

FOURTH ANNUAL

BEYOND SAFETY

RELIABILITY CONFERENCE & EXPO

Exhibitor Packet

February 11-12, 2014

Radisson Star Plaza Merrillville, Indiana



beyondsafetyexpo.com

EXHIBITOR PROSPECTUS

Thank you for your participation in the 4th annual Beyond Safety and Reliability Conference & Expo. This conference will be held at the Radisson Star Plaza, February 11 & 12, 2014.

The Northwest Indiana Business Roundtable (NWIBRT) and the ASSE – Greater Calumet Chapter are proud to present the Beyond Safety and Reliability Conference—the largest safety expo in Indiana—with over 600 attendees, 30 educational sessions, 50 exhibitors, and countless networking opportunities. This conference boasts the latest information on safety education and technology, and is an excellent opportunity for your company to reach out to potential customers, clients, and other like-minded professionals.

We will be your event liaisons, providing you with all the details to ensure you are getting the best return on your investment. Should you have any questions, our contact information is below.

This packet contains all the details for the conference and expo. Please return the Exhibitor Profile Form by **January 28th** for inclusion in the program.

Should you have any additional questions or concerns, please do not hesitate to contact us. We look forward to another successful conference!

Kind regards,

Andrea M. Pearman
Executive Director of NWIBRT
andrea@nwibrt.org

Susan Drew
Event Coordinator
sdrew@nwibusinesssevents.com

Kaitlin Williams
Marketing Coordinator
kwilliams@nwibusinesssevents.com

EXHIBITOR INFORMATION

LOCATION INFORMATION:

The Radisson Star Plaza is located at 800 E 81st Avenue, Merrillville, IN 46410.

OVERNIGHT ROOMS:

For special discounted overnight room rates please call the Radisson Star Plaza at (219) 769-6311. Please ask for the Beyond Safety rate to receive the special pricing (subject to availability). Cut-off date for hotel rooms is Friday, January 31, 2014. The advertised conference room rate cannot be guaranteed after January 31st.

Standard Room	Single/Double Rooms	\$109
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For more information on booking a room contact the Radisson and go through standard bookings for availability and rates. Use promo code BYSC.

SHIPPING:

All materials can be shipped directly to the conference center.

Radisson Star Plaza
800 E 81st Avenue
Merrillville, IN 46410
Attn: Carol
Beyond Safety Conference
Exhibitor: Your Company Name

EXHIBITOR SPACE SETUP:

The Expo Hall will be located in the Celebrity Ballroom. All exhibit spaces are 8' x 10' in size and include:

- 8' back drape and 3' high side drape
- One (1) 6' x 24" x 30"H table, with black linen skirt
- One (1) Wastebasket
- Two (2) folding chairs
- One (1) 7"x44" Exhibitor ID Sign

Please let us know if you need an empty exhibit space. No other additional materials provided.

EXHIBITOR INFORMATION CONTINUED

EXHIBIT SCHEDULE

LOAD-IN & SETUP:

February 11, 5 a.m. – 7 a.m.

If set-up becomes available on February 10th, notifications will be sent one (1) week prior to the event.

SHOW HOURS:

February 11, 7 a.m. – 7 p.m.

February 12, 7 a.m. – 4 p.m.

TEARDOWN:

February 12, 3 p.m. – 5 p.m.

SPECIAL EVENTS & BREAKS:

We have a number of special events scheduled this year which are designed to increase the participants' exposure to you!

- Breakfasts
- Refreshment Breaks
- Cocktail Reception

PLEASE NOTE:

- **Beyond Safety is a sold out event, and past exhibitors have first right of refusal for booth space. Booth space is available on a first come, first served basis, and precedence is given to sponsors over exhibitors. To completely secure your exhibit space in this conference, consider becoming a Beyond Safety Silver Sponsor for just \$300 more than the cost of exhibiting.**

EXHIBITOR INFORMATION CONTINUED

SAFETY EXPO PRIZES:

Prizes will be announced during the closing session. Winners will be drawn from the completed Expo Pass Tickets.

BOOTH ATTENDANTS:

As an exhibitor, you can have up to two complimentary booth attendants. You will be charged \$49 for each additional booth attendant. ***If you have not already, please provide your booth attendant names to kwilliams@nwibusinesssevents.com.***

EXPO PASSES:

Six (6) complimentary Expo Passes are provided per exhibitor space. You will be provided these passes via mail. Please pass them along to customers and clients. The Expo Pass grants access to the following events:

- Expo Hall - February 11th from 8 a.m. to 3 p.m.
- Expo Hall - February 12th from 8 a.m. to 3 p.m.

The Expo Pass does not grant access to the conference sessions or meals. Additional Expo passes are available for \$49 each.

HOSPITALITY SUITES:

There are opportunities to entertain clients and potential customers following the cocktail reception, by hosting a hospitality suite open to all conference guests to learn more about your company. Suites are limited and available on a first-come basis.

Contact Kaitlin at (219) 226-0300 or kwilliams@nwibusinesssevents.com to obtain additional information.

ON-SITE CONTACTS:

For all conference information and on-site, please contact: Kaitlin Williams, (219) 226-0300

EXHIBITOR REGISTRATION

Name _____
Company _____
Address _____
City _____ State _____ Zip _____
Email _____ Phone _____ Fax _____

SPONSORSHIPS

☐ **Presenting** - \$5000

☐ **Premium** - \$2500

☐ **Gold** - \$1500

☐ **Silver** - \$1250

☐ **Exhibitor** - \$950

☐ Add Electric Access \$45

Exhibitor Name(s) _____

Exhibitor Email(s) _____

TOTAL AMOUNT \$ _____

PAYMENT OPTIONS ☐ **MAIL** ☐ **FAX** ☐ **INVOICE**

Please make checks payable to *Diversified Marketing Strategies, Inc.* and mail to:
Diversified Marketing Strategies, Inc. 1330 Arrowhead Ct., Crown Point, IN 46307

Please include credit card number Visa/Mastercard

Card # _____ Exp _____ Name on Card _____

Card Billing Address _____

City _____ State _____ Zip _____

Security Code _____

Signature _____ Date _____

Diversified Marketing Strategies, Inc. will email an invoice to the email address listed above.

Note: Sponsorships are based on seniority and registration date. Payment must be received 30 days from invoice date, unless otherwise arranged. All sponsorships are non-refundable after December 20th, 2013. A \$50 administrative fee will be charged for cancellations.

PRESENTED BY:



TO RESERVE YOUR EXHIBIT SPACE, CONTACT:

Kaitlin | kwilliams@nwibusinessesvents.com | 219.226.0300 | beyondsafetyexpo.com

EXHIBITOR PROFILE FORM

PLEASE READ AND COMPLETE THIS FORM

Return by January 28th for inclusion in the conference program.
Fax: (219) 226-0303 or Email: kwilliams@nwibusinessesevents.com

Display/Publication Name:

Please indicate how you would like your organization to be listed in all publications, press releases, promotional materials and signage.

Organization Name: _____

Door Prize

_____ Yes, We will offer a door prize

Description of Prize: _____ Value (\$): _____

_____ No, we will not be offering a door prize

We will conduct door prize drawings from the list of attendees. We will announce the winners at the closing session. If you choose to hold a drawing at your own booth you will be responsible for communicating to the winner.

Company Description

In 50 words or less please submit a typed description of your organization via E-mail to kwilliams@nwibusinessesevents.com. This description will be published on the Beyond Safety Conference & Expo website and in the Conference & Expo Guide for prospective and registered participants. This is an optional feature of our website and guide. Submissions of over 50 words will be edited.

_____ I will NOT be providing a description