

Exhibitor Information

WMR 2008 Trade Show & Exhibit
October 23-25, 2008 – Santa Fe, NM
Santa Fe Center

Hosted by American Institute of Architects New Mexico Chapter.

Meet more architects and designers in two days than you could visit on your own at this once-a-year opportunity. Visit with Western Mountain Region (NM, AZ, NV, CO, UT, WY) design professionals from our six states to exchange information and to work on valuable relationships. It is the most important industry event in the six-state region for anyone who sells to and services architects, designers and the construction industry.

Why exhibit?

The trade show as a marketing medium is the most cost-effective way to reach potential customers and turn leads into sales. You'll connect to more qualified decision-makers than you could on your own in several months! That two-way communication is personal and provides for an immediate exchange of information and questions.

Who Attends?

The Trade Show attracts architects, designers from across New Mexico and the six-state region. Architects, designers and specifiers on every level attend to learn from the professional programs and to talk with suppliers about the latest design products and services.

Architects from the region who are members of the American Institute of Architects are required to attain Learning Unit Hours to maintain membership and Continuing Education Program Hours for some state licensure renewal. This event offers the most convenient opportunity to fulfill these requirements.

What are the space rates and description?

- Standard Booth (10' deep x 10' wide) \$700.00
- Corner Booth (10' deep x 10' wide) \$850.00*
- Prime Booth (10' deep x 10' wide) \$1,000.00*

* Prime or corner booths are located in high visibility areas.

Each individual exhibit space is 10' deep x 10' wide. Each individual exhibit space is outlined with an 8' high backdrop and 36" high side divider in flameproof drapery material and aluminum framing. If an exhibitor selects more than one exhibit space, the side dividers between connecting exhibits spaces may be removed. If an exhibitor selects a corner exhibit space, the side divider at the end of the row may be removed.

Preliminary show schedule

Thursday, October 23, 2008

Pipe and drape installation, delivery of warehouse freight to site

Exhibitor move-in 12:00 noon to 8:00 PM

Friday, October 24, 2008

8:00 AM to 10:00 AM Regular exhibitor move-in

10:00 AM to 6:00 PM Exhibits open

11:30 AM to 1:00 PM Delegates lunch with the exhibitors (exclusive hours *)

4:30 PM to 6:00 PM Delegates open house with exhibitors (exclusive hours *)

Saturday, October 25, 2008

9:00 AM to 1:30 PM Exhibits open

11:30 AM to 1:00 PM Delegates lunch with the exhibitors (exclusive hours *)

1:30 PM to 3:30 PM Exhibitor move-out

What does the rental fee include?

- A) Over ten show hours including more than four hours without competing educational and social events.
- B) Carpet (the exhibition space is fully carpeted)
- C) Standard 8' high backdrop and 36" high siderail draping in show colors.
- D) Standard 8' draped table.
- E) Standard 7"x44" exhibitor ID sign.

- F) Recognition in the on-site program guides including booth location, company name, address, phone and fax numbers and website.
- G) Exclusive access to the advance registration list
- H) Up to three complimentary exhibitor registrations per space occupied.
- I) Opportunities for events or feature sponsorship.
- J) A post-show list of attendees.
- K) Inclusion in the exhibitor list on the WMR 2008 - AIA New Mexico website.
- L) 24-hour security service in the exhibit area.
- M) Aisle cleaning.

Events and Feature Sponsorships

WMR 2008 welcomes and invites exhibitors to participate in this conference by feature sponsorships. The following are available for sponsorships:

Platinum Conference Sponsorship (1):	\$20,000.00
Gold – Event Sponsorships (3):	\$10,000.00 each
Silver – Break/Lunch sponsorships (4):	\$2,500.00 each
Bronze – Vendor Receptions (2):	\$1,500.00 each
Turquoise – General Sponsorships (unlimited)	\$500.00 each
Golf Tournament:	\$5,000.00
Golf Holes:	\$300.00 each
Silent Auction Donations:	Individual items

Conference Publication Advertising Space

Advertising space will be available in the WMR 2008 Conference Publication which will also be inserted in McGraw-Hill Construction’s October 2008 issues of *Southwest Contractor*, *Colorado Construction* and *Intermountain Contractor*. Information about advertising rates will be forthcoming in early July 2008.

