



ISM's Southwest Forum presents its

65th Annual Southwest Supply Management Conference

Co-sponsored with ISM—Greater New Orleans, the ISM Logistics and Transportation Group and the ISM Supply Chain Risk Management Group

2011 Exhibitor Application Brochure

Strength of Networking ... Power of Knowledge — SWSMC Delivers!



New Orleans, Louisiana • November 2-4, 2011





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Exhibitors and Sponsors

Plan now to sponsor and exhibit at the Southwest Supply Management Conference Table Top Exhibit! Meet company decision makers while promoting your company and services! Establish new business contacts!



What is the Southwest Forum?

The Southwest Forum of the Institute for Supply Management™ (ISM) has a vision and mission to provide our membership the opportunity to attend an annual, quality educational conference and to promote supply management excellence. Our membership is composed of professionals in a 6-state area which includes Kansas, Louisiana, Nevada, New Mexico, Oklahoma and Texas. ISM members from Arizona, California, Colorado and Utah also attend.

The Southwest Forum is represented by more than 4,200 Members in the Southwest employed in both the public and private sectors

Sector or Industry	Includes	Percent Represented
Manufacturing	Food/Beverage, Textiles, Equipment/Machinery, Building Materials, Plastic/Rubber Products, Petroleum/Coal Products, Chemicals, Metals, Computers/Electronics, Other Manufactured Products	22%
Energy	Mining (Coal, Metal Ore), Quarrying, Oil, Gas, Utilities (Electric, Water, Sewage and Other Systems)	14%
Public Administration	Government, Education, Health Care, Public Order, Safety, National Security, Environmental/Housing Programs, Space Research/Technology	10%
Services	Professional, Scientific, and Technical Services; Finance, Insurance, Company Management, Construction, Transportation, Warehousing, Accommodations/Food Services, Real Estate, Waste Removal, Public Relations, and Other Services	19%
Communications/Information	Publishing, Motion Picture/Sound Recording, Broadcasting, Telecommunications, Data Processing, Hosting, Other Information Services	3%
Wholesale/Retail	Durable and Non-Durable Goods, Stores and Non-Stores (Electronic Shopping, Vending Machines, Direct Selling)	5%
Miscellaneous/Unclassified	Agriculture, Forestry, Fishing, Hunting, Arts, Entertainment, Recreation, Unclassified	27%

As the oldest and largest supply management institute in the world, the mission of the Institute for Supply Management™ (ISM) is to lead supply management. By executing and extending its mission through education, research, standards of excellence, influence building and information dissemination — including the renowned monthly *ISM Report On Business*® — ISM continues to extend the global impact of supply management. ISM's membership base includes more than 35,000 supply management professionals in 80 countries. Supply management professionals are responsible for trillions of dollars in the purchases of products and services annually. ISM is a member of the International Federation of Purchasing and Supply Management (IFPSM).

Exhibitor Information

Exhibit Hall Schedule:

Thursday, November 3, 2011

Astor Gallery

2:00 p.m. – 4:15 p.m.	Exhibitor Move In & Set up
4:30 p.m. – 4:45 p.m.	Exhibits Grand Opening
4:45 p.m. – 7:00 p.m.	Exhibits Open

Pricing

\$350.00 — Tabletop Registration

Hotel Reservations:

Host Hotel is the Astor Crowne Plaza

Hotel reservations can be made by calling 888/696-4806. ISM strongly advises that room reservations be made early.

Information on hospitality suites will be included in your exhibitor handbook.

Tabletop Registration includes:

- Draped Six-Foot Table
- Two Chairs
- Each attendee is required to visit booths to be eligible for Door Prize Drawings
- Light Buffet with Cash Bar
- Electronic List of Conference Attendees (upon request following the conference)
- Website link from the Southwest Forum's Website to the supplier's Website

Note: Door prizes may not be given out from individual exhibitors at their tables; however, promotional give-aways may be distributed to attendees.

Supplier Sponsorships

We appreciate your support of our conference event!

Sponsorships support ongoing educational conferences. Sponsorship levels are as follows:

GOLD LEVEL — \$3,000 Donation

Sponsor will receive:

- Two (2) complimentary tabletop exhibits
- Banner promotion throughout the Conference
- Link on the Forum website for one (1) year (Begins when payment is received for the donation and information is submitted by supplier for the link.)
- Four (4) tickets to Wednesday night mixer
- Advertising in the conference program
- Choice of prime tabletop location in the Exhibit Hall

SILVER LEVEL — \$1,500 Donation

Sponsor will receive:

- One (1) complimentary tabletop exhibit
- Signage promotion at sponsored function
- Link on the Forum website for one (1) year (Begins when payment is received for the donation and information is submitted by supplier for the link.)
- Two (2) tickets to Wednesday night mixer
- Advertising in the Conference program



Exhibitor/Sponsorship Registration Form

65th Annual Southwest Supply Management Conference Educational Exhibit

November 3, 2011

Apply for exhibit space for the 65th Annual Southwest Supply Management Conference. Full payment for each tabletop exhibit must be enclosed. Cancellation and refund information is included in the Rules and Regulations. Upon submission of application, you will be advised if space availability does not allow acceptance of your application. "We have read and agree to comply with all instructions, rules, and regulations of the Southwest Supply Management Conference and agree to promptly submit all information required and requested by Conference management." _____(initials).

Contact Name: _____ Company Name: _____

Street Address / PO Box Number _____

City State / Zip _____

Phone Number: _____ Fax Number: _____ Market Code: _____

E-mail Address: _____ Web site Address: _____

Authorized Signature: _____ Date: _____

Products and/or services to be displayed (must be filled in): _____

Type of Sponsorship:

Gold Level Sponsorship (\$3,000 Level)

Name/Badge Information*:

1. _____

2. _____

3. _____

4. _____

Company Name: _____

Silver Level Sponsorship (\$1,500 Level)

Name/Badge Information*:

1. _____

2. _____

Company Name: _____

Tabletop Exhibit (\$350) Name/Badge Information*: _____

Name: _____ Company Name: _____

*Please e-mail any badge information updates to Cherissa Tate at: ctate@ism.ws.

Method of Payment: (U.S. Funds Only) Check is enclosed for \$ _____ Check Number: _____

(Make check payable to: ISM SWSMC Exhibit)

Credit Card: Am Ex VISA MasterCard Diners Club Credit Card Number: _____

Expiration Date: _____ CVN # _____ Amount to be charged: _____

Name of Cardholder: _____ Cardholder Signature: _____

How to Register

Mail to:

SWF Exhibitor Registration
C/O ISM Southwest Forum
PO Box 22160
Tempe, AZ 85285-2160
Fax to: 480/752-7890

Online:

<http://www.ism.ws/education/SWPCExhibitForm.cfm>

General Rules and Regulations for Exhibitors

- 1. DATE, PLACE AND HOURS.** The exhibition hours will be as indicated in the Exhibit Hall Schedule. ISM reserves the right to make changes in the exhibition hours; however, such changes will be made known to exhibitors as far in advance as possible.
- 2. INSTALLATION OF EXHIBIT.** Hours of installation are as listed in the Exhibit Hall Schedule. Space unclaimed by the opening hour is subject to reassignment without refund of any of the rental paid. ISM reserves the right to make changes in the installation hours; however, such changes will be made known to exhibitors as far in advance as possible.
- 3. EXHIBIT PURPOSE.** The exhibitor recognizes that the purpose of the exhibit is exclusively for the education of persons attending the Conference and agrees neither to solicit nor accept orders nor to conduct any selling activity at the exhibition other than is necessarily an incident to the furnishing of such education.
- 4. PERMISSIBLE EVENTS.** Every effort will be made to provide a well-rounded event for ISM Conference participants. All exhibitor activities must be reviewed and approved by ISM in advance of exhibited event. Undignified methods of attracting attention will not be permitted. ISM reserves, in its sole discretion, for any reason or lack of any reason the right to accept or reject any organization or product for inclusion in the Exhibits event. ISM is not required to provide any rationale for the acceptance or rejection of any exhibit.
- 5. GENERAL RESTRICTIONS.** ISM reserves the right to restrict any exhibit because of noise, method of operation, or any reason that is judged dangerous or objectionable, and also to prohibit, or to evict, that which is considered to detract from the general character of the Exhibits event. This general reservation includes persons, things, conduct, printed matter or anything deemed objectionable by ISM. In the event of such restriction or eviction, ISM is not liable for any refund of rental or other exhibitor expenses. Advertising novelties may be distributed.
- 6. RESTRICTIONS IN USE OF SPACE.** All demonstrations, interviews, or other activities, such as the distribution of circulars and advertising matter of any description, must be confined to the exhibitor's own booth. The exhibitor agrees not to assign, sublet, or share the whole or any part of his/her assigned space without the prior knowledge and written consent of ISM. No exhibitor is permitted to show goods other than those manufactured or dealt with in the regular course of business. No firm or organization not assigned exhibit space will be permitted to solicit business in any manner in conjunction with the ISM Conference.
- 7. SOUND SYSTEMS.** The use of sound systems is permissible provided that they are not audible in neighboring exhibitors. ISM shall have and exercise absolute control over this regulation, the intent of which is that sound systems shall not be audibly objectionable to neighboring exhibitors. The exhibitor is responsible for any licensing fees.
- 8. TABLETOP RENTAL.** The tabletop rental includes one draped six-foot table, two chairs, appetizer buffet and electronic list of conference attendees (upon request following the conference). Each conference attendee must visit exhibitor's tabletop to be eligible for the door prize drawings.
- 9. TABLETOP DISPLAY.** The tabletop display provides for one draped six-foot table per exhibitor. Exhibitors may use raw wood, cardboard or similar materials for displays on the tabletop. These displays must be covered or painted and *should not obscure a clear view of neighboring exhibitors' tabletop displays.*
- 10. AVAILABLE SERVICES.** On behalf of the exhibitors, SWF has designated the conference hotel to provide and perform the following services at rates considered equitable and normal: cartage, equipment moving and setup, decorations, signs, photographic, telephone, etc. These and services of electricians, plumbers, carpenters, and laborers will be provided and charged for at prevailing hotel services rates. ISM and SWF assume no responsibility or liability for any of the services performed or materials delivered by the foregoing hotel and their staff/contractors. Specific information about the hotel services available will be forwarded to exhibitor after tabletop display has been assigned. Any services obtained by the exhibitor for tabletop displays from the hotel and their staff/contractors or other suppliers and persons must be in strict compliance with the policies of the venue in which the conference and exhibit are held.
- 11. DISMANTLING OF EXHIBITS.** The exhibitor agrees not to dismantle the exhibit or do any packaging before the closing hour of the last exhibit time as described in the Exhibitor's Schedule. Charges will be billed for any exhibit material remaining after exhibit hours. If an emergency situation dictates that an exhibitor must leave prior to the close of the exhibit event, ISM exhibit management personnel must be notified prior to exhibitor's departure.
- 12. INSURANCE.** Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability and Contractual Liability Insurance, insuring and specifically referring to contractual liability set forth herein, in an amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage. ISM and SWF Conference and exhibit venue shall be included in such policies as additional named insured. In addition, the exhibitor acknowledges that neither ISM nor the SWF Conference and exhibit venue maintains insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor. Exhibitor is required to provide evidence of such insurance by the insuring company to ISM and SWF Conference management.

13. LIABILITY. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save the Institute for Supply Management Southwest Forum, event facility, and their employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by exhibit installations, removal, maintenance, occupancy, or use of the exhibited event premises or a part thereof, excluding any such claim caused by the sole negligence of the event facility or its employees and agents. Furthermore, in case said premises shall be destroyed by fire or the elements, or by any other cause or in case any other circumstances shall make it impossible for ISM SWF to permit the said premises to be occupied by exhibit for the use herein specified, including without limitation, earthquakes or other natural or weather-related events, labor interruptions, or other occurrences beyond the control of ISM and/or SWF, then and thereupon this contract shall terminate and exhibit or shall and does hereby waive any claim for damages or compensation, except the pro rata return paid for any space rental, less expenses incurred by ISM SWF.

14. FIRE PROTECTION. No combustible decorations shall be used at any time. All packing containers, excelsior, and wrapping paper, which must be fireproof, are to be removed from the floor and must not be stored under tables or behind displays. Any cloth decoration must stand a flameproof test as prescribed by the applicable fire and safety ordinances. All inflammable materials and fluids are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted. If inspection indicates that any exhibitor has neglected to comply with the foregoing requirements, or otherwise incurs a fire hazard, ISM and/or SWF reserves the right to cancel the entire exhibit event, or such parts of it as may be irregular, with no refund of rental or liability for exhibit expenses.

15. ADMISSION. Admission to the exhibited event will be available to all event registrants. Publicity will encourage the attendance of all Conference registrants.

16. BADGES. Exhibitor only badges will be available to exhibit personnel that will be working at the tabletop display and the networking reception in the Exhibitor Hall.

17. PAYMENT FOR SPACE. Applications should be returned to ISM with full booth rental payment. Applications will be received until all space is allocated. If the application is received after all space is filled, payment will be refunded. Failure to comply with these requirements forfeits all rights to space, which may in such case be reassigned to others, with no obligations on the part of ISM.

18. CANCELLATION/REFUND POLICY. Notification of your cancellation must be in writing. Cancellations received up to the day prior to the program are subject to a \$100 cancellation charge. No refunds are given once the program has begun. Registrants who fail to attend a program are not entitled to a refund. ISM

must be contacted within 30 days of the program completion in order for a refund to be considered. ISM reserves the right to substitute speakers. If the program is not held for any reason, ISM's liability is limited to the program fee.

19. ASSIGNMENT FOR EXHIBIT SPACE. The agreement for exhibit space and the payment of tabletop rental charges constitute a contract for the right to use the space allotted, subject to the rules and regulations promulgated by ISM SWF.

20. SPACE ASSIGNMENT. Space assignments will be solely at the discretion of ISM SWF.

21. EVENT PROMOTION. The exhibitor authorizes ISM SWF, its employees, or agents to use exhibitor's name to promote the event and to solicit other exhibitors for this and future events.

22. PHOTO RELEASE. From time to time, ISM SWF uses photographs of participants and/or exhibitors in our promotional material. By virtue of your attendance and participation in the Conference and exhibit, you agree to the usage of your likeness in such materials.

23. PREMISE RULES All persons entering the Exhibit Hall MUST wear an ISM SWF provided name badge, including after-hours and during move-in and move-out periods.

24. EXHIBITED EVENTS OR ITEMS. ISM SWF has the right to final approval to all items and events for exhibitors. ISM SWF must approve general details of exhibiting items or events, including, but not limited to, advertising novelties (such as bags, pens, apparel), menus, agendas, entertainment, or other specific items or functions that are part of the exhibitor package. These regulations are a part of the contract for event exhibit, which does not become effective until countersigned by a duly authorized representative of the Institute for Supply Management™. The acceptance of the payment that accompanies the application for exhibitor does not constitute acceptance of a contract. The Institute for Supply Management™ reserves the right to make such additional conditions, rules, and regulations as it deems necessary to ensure the success of the exhibited event.

ALL EXHIBITORS MUST COMPLY WITH THE LAWS AND REGULATIONS OF THE CITY AND STATE IN WHICH THE EXHIBIT IS HELD.

SWSMC Exhibitor Registration

C/O ISM Customer Service

P.O. Box 22160

Tempe, AZ 85285-2160

800/888-6276 or 480/752-6276, Extension 3020 or 3062



Southwest Supply Management Conference Sponsors/Suppliers

Axistrade

Bates Container

BearCom

Corporate Travel Planners

Dayton Rogers

Egencia

Hewlett Packard

IntegraColor

Integrated Focus

IPM

JV Kelly Services

Metromarketing Services

Moldes Y Exhibidores SA de CV

Odessa Pumps & Equipment

Office Max

Osram Sylvania

Resources Global

San Antonio Lighthouse

Smart Lines

Sorcify Strategic Sourcing

Southern Worldwide Logistics

Staples

Sunflower Marketing

Superior Staffing

Supply Chain Connect

The Total Source

TradingPartners

Xerox