact Name" is the appropriate person responsible to receive and disseminate the information. Request by multiple individuals for the same information creates serious delays in our ability to promptly and accurately distribute conference information.

- Registrations are processed on a first-come (**paid**) first-served basis. Completed contracts, registration agreements, payments and registration forms for representatives attending the conference must be received by June 15, 2013. Additionally, all non-US citizen representatives must complete a separate registration form and submit it no later than June 15, 2013. **No non-US citizen applications will be accepted after the deadline** due to the requirement for security checks of all representatives requiring access to the exhibit floor. We will not accept non-US citizen applications after June 15, 2013 and do not guarantee on-site additions or changes in other representation. Exhibitor check-in and credentialing for the 2013 Technology Exhibition closes at 12:00 noon on Tuesday, July 16, 2013.
- You can obtain electrical services through the official show contractor. Electrical application forms will be included in your information packages that will be available online via the Exhibitor Service Kit link below.
- Exhibit booths of 400 square feet and greater will be allowed to commence setup operations on Sunday, July 14th from 10:00am - 5:00pm. Vehicles will also be placed in the exhibition hall on Sunday **promptly at 10:00am**. All other exhibitors will be allowed access to the exhibit floor on Monday, July 15th from 8:00am - 5:00pm.
- Your company's product description, contained in the Exhibitor Registration Agreement, is **limited to a maximum of 200 CHARACTERS (not words)**. Only 200 characters will be displayed. Do not attach brochures, pamphlets or other company literature and print or type clearly.

NATIA Selects St. Jude's as its Sponsored Charity

NATIA's Board of Directors recently elected to show its support for the city where the National Training Conference and Technology Exhibition is being hosted by selecting a worthy local or national charity (headquartered in the city visited whenever possible) to receive donations. For NATIA's 28th Annual Training Conference and Technology Exhibition, St. Jude Children's Research Hospital has proudly been selected. The world leader in advancing the treatment and prevention of catastrophic diseases in children, St. Jude's denies no child treatment regardless of their race, religion or a family's ability to pay.

JOIN NATIA IN SUPPORTING ST. JUDE CHILDRENS RESEARCH HOSPITAL WITH YOUR GENEROUS DONTATIONS!!

SPONSORSHIP OPPORTUNITIES:

NATIA has a fabulous line up of sponsorship opportunities this year. Please consider one of these chances to promote your company:

- NATIA has assembled special "Sponsorship Level" packages to commemorate this year's event. Rest assured these promotional packages are designed to get your company the maximum exposure throughout the Conference and Exhibition.
- The NATIA water bottle sponsorship is the way to get your company's name and logo in the hands of every attendee.
- The NATIA Exhibition "BINGO" game is sure to attract foot traffic to your booth. Players will get stamped by you to have a chance at fabulous prizes and you have a captured audience.
- NATIA's "Casino Night" table sponsorship is to have your company's support prominently displayed at one of the gaming tables during the popular Thursday night event.
- This year will be NATIA's 16^h Annual Golf Outing. Have your company "tee'd up" by sponsoring a hole on the course or providing promotional "give away" items for the outing. See the golf outing flyer and registration forms or contact NATIA Golf Chairman Mike Sorem at golf@natia.org for additional details.

See the attached Sponsorship Flyer for a complete listing of the offerings and related costs.

EXHIBITOR SERVICE KIT

The Exhibitor Service kit, which contains important information about the Technology Exhibition and order forms for such things as electricity, etc., will be available/distributed to you by GES after your company has completed the registration process. You can go to www.ges.com and select NATIA under the [Expresso](#) link. Exhibitors can order everything they need for their tradeshow exhibit through [Expresso](#)-simply navigate through the picture-driven system that satisfies your need for speed. With just a few clicks exhibitors can order GES products and services.

A few important items for you to be aware of:

- Exhibitor's displays must comply with all requirements of NATIA and of the owner of the building, including maximum height requirements. NATIA has adopted the International Association of Exhibitions and Events (IAEE) "2011 guidelines for Display Rules and Regulations" regarding booth spaces.
- **Height Restrictions:** Inline booths: 8' and Island booths 16'. Hanging signs are not permitted.
- **NO FULLY ENCLOSED SPACES**, i.e. meeting rooms, conference rooms or separate occupiable spaces are permitted. If your booth contains a separate space, such as a seating/meeting area, etc. It must have full open and unimpeded view to/from the aisle of the show floor with a 5' or larger opening. Any questions regarding this issue should be directed to exhibits@natia.org or by calling NATIA Security at (703) 237-9388.

