

Exhibitor Booth Application

Furnaces North
America 2010

October 5-6, 2010



***Caribe Royale Resort & Convention Center
Orlando, Florida***

FNA 2010 Features

- #1 Travel Destination in the World
- Attendees Are Decision Makers on Heat Treat Purchases From All Over the World
- Great Booth Package That Includes Lead Retrieval Unit, Table, Chairs, Tickets to Opening Night Reception & FNA Comedy Theater
- One Bedroom Suites for All Exhibitors for Only \$129 a Night at One of the Top Resort & Convention Centers in Orlando, Florida
- 24 Technical Sessions on the Latest Trends and Developments in Technology, Equipment and Processes

Who Will Attend:

- Department Managers
- Division Directors
- Facility Managers
- Production Managers
- Technical Directors
- Systems Superintendents
- Metallurgical Engineers
- Operations Coordinators
- Maintenance Managers
- Treat Quality Control Managers
- Commercial Plant Owners
- General Managers

Produced By



METAL TREATING INSTITUTE

North America's Only Heat Treat
Expo & Conference
Coming October 5-6, 2010

Media Sponsor

Industrial Heating
THE INTERNATIONAL JOURNAL OF THERMAL TECHNOLOGY

Dear Heat Treat Industry Supplier,

The Metal Treating Institute is excited to announce *Furnaces North America 2010* to be hosted at the Caribe Royale Resort & Convention Center, October 5-6, 2010 in Orlando, Florida. Along with our media sponsor Industