



NATIONAL PARKING ASSOCIATION
**60TH ANNUAL CONVENTION
AND EXPOSITION**

October 3-6 ■ Caesars Palace, Las Vegas, NV

Exhibitor Prospectus

www.NPAconvention.org/2011

Exhibitors

INNOVATION:

LINKING KNOWLEDGE & NETWORKS

5 years in a row sold out!
Don't miss out.
RESERVE NOW.



Don't Miss Out. Act Now!

Members: NPA has more than **2,000 individual members.**

Owners: **95% CEO membership** from operator companies.

Private/Public Sector Mix: More than **25% of members are public sector directors** or higher.

Decision Makers: More than **50% of all members are directors** or higher titles.

Contact

Jennifer Harrison or Jim Perrus
Tel: 202.296.4336
Fax: 202.296.3102
Events@npapark.org or
JimPerrus@NPApark.org

www.NPAconvention.org/2011



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Yes, I'm ready to exhibit. [Click here.](#)

Sponsorship is for me. [Click here.](#)

NPA's Convention & Expo—for Leaders & Decision Makers

Build Your Linkage with NPA's Powerhouse Network

Parking operators who attend NPA conventions own companies ranging from \$6 to \$500 million in revenue.

Many of our college, university and hospital center attendees are the top decision makers for their transportation and parking operations.

- **Award-Winning:** PARKING magazine is the **award-winning magazine** for bottom line business focus.
- **Top Spot:** Las Vegas is our #1 draw for convention attendees.
- **Choose** your Sponsorship and Expo location early to get **premium visibility and recognition.**
 - **Build Buzz for Sales.**
 - **Fill Your Lead Pipeline.**
 - **Show Your Industry Support.**
 - **Get Access to Industry Leaders.**

"For more than 10 years, NPA's convention has connected me with the top leaders in private and public sector parking. More than 40 percent of my customers are NPA convention goers."

– Tom Carter, President, The Toledo Ticket Company

FAST FACTS

- **Meet 800+** parking industry professionals.
- **Network with top decision makers** from parking companies, municipalities, universities, hospitals, development companies and shopping centers.
- **Connect and network with CEOs,** parking pros, and operations managers.
- **Meet NPA Officers,** Executive Committee and Board Directors.
- **Learn the latest in trends,** industry updates and technology at the educational programs.
- To Reserve a Booth **Call** or **Email** 202.470.6302, Events@npapark.org.
- When you choose a convention, choose the decision maker destination.

Reach Decision Makers in the Parking Industry

NPA's unsurpassed peer networks help you stand out in the market. Build relationships, increase brand recognition and get access to decision makers.

When you want to meet the most prominent leaders, executives and managers in the parking industry—you choose NPA.

NPA's Annual Convention & Exposition is the top networking event for innovative parking industry movers and shakers. Here, you will have the opportunity to promote new products and services and meet potential customers.



Exhibit & Expand Your Sales

Exclusive Exhibitor Resources to Boost Your Business

Exhibitor Resource Center

Get instant access to useful tools and information online including the Exhibitor Service Manual, official contractors, action bulletins, checklists and ideas to help you maximize your results from the show.

Exposure in the Convention Directory

You get a free listing in this popular resource that attendees use year-round. You also have advertising opportunities in the Convention Directory and convention issue of PARKING magazine.

Top 5 Reasons to Exhibit with NPA in 2011

- 1** Raise your profile as a market leader.
- 2** Accelerate the buying process.
- 3** Boost your sales.
- 4** Meet with your existing customers and target new opportunities.
- 5** Your target audience and competition will be there.

For the Show

2 full registrations to attend all events at the NPA convention—a value of \$1,990

Complimentary badge-only exhibitor badges for booth staff depending on size of booth.

The pre-registered electronic attendee list before the show.

The complete final electronic attendee list after the show.

Standard draped 8' high backwall, 3' high side rails, general exhibit hall lighting, and booth identification sign.

Value Added Benefits

Exhibit Staff Welcome

With your reserved space you will receive two FULL registrations—a value of \$1,990.00—which gets you into everything! Booth Staff is welcome to join us for all educational sessions, free of charge.

Badge allotment per booth (no-charge); 2 receive FULL registrations:

- 10' x 10' = 3 badges
- 10' x 20' = 5 badges
- 20' x 20' = 7 badges

Additional badges can be purchased! Also, see our Networking Registration Package for access to our Annual Luncheon and 60th Anniversary Reception.

Bonus for Expo Staff

Exhibit Staff Meal Package for all badge-only booth personnel, includes:

- 3 Breakfasts
- 1 Opening Reception
- 1 Exhibit Hall Lunch

Networking Registration package can be purchased for your team registered as badge-only booth personnel, which includes the Annual Luncheon and 60th Anniversary Reception.

	By July 1, 2011	After July 1, 2011 and on-site
Price	\$240	\$300

Bonus for Exhibitors

- Virtual trade show “booth”
- Get added pre-Expo visibility
- Create a profile page. Add your contact info and upload sales and product info. It's your booth through the free NPA Convention portal.

Prime Time with Clients

Monday, October 3

10:30 a.m. – 6 p.m. Golf Outing
 6:30 p.m. – 7:30 p.m. Opening Reception
 7:30 p.m. – 10:30 p.m. Night Out with Clients

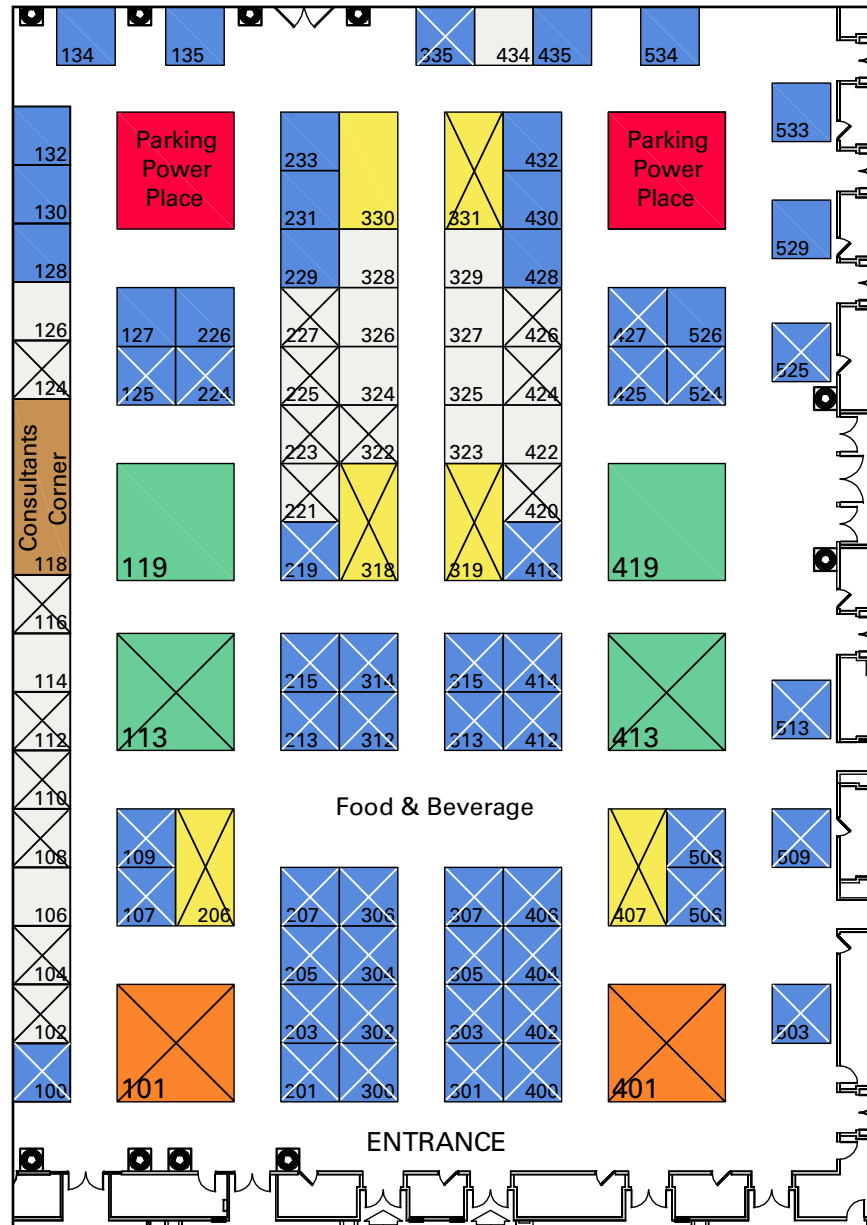
Tuesday, October 4

6 p.m. – 10 p.m. Evening to Host Clients

Wednesday, October 5

6 p.m. – 7:30 p.m. 60th Anniversary Reception
 7:30 p.m. – 10:30 p.m. Evening to Host Clients

NPA Expo Floor Plan



Pick a prime location for your booth. Set the stage for sales in 2012 with your convention destination!

Exhibit Hours

Decorator Move-In:

Sunday, October 2
8 a.m. – 2 p.m. (tentative)

Monday, October 3
8 a.m. – 2 p.m.

Exhibitor Move-In:

Monday, October 3
2 p.m. – 7 p.m.

Tuesday, October 4
8 a.m. – 1 p.m.

Show Open:

Tuesday, October 4
2 p.m. – 5:30 p.m.

Wednesday, October 5
Noon – 4:30 p.m.

Thursday, October 6
9 a.m. – Noon

Exhibitor Tear Down:

Thursday, October 6
Noon – 10 p.m.

Booth Category	Floor Plan Color Key	Member Booth Rates	Non-Member Booth Rates
10x10 Standard	White	\$3,095	\$3,795
10x10 Corner Premium	Blue	\$3,195	\$3,895
10x20 Double Standard	Blue (any two blue booths next to each other in same row)	\$5,460	\$6,160
10x20 Corner Premium	Yellow	\$5,560	\$6,260
20x20 Standard	Green	\$8,295	\$8,995
20x20 Premium	Orange	\$8,395	\$9,095

Expo Hall Hours

Tuesday, October 4 2 p.m. – 5:30 p.m.
Wednesday, October 5 Noon – 4:30 p.m.
Thursday, October 6 9 a.m. – Noon

X = Sold



NPA Sponsors Gain Ongoing Visibility

Drive traffic to your booth. Meet your business goals by at our popular Las Vegas location. NPA sponsors get high visibility attention.

Prominent Promotion Year-Round

- ✓ Ongoing visibility on NPA's Convention website.
- ✓ Special Sponsor Recognition in the convention issue of PARKING Magazine.
- ✓ Your logo and sponsor designation on the NPA Convention website.
- ✓ Recognition as a convention sponsor in NPA's 2012 Member Directory.

Exhibitor Attention & Services

- ✓ Returning exhibitors get priority access for first choice exhibit spaces.
- ✓ Prominent show signage for all to see honoring your sponsorship.
- ✓ Prominent expo entry signage for repeat sponsorship visibility.

Premium Gold, Platinum & Diamond Benefits

- ✓ Individual Sponsor Sign at high traffic events you sponsor (You can include your booth number, company name and logo).
- ✓ Invitation to Chairman's Exclusive networking reception with NPA officers & high-level industry leaders.
- ✓ Premium convention website logo visibility.

Sponsorship Opportunities at a Glance

Who Sponsors?

Companies and executives that demonstrate their industry leadership and standing.

Industry suppliers who showcase their commitment to the parking industry and client relationships.

Looking to signal your industry leadership during NPA's 60th Anniversary year? Do you want to position your company at the parking decision makers and leaders convention?

Contact **202.470.6302** or **Events@npapark.org**.