HOUSING:

For the 28th Annual Training Conference & Technology Exhibition, all reservations will be booked through the NATIA Housing Bureau. Please read the information below carefully as you will need to book your reservation via the following methods in order to receive the discounted group rate for the 2013 Conference. Please note that only one reservation can be booked per registrant. **No group blocks are allowed.** **Methods to book your Hotel Reservation:**

- **Online at:** https://resweb.passkey.com/Resweb.do?mode=welcome_gi_new&groupID=17132249 Internet booking is available 24 hours a day, seven days a week.
- **Fax the NATIA Housing Bureau at (813) 218-3369:** This fax number is also used for changes to existing reservations. If a paper reservation form is needed, please contact Aleks Jhun, Administrative Officer, at admin@natia.org.

The Reservation Deadline is June 24, 2013 at 5:00 p.m. EST to receive the NATIA discounted room rate. The Housing Bureau will remain open through July 1, 2013, but cannot guarantee the discounted rate or availability after June 24, 2013. Please do not contact the hotels directly for changes or cancellations until July 2, 2013 as they will not have your reservation in their system until then. For general questions/concerns, please contact the **NATIA Housing Bureau at (800) 901-0131.**

Housing Information and Change/Cancellation Policies: Acknowledgement of reservation request will be sent after each reservation form is received/processed, as well as each time a reservation is modified/changed and/or cancelled. For online housing, acknowledgement is immediate. For faxed/mailed forms, acknowledgements will be sent within 2 business days of completion of processing. Please review acknowledgements carefully for accuracy. If you do not receive an acknowledgement within 7 days of submission, please contact the NATIA Housing Bureau via fax 813-218-3369 or email segi@updraftcommunications.com. Reservations are processed on a first-come, first-served basis. Availability may be limited at hotels. All hotels require a credit card guarantee of one night's room and tax with each reservation request. Housing forms received without a valid credit card will be returned and will not be processed. Credit cards must be valid through July 31, 2013 in order to be considered a proper guarantee. All hotel room rates are subject to applicable state and local taxes in effect at the time of check-in (currently 15.95% - subject to change without notice). Though the NATIA Housing Bureau will remain open until July 1, 2013 to assist with new reservations, changes or cancellations, please note the following cancellation policy. Any cancellation within 72 hours of arrival is subject to one night's room and tax penalty. Please continue to contact the NATIA Housing Bureau with changes through July 1, 2013. After this date, direct all changes to the designated hotel.

EXHIBITION SCHEDULE:

The exhibition dates are Tuesday, July 16th through Thursday July 18th. Additionally, please plan on having an exhibitor representative from each booth attend the pre and post exhibition meetings. Exhibitor setup/hours/teardown and pre/post conference schedule and times can be found in the attached Proposed Schedule of Events.

EXHIBITOR CHECK-IN (On Site):

Exhibitor check-in will begin on Saturday, July 13th and end on Tuesday, July 16th at 12:00 noon. Please see the attached Proposed Schedule of Events for specific dates and times for Exhibitor registration on-site.

EXHIBITOR TRAINING OPPORUNTIES:

There are two types of training opportunities available to exhibitors. The first is general training classes and workshops that are 2-4 hours in length. These are comprehensive courses of instruction on equipment and technology and are not to be used as promotional opportunities. The second training is 2 hour blocks of Product Specific Training. You are welcome to do whatever you wish within this time frame. It can be used for product roll outs, demonstrations or, as the title implies, product specific training. There are a limited number of these training spots open. If you are interested in providing either type of training at the 2013 Conference, please contact NATIA Director of Training Stuart Shockley at training@natia.org

NATIA Museum

This year for the NATIA museum exhibit we are soliciting any NATIA paraphernalia from conferences past (give-a-ways, trinkets, goodies, "running of the T-shirts" items, etc.) to be featured in our museum display. We are looking for historical items of a sentimental or novel nature, from a past exhibition or training conference, and will give the donator credit for the addition to the collection. If you have an item you would like to contribute, please contact Tim McGinnis at exhibits@natia.org.