

**2010**

# BREAKING BARRIERS

**NATIONAL FALL LEADERSHIP CONFERENCE**

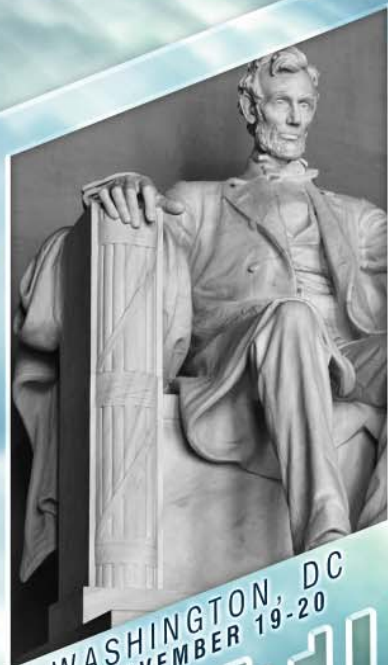
EXHIBITOR



DES MOINES, IOWA  
NOVEMBER 5-6



NEW ORLEANS, LOUISIANA  
NOVEMBER 12-13



WASHINGTON, DC  
NOVEMBER 19-20

PROSPECTUS

# WHY EXHIBIT??



## WHO WE ARE

Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL) is the oldest and largest national student business association with 250,000 middle school, high school, and college members interested in pursuing a career in business. Over 15,000 chapters have been chartered. FBLA-PBL's mission is to bring business and education together in a positive working relationship through innovative leadership development programs. Proven results of FBLA-PBL membership are leadership, fund-raising experience, good citizenship, and proficiency in business.

Each year, members from across the country gather in November to attend leadership development workshops, share their successes, and discover new ideas to shape their career future. The 2010 National Fall Leadership Conferences will be held in:

### Des Moines, Iowa

November 6

Expected attendance: 1,200 students and advisers

### New Orleans, Louisiana

November 13

Expected attendance: 1,200 students and advisers

### Washington, D.C.

November 20

Expected attendance: 2,500 students and advisers



## RESERVE YOUR SPACE TODAY

Bring your products, service, and message to these contacts. As teachers, state and local officers, and top students, they will spread the word to local schools and communities throughout the United States and abroad.

FBLA-PBL NFLC tabletop exhibit space includes:

- 6' draped table and two chairs per booth
- Complimentary conference registration

Only \$195 for one table and \$350 for two tables.

## SPONSORSHIP AND ADVERTISING

In addition to exhibiting, advertising and sponsorship packages are available to help you make the right number of impressions in this lucrative market.

### Sponsorship

Sponsor a meeting, reception, social function, or hospitality room. Additional sponsorship opportunities are available by contacting the conference manager.

### Advertising

Place your message in the hands of every conference attendee by advertising in the conference programs. Space reservation deadline is September 24, 2010. Contact the conference manager for details and rates.

## FOR MORE INFORMATION

Future Business Leaders of America-Phi Beta Lambda  
1912 Association Dr. | Reston, VA 20191 | [www.fbla-pbl.org](http://www.fbla-pbl.org)

Robert Smothers, Conference Manager

E [conferencemgr@fbla.org](mailto:conferencemgr@fbla.org)

P 703.860.3334 ext. 121

F 866.500.5610

## ASSIGNMENT OF EXHIBIT SPACE

Assignment from the exhibit space floor plan will be made according to the date and time the application is received by FBLA-PBL. Partners and sponsors of FBLA-PBL receive their space preference, if available. The exhibitor space floor plan is subject to change without notice. Therefore, all assignment of space and the right to reassign exhibit space is expressly reserved by FBLA-PBL. FBLA-PBL will attempt to assign each exhibitor to its preferred location. If a preferred location cannot be assigned prior to acceptance of this application, FBLA-PBL will contact the applicant. Reservations for space will only be accepted on the application form.

# RULES AND REGULATIONS

## CONTRACT FOR EXHIBIT SPACE

The enclosed application for space, when properly executed by FBLA-PBL, and the full payment of rental charges together constitute the entire contract between parties. Applications and payments are due by September 24, 2010. After that date, application for exhibit space will be accepted if space is available.