Diamond

Opening Keynote Breakfast Session, Convention Webinars and Private Reception invitations \$35,000

Platinum

60th Anniversary Celebration and Private CPP and Past Chair Reception invitations \$25,000

General Session Keynote and Private VIP Chairman's Reception invitations \$22,000

Gold

Welcome Reception	\$19,500
Annual Luncheon & Forecast	\$15,000
60th Anniversary Registration Briefcase	\$14,000
Golf Tournament	\$13,000

Silver

CEO Forum, Peak Performance	\$10,000	SOLD
Legal Forum, Peak Performance	\$10,000	SOLD
Technology & Customer Service Education Track	\$10,000	
Green Educational Track	\$10,000	
Parking Power Place Convention	\$10,000	
Exhibit Hall Luncheon	\$10,000	
Attendee Badges & Lanyards	\$10,000	
Relaxation Retreat at the Expo	\$10,000	
Conference Website	\$9,000	
Hotel Key Cards	\$6,500	SOLD
Exhibit Hall Breakfast	\$7,500	
Conference Directory	\$7,500	
General Session Book & Book Signing	\$7,000	

"When it comes to buying power, industry influence and reach, NPA brings decision makers, referral opportunities and repeat business to my company."

– Derek Kiley, President, WPS USA Corp.



Bronze

Peak Performance Education Track	\$5,000
Registration Destination	\$5,000
Convention Refreshment Breaks	\$5,000
Water Stations	\$5,000
Conference Notepads	\$5,000
Conference USB Drives	\$5,000
Facility Tour Hosting Sponsor	\$4,000
Facility Tour Transit Sponsor	\$1,000
First Timers & New Member Reception	\$4,000
CPP & Past Chairman VIP Reception	\$4,000
Pre-Conference Business Meeting Breaks (1)	\$1,000
Conference Pens	\$3,000
Top Player, Key Performer Day (2)	\$2,500
Program at a Glance	\$1,500 SOLD
Golf Tournament, 4 holes	\$1,000
Golf Tournament, Golf Pro Session	\$2,000
Golf Tournament, Contest (1)	\$500
Golf Tournament Host	\$500
60th Anniversary Host	\$500

Advertising & Promotion

Hotel Room Deliver (per night), Silver	\$6,500
Registration Bag Insert, Bronze	\$2,000

Show Directory Advertising:

Cover 2	\$1,700 (full color) SOLD
Cover 3	\$1,600 (full color)
Cover 4	\$1,800 (full color) SOLD
½ Page	\$500 (black & white)
Full page	\$650 (black & white)

Show Magazine Advertising:

Cover 2	\$2,580 SOLD
Cover 3	\$2,100
Cover 4	\$2,580 SOLD
¼ Page	\$690 (black & white); \$1,340 (full color)
½ Page	\$960 (black & white); \$1,610 (full color)
Full Page	\$1,450 (black & white); \$2,100 (full color)
Tip-On Cover (full color/2 sided; placed on top of magazine cover)	\$6,000
Belly Band (5" high, wraps at center)	\$4,000
Cover Flap Ad (5" wide, folds over top of magazine cover)	\$3,000

➤ **Get My Sponsorship.**
 ➤ **More Info.**



"We invest time and resources in the NPA Convention & Expo because that's where industry leaders convene. We value the opportunity to strengthen relationships, build new ones and exchange ideas with NPA members."

– Tim Maginn, COO, T2 Systems



Connect with Decision Makers on the Golf Course

NPA Golf Tournament

**Helen and Jerry Stocks
 Memorial Golf Outing to Benefit
 the Parking Industry Institute
 Scholarship Fund**

Desert Pines Golf Club

Las Vegas, Nevada
Monday, October 3, 2011
 Shotgun at Noon
**Bus transportation departs
 Caesars Palace at 10:30 a.m.**

The Desert Pines Golf Club offers golfers a uniquely themed experience unlike any other in the City of Entertainment. Here, within 15 minutes of the heart of The Strip, golfers are transported to the Carolina sand hills.

This Dye-designed layout features 4,000 mature trees lining lush fairways, with white sand bunkers protecting large bent grass greens. Water plays an important role in navigating this special golf experience that tends to reward good course management skills over power off the tees.

Keeping the ball in play is the key to a good score at Desert Pines. For those wanting to rent clubs, the latest in Callaway clubs and FootJoy shoes are available at the golf shop.

Don't miss this great opportunity to network with your colleagues while you play golf at Desert Pines in support of the PII Scholarship Fund.

To register for the tournament download the registration form or sign up when you register your exhibit online.

To play, click here.

Meet During Golf to Network

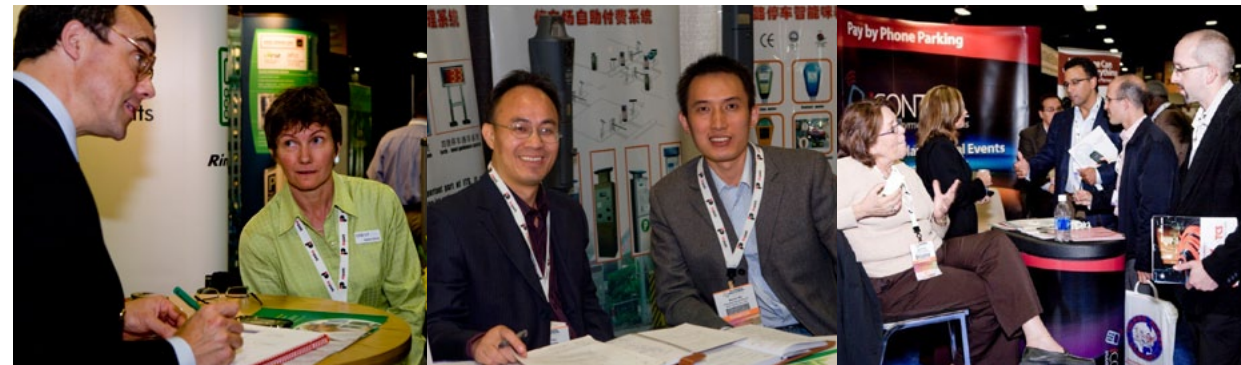
Support Parking Industry Institute with leading companies. Prior players include CEOs, presidents, owners and top executives from:

- | | |
|---------------------------------|-----------------------|
| Ampco System Parking | Impark |
| Carl Walker Inc. | Landmark Parking |
| The Car Park | LAZ |
| Central Parking | Next Parking |
| City Park | St. Louis Parking |
| Colonial Parking, Delaware | T2 Systems |
| Colonial Parking, Washington DC | Toledo Ticket Company |
| Federal APD | Towne Park |
| | WPS USA Corp. |



Roy Carter, Toledo Ticket Company, and Mark Curtis, Pacific Cascade, are co-chairs of the 2011 Golf Outing.

Showcase at the Expo





NPA Convention & Expo Details & Membership Info



Decision makers.
Big draw location.
New prospect opportunities.
Client loyalty.

Badge Preview

You will receive an electronic credential/badge preview request two weeks before the convention. Badges and conference material will be available on-site at Registration. Bring your confirmation email with you to the registration desk at the meeting. The bar code on the confirmation will speed your registration experience on-site.

Badge Transfers

Send to JenniferHarrison@npapark.org by **August 15, 2011**. A fee of \$25 per badge will apply to all transfers, regardless of date of submission.

Exhibitor Cancellation Policies

Booth Personnel: Cancellation requests for booth personnel registrations must be received by JenniferHarrison@npapark.org by **August 15, 2011**, to qualify for a refund. NPA will refund your convention registration,

less a \$50 administrative fee. No refunds will be extended for booth personnel registrations received after **August 15, 2011** and are subsequently canceled. No refunds are extended to no-shows.

Booth Space: No refunds for booth space will be made after **July 1, 2011**. All cancellations must be submitted in writing and received by JenniferHarrison@npapark.org on or before the applicable cancellation dates. Cancellations prior to **May 2, 2011** will receive a full refund, less a 20% administrative fee. Cancellations received between **May 2, 2011** and **July 1, 2011** will receive a 50% refund, less a 20% administrative fee. There will be no refunds issued after **July 1, 2011**. Additionally, no refunds will be issued for contracts received after **July 1, 2011**. There are no refunds for no-shows. Additionally, no refunds will be issued for contracts received after **July 1, 2011**.

No-Shows: There are no refunds issued for booth space and all registrations of no-show exhibiting organizations and/or booth personnel.

Cancellation Requests Should be Sent to:

National Parking Association
 Attn: Jennifer Harrison
 1112 16th Street, NW, Suite 840
 Washington, D.C. 20036
 Fax: 202.296.3102

Membership in NPA

Join NPA Now and reserve your booth at substantial cost savings! Allied Board of Managers Chair Roy Carter of The Toledo Ticket Company will be happy to welcome you and show you the way. Get connected to the thought leaders of the parking industry. Join the industry's best source of peer networking.

Benefits of Membership

- The NPA International Buyers' Guide to Products and Services.
- Access to membership discounts and promotions.
- Discounts on conventions, summits, webinars and more.
- NPA NewsBrief, free, weekly newsletter with trends and breaking parking industry news.
- Annual subscription to the award-winning PARKING magazine and online archives.
- NPA Issue Alerts Program on policy and advocacy issues.
- Access to Members' Only website and directory.
- Discounts on publications.

NPA Exhibitor Information and Exposition Policies

Exhibit Space

The 2011 Exposition rates for National Parking Association Allied (supplier) members begin at \$3,095 for a 10'x10' booth (see floor plan and contract for other sizes and costs). The lower rates apply to NPA members while the higher rates apply to non-members.

Formal notice of booth assignments from NPA will constitute the complete agreement for the right to use the allocated space. NPA reserves the right to assign space or relocate space in an area other than that selected by the exhibitor. No exhibitor shall assign, sublet, or share allocated space. Doing so could result in exhibitor removal from the exposition.

In the event of fire, strikes, or any other uncontrollable circumstances that renders the exhibit hall unfit or unavailable for use or causing the exposition to be cancelled prior to July 1, 2011, this contract will not be binding and NPA will refund rental payments received for exhibit space. If these circumstances occur after July 1, 2011, NPA will refund 50 percent of the rental payments received for exhibit space.

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No-Shows: There are no refunds issued for booth space and all registrations of no-show exhibiting organizations and/or booth personnel.

Rules and Regulations

Failure to comply with the rules and regulations for the exposition as outlined forfeits all rights to assigned space, which may be reassigned to another exhibitor with no obligation for refund. In no case will an exhibitor be allowed to install an exhibit until booth space is paid in full. No refund will be made for space that is unused during all or part of the exposition. Should any booth space not be setup at the required time for the opening of the exposition, that space will be reassigned without obligation or

refund, unless prior written arrangements have been made with the NPA show manager.

Installation and Dismantling

Exhibits must be set up and ready no later than 1 p.m. on **Tuesday, October 3, 2011**. Dismantling of exhibits cannot begin before **Noon on Thursday, October 6, 2011**. NPA reserves the right to remove and store—at the exhibitor's expense and risk—any materials that have not been removed at the close of the exposition. Exhibitors packing, vacating, dismantling, or removing their exhibits **prior to Noon on October 6, 2011 agree to pay NPA a fine of \$500**.

Official Service Contractor

To conform with the Caesars Palace rules and regulations, all exhibitors will be required to use official contractors for the various services required for material handling with the exposition. The official service contractor is The Expo Group (TEG). Fully paid exhibitors will be able to access an Exhibitor Service Manual online. The Manual will include order forms for: decorating, signs, drayage, labor, telephone, electrical requirements, furniture, and lead retrieval equipment. The Manual will also include information on security, insurance, show hours, badge registration forms, move-in/move-out schedules, the convention program, and discounted social event tickets.