General Service Contractor

WMR 2008 will designate an official General Service Contractor (GSC) to provide the pipe and drape for the show, special exhibit area entrance treatment, and aisle signs. The GSC can provide all amenities you will need to fully furnish your exhibit space such as furniture, signs, booth cleaning and modular exhibit rentals.

An Exhibitor Service Kit will be mailed to participating companies in August (afterwards to new exhibitors as space agreements are received). It will contain forms, prices, and deadlines for ordering a variety of other services such as electricity, water and drainage, plumbing, telephones, and floral/plant services.

How can I reserve exhibit space?

Requests for space are accepted and processed as they are received. To reserve space on or before July 31, 2008, simply complete the [Agreement for Occupancy of Exhibit Space](#) (pdf file) and send it along with a 50% percent deposit to WMR 2008. Beginning August 29, 2008, full payment must accompany the agreement. If one of your top three location choices is available, that space will be assigned to your company and a confirmation will be sent.

To inquire about the exhibit hall floor plan or availability:

Contact:

John A. Padilla, AIA Trade Show Chairman
505-471-5727

E-mail jpadillasf@aol.com

Robert H. Mallory Trade Show co-Chairman
505-254-9000

E-mail robert@southwestnoisecontrol.com

Send your Agreement for Occupancy to: John A. Padilla, AIA 1925 Aspen Drive, Suite 801 A, Santa Fe, NM 87505

Make your checks out to: WMR 2008 Conference

WMR 2008 Sponsorship Opportunities

WMR 2008 Conference
October 23-25, 2008
Santa Fe, New Mexico

Santa Fe Center

AIA New Mexico will host the 2008 Western Mountain Region Conference in the new Santa Fe Center, October 23-25, 2008. We expect more than 250 AIA members from Arizona, Colorado, Nevada, New Mexico, Utah and Wyoming to gather and explore our theme '*Spirit in Architecture*'. The following sponsorship opportunities are available:

Platinum \$20,000 – Conference Sponsor (one available) – Banner at all events and headline recognition in all publications and advertisements. Eight (8) tickets to each of the major events; opening night reception on Thursday and keynote lecture, host chapter party on Friday, and awards banquet on Saturday; and foursome at golf tournament on Sunday, October 26, 2008.

Gold \$10,000 – Event Sponsor (three available) – Banner at event and recognition in all publications and advertisements. Four tickets to each of the major events: opening night reception with keynote lecture, host chapter party, and awards banquet.

Silver \$2,500 – Break/Lunch Sponsor (four available) – Banner at event and recognition in all publications and advertisements, four tickets to host chapter party and a Corner booth registration fee.

Bronze \$1,500 – Vendor receptions (two available) – Recognition in all publications and advertisements, four tickets to host chapter party and a Standard booth registration fee.

Turquoise \$500 – General sponsorships (unlimited) – Recognition in all publications and advertisements, two tickets to the host chapter party.

Thanking you in advance for your support

Contact:

John A. Padilla, AIA Trade Show Chairman
505-471-5727

E-mail jpadillasf@aol.com

Robert H. Mallory Trade Show co-Chairman
505-254-9000

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AGREEMENT FOR OCCUPANCY OF EXHIBIT SPACE

WMR 2008 – Trade Show & Exhibit – October 23-25, 2008 – Santa Fe, NM

Santa Fe Center

Terms

Subject to the policies stated in the Display Rules and the Exposition Policy Manual that are a part of this Agreement, we hereby lease booth space from WMR 2008 Committee for the duration of this Trade Show. We agree to pay according to the following schedule:

- Prime booth (10’ deep x10’ wide) \$1,000.00 (Booth #'s 17,25,36,37,42,43,48,54,55)
- Corner Booth (10’ deep x10’ wide) \$850.00 (Booth #'s 09,16,17,24,30,31,49,60,61,68,69,76)
- Standard Booth (10’ deep x10’ wide) \$700.00

We also agree to pay appropriate registration fees for all booth personnel in excess of the complimentary allotment. (Two complimentary badges will be provided for each Standard Booth: three complimentary badges will be provided for each Prime & Corner Booth requested.) Prior to July 31, 2008 an advance deposit equal to 50% percent of the total space rental and this completed agreement are required at the time of selection made payable to **WMR 2008**. After August 26, 2008 full payment of the total space rental and this completed agreement are required at the time of selection. All outstanding balances must be paid in full prior to September 19, 2008 preceding the exposition. After the deposit or final payment is received, the following schedule applies on cancelled exhibit space:

<u>Date of cancellation</u>	<u>% of Payment Forfeited by Exhibitor</u>
On or after September 22, 2008	100%
August 1 to August 29, 2008	50%
July 14 to July 31, 2008	0%

All cancellation requests must be submitted to the WMR 2008 Trade Show & Exhibit Committee in writing and must contain a brief explanation for the cancellation.

Booth Location Preference

The following booth number(s) indicate choice of space locations: First _____ Second _____ Third _____

If none of the above preferences are available, the WMR 2008 Trade Show & Exhibit Committee reserves the right to make the selection for the exhibitor. However, the WMR 2008 Trade Show & Exhibit Committee will attempt to satisfy the specific needs of the exhibitor. All exhibits will be housed in the Sweeney Ball Room of the *Santa Fe Center* in Santa Fe, NM.

Conference Feature Sponsorships: Level _____ Amount _____
(Please refer to the attached Conference Sponsorship opportunity form)

Conference Publication Advertising: The WMR 2008 Conference Program will be published in conjunction with McGraw-Hill Construction and will also be inserted in McGraw-Hill Construction’s October 2008 issues of *Southwest Contractor*, *Colorado Construction* and *Intermountain Contractor*. You will receive information about this excellent advertising opportunity in early July 2008.

List the company name, address, phone and fax numbers, as they are to appear in all WMR 2008 listings and publicity:

Company _____

Telephone Number _____ Fax Number _____

Address _____ Second Address _____

City, State, Zip _____

Web Site address _____ E-mail _____

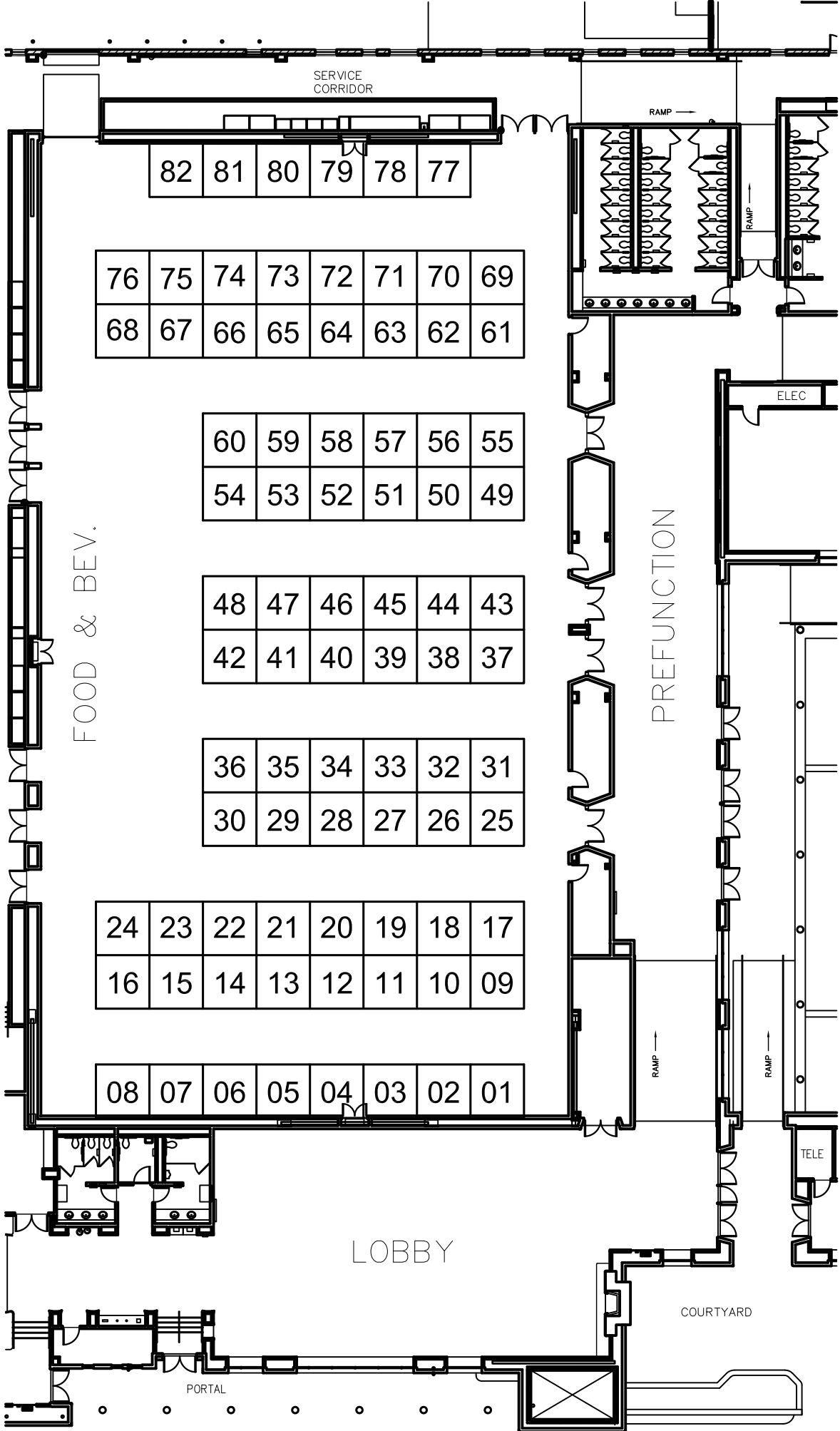
Contact Person to receive all correspondence _____

Address _____ City, State, Zip _____

Conditions

This agreement is subject to the conditions named below, also to all conditions under which the exhibit area is made available to the WMR 2008, and these conditions are a part and shall be so considered. All outstanding balances for exhibit space must be paid in full prior to September 29, 2008 preceding the exposition. Past due sums shall bear interest at the highest legal rate permitted by law.

All outstanding balances due WMR 2008, for advertising, sponsorships, etc., must be paid in full prior to the first exhibitor move-in day. Exhibitors with unpaid balances of any nature will not be allowed to begin ingress, nor to occupy any portion of the exhibit space, or to have access to individual exhibitor registration materials. Exhibitors are not allowed to sublet any part of the exhibit space, individuals staffing the exhibit space during trade show hours shall be officially registered and shall wear official WMR 2008 badges the bear the name of the exhibiting company as designated herein.



SERVICE
CORRIDOR

RAMP →

RAMP →

ELEC

FOOD & BEV.

PREFUNCTION

RAMP →

RAMP →

TELE

LOBBY

COURTYARD

PORTAL

82	81	80	79	78	77
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76	75	74	73	72	71	70	69
68	67	66	65	64	63	62	61

60	59	58	57	56	55
54	53	52	51	50	49

48	47	46	45	44	43
42	41	40	39	38	37

36	35	34	33	32	31
30	29	28	27	26	25

24	23	22	21	20	19	18	17
16	15	14	13	12	11	10	09

08	07	06	05	04	03	02	01
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