## INSTALLATION, EXHIBIT HOURS, AND DISMANTLING EXHIBIT SPACE

Installation may begin one hour before the starting exhibit hour listed below. Final dismantling must begin at the stated closing hour and be completed by 6:00 p.m. If the exhibitor fails to remove the exhibit by 6:00 p.m., the exhibitor shall pay for any costs incurred by FBLA-PBL to remove the exhibit.

<b>Des Moines</b>	November 6, 8:00 a.m.–4:00 p.m.
<b>New Orleans</b>	November 13, 8:00 a.m.–4:00 p.m.
<b>Washington, D.C.</b>	November 20, 8:00 a.m.–4:00 p.m.

## FBLA-PBL EXHIBIT SPACE

Each exhibitor is provided with one or two 6' x 30" draped and skirted table(s) and two chairs. Please mark the number of tables required (either one or two) on the application form. Any additional equipment must be arranged and paid for by the exhibitor through the exhibit hotel.

## HOTEL ACCOMMODATIONS/REGISTRATION

Hotel information and reservations will accompany space confirmation.

## CONFERENCE REGISTRATION

The booth rental price includes complimentary conference registrations and name badges, which exhibitors are required to wear at all times. This covers all conference programs the exhibitor chooses to attend.

## CANCELLATION

Exhibit space may be cancelled up to 20 days prior to the opening date of the conference without penalty. No refund will be given for any cancellation within 19 days of the opening date of the conference. In case the conference cannot be held, for any reason whatsoever, at the sole discretion of FBLA-PBL, this contract shall be considered void. The sole liability of FBLA-PBL is limited to a refund of the amount previously paid under the contract.

## FIRE PROTECTION

All display material must be flameproof and subject to inspection by the Fire Department. No flammable fluids or substances may be used or shown in booths.

## SAMPLE GUIDELINE

Exhibitors may exhibit only merchandise that they normally serve or produce in the ordinary course of their business and may only distribute such quantities that are reasonable regarding the purpose of promoting the merchandise.

## USE OF EXHIBIT SPACE

- In the event the exhibitor fails to install its display within the time limit set for opening of the conference, or fails to comply with any provisions of this contract concerning the use of display space, FBLA-PBL shall have the right to take possession, remove exhibitor's possessions from the space, and reassign any part thereof.
- All demonstrations and distribution of circulars and promotion materials must be confined to the limits of the exhibitor's booth.
- No exhibitor shall assign, sublet, or share the space assigned without the consent of FBLA-PBL.
- In the event the exhibitor engages in on-site sales transactions, the exhibitor will be responsible for complying with all federal, state, and local laws that may pertain to such sales.
- Exhibitors must display goods manufactured or handled by them in their regular course of business, unless otherwise approved by FBLA-PBL. T-shirts or sweatshirts may not be sold. All sales items must be in good taste.
- Exhibits that include the operation of musical equipment, radios, sound motion picture equipment, public address systems, or any noisemaking machines must be operated so that the noise resulting therefrom will not annoy or disturb adjacent exhibitors or their patrons, and must be approved by FBLA-PBL.
- Exhibitors are required to keep their exhibit space neat and orderly at all times.
- An attendant must be present for each display during the exhibit hours and must be in business attire.
- Food service exhibitors may distribute food samples in the authorized exhibit space only.

## LIABILITY INSURANCE

Exhibitor agrees to carry adequate liability and/or other insurance protecting itself against any claims arising from exhibitor activities conducted in the facility during the event. A Certificate of Insurance will be provided to Association or Hotel upon request. The certificate will state what the amount of liability insurance exhibitor carries as well as the policy renewal dates. In no event shall Association be liable to Hotel for any personal or property damage, injury, or loss caused by, arising from, or due to any action by the exhibitors.

# RULES AND REGULATIONS



## LIABILITY INSURANCE (Continued)

The exhibitor understands and agrees that FBLA-PBL, its officers, agents, or employees shall not in any manner be responsible for the loss or damage to any of the goods or equipment exhibited upon the exhibitor's allotted space or placed thereon, or while in transit to or from the building. The exhibit of the exhibitor and all of its personal property situated upon the allotted space remains the sole risk of the exhibitor.

The exhibitor shall be fully responsible to pay for any and all damages to property owned by the hotel, its owners or managers that results from any exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless, the hotel, its owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates from any damages or charges resulting in the exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or 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 invites that arise from or out of exhibitor's occupancy and use of the exhibition premises, the hotel, or any part thereof.