Security

NPA will arrange to provide security for the exhibit hall during the entire exposition. While every precaution will be taken, NPA, Caesars Palace (hereafter referred to as "Hotel"), and the service contractors will not assume any financial responsibility for damaged, missing, or stolen equipment or displays. Exhibitors should (1) never leave their booths unattended during set-up, show hours, or tear-down; (2) never leave items that could be carried away from booths during hours the exhibits are closed. Exhibitors should take these items to their rooms or secure them in the security lock-up cages, which can be rented from TEG at the exhibitor's expense.

General Restrictions

Exhibits shall be installed so they will not project beyond the space assigned. Booth equipment and displays shall not exceed 8' (eight feet) in height unless approved in advance by NPA Exposition management; nor shall they extend further out than one-half the distance from the back wall of the exhibit booth to the front of the booth to permit a clear view from adjoining booths. Additionally, no audio-visual, projection equipment, or any other equipment may be situated in such a way that it blocks or interferes with the view of exhibits on either side of exhibitor's booth. Exhibitors in violation of this policy agree, at their own expense, to move and/or reposition the offending portion of their exhibits to correct the problem. Exhibitors must, at their own expense, maintain and keep in order their exhibit space. Motion picture, sound equipment, or other distracting sounds that might interfere with other exhibitors are prohibited. Exhibitors agree to pay any music licensing fees which may result for music played or performed as part of their exhibits.

No part of any exhibit or any signs relating thereto shall be posted, nailed, or otherwise attached to walls, pillars, posts, or in any way deface the exhibit hall or Hotel's property. Damage arising from failure to comply with these regulations shall be at the sole expense of the exhibitor. All decorations must be on non-flammable or flame-proofed materials. No combustible material or decorations, such as crepe paper, tissue paper, cardboard, or corrugated paper shall be used at any time. All storage containers, excelsior, and wrappings are to be removed from the exhibit hall and may not be stored in the exhibit booth. Volatile, explosive, or any other flammable matter or substances prohibited by law are not permitted in the exhibit hall. Exhibitors must comply with fire regulations as set by the city of Las Vegas, Nevada and the Hotel.

Electrical wiring must conform to the city of Las Vegas, Nevada Electrical Code as well as regulations of the Hotel. Order forms provided in the Exhibitor Service Manual should be used to order electrical requirements. The exhibitor will bear the costs for any electrical requirements. No food and beverage may be brought into the exhibit hall that is intended to be dispensed from exhibitor booths, unless such food and beverage has been approved in advance by the show manager and the Hotel.

Liability

The intent of the following indemnity agreement is to protect NPA, the service contractors, and the Hotel against any and all liabilities from such loss or damage by the exhibits and/or exhibitors on the premises. By executing this contract, you acknowledge its intent and realize that it will be interpreted with that intent.

The exhibitor assumes the entire responsibility and liability and hereby agrees to protect, defend, indemnify and save NPA and its officers, directors, employees, agents, and service contractors agents and employees, against any and all claims, losses, and damages to person and property, as well as fines and attorney fees arising out of, or caused by, exhibitor's displays, equipment, maintenance, occupancy, or use of the exposition premises or any part thereof. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its officers, directors, partners, agents, members and employees from and against any and all demands, claims, damages to persons or property, losses and liabilities, including reasonable attorney's fees (collectively "Claims") arising out of or caused by exhibitor's negligence in connection with the use of Hotel facilities. Hotel will not be responsible or liable for any loss, damage, or claims arising out of exhibitor's activities on the Hotel's premises except for any claims, loss, or damages arising directly from its negligence. Due to the layout of the Hotel, storage space is not available for display materials and/or show merchandise. At the conclusion of the set-up operation, all related equipment, crates, trash, etc. must be removed from the premises no later than the last day of the exhibit show period.

In addition, exhibitor acknowledges that NPA, the Hotel, and service contractors do not maintain insurance to cover the exhibitor's property and that it is the sole responsibility of each exhibitor to obtain business interruption and/or property damage or theft insurance.