The exhibitor specifically agrees that it will exhibit in such a manner as not to cause injury to the public, visitors, guests, employees, or any other persons on the premises or any property exhibited thereon. The exhibitor agrees to indemnify and hold harmless FBLA-PBL, its officers, agents, and employees from any claim or claims of any nature whatsoever arising by reason of any damage sustained by any person, or to any property, upon said premises.

## TRADEMARK/SERVICE MARK POLICY

FBLA-PBL, Inc. has a number of trademarks and service marks registered with the United States Patent and Trademark Office. These marks are protected, and their use is restricted as follows:

Commercial vendors are not permitted to use FBLA-PBL trademarks, service marks, or trade names on any merchandise offered for sale or otherwise, without the explicit written permission of FBLA-PBL, Inc. Communications Manager ([communications@fbla.org](mailto:communications@fbla.org)) and have ready to present a description of the product/item(s) to be sold and the trademarks/service marks intended to be used therewith.

Protected trademarks, service marks, or trade names:

Acronyms—FBLA, PBL, FBLA-PBL, FBLA-PBL, Inc.

Logos and Crests:



Service Marks—*Tomorrow's Business Leader, FBLA Advisers' Hotline, PBL Business Leader, FBLA-Middle Level Advisers' Hotline, The Professional Edge.*

Trade Names—Future Business Leaders of America, Phi Beta Lambda, or Future Business Leaders of America-Phi Beta Lambda.

These regulations become a part of the contract between the exhibitor and FBLA-PBL. All points not covered in the rules and regulations are subject to the decision of FBLA-PBL.

# NFLC EXHIBITOR APPLICATION

Complete this form in full and mail a copy of this page along with full payment by September 24, 2010 to:

FBLA-PBL Exhibits  
1912 Association Drive  
Reston, VA 20191  
P 703.860.3334 ext. 121  
F 866.500.5610  
E [conferencemgr@fbla.org](mailto:conferencemgr@fbla.org)

Additional questions and sponsorship inquiries:  
Robert Smothers, Conference Manager  
P 703.860.3334 ext. 121  
E [conferencemgr@fbla.org](mailto:conferencemgr@fbla.org)

## EXHIBITOR INFORMATION

Company Name \_\_\_\_\_

Key Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zipcode \_\_\_\_\_

Phone \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail Address \_\_\_\_\_ Web Site URL \_\_\_\_\_

Name Badge information:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Do you plan to hold a drawing or raffle?  Yes  No

Please list top prize(s): \_\_\_\_\_

Description of company's products or services (23 words or less) to appear in conference program. Must be received no later than September 24, 2010, for inclusion in the program. \_\_\_\_\_

## EXHIBIT SELECTIONS

**DES MOINES, IOWA**  
November 6, 2010  
Polk Convention Center  
1,200 members and advisers

- One Table —\$195  
 Two Tables—\$350

**NEW ORLEANS, LOUISIANA**  
November 13, 2010  
Hilton New Orleans Riverside  
1,200 members and advisers

- One Table —\$195  
 Two Tables—\$350

**WASHINGTON, D.C.**  
November 20, 2010  
Washington Hilton  
2,500 members and advisers

- One Table —\$195  
 Two Tables—\$350

## PAYMENT

Amount Enclosed \_\_\_\_\_

Check (enclosed) Credit Card:  Visa  MasterCard Card Number \_\_\_\_\_ Exp. \_\_\_/\_\_\_

Name as it appears on card \_\_\_\_\_ Signature \_\_\_\_\_

This application for exhibit space, when executed by FBLA-PBL, and full payment of rental charges together constitute a contract between parties. In applying for exhibit space, we agree to abide by the rules and regulations. Please copy this form and return the original to the address shown above. Keep a copy for your files.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

For FBLA-PBL use only. Approved for exhibit at the 2010 National Fall Leadership Conference.

Des Moines \_\_\_\_\_ table(s) reserved  New Orleans \_\_\_\_\_ table(s) reserved  Washington, D.C. \_\_\_\_\_ table(s) reserved

PAID \$ \_\_\_\_\_ Confirmation \_\_\_/\_\_\_/\_\_\_ Badge \_\_\_/\_\_\_/\_\_\_ for FBLA-PBL \_\_\_\_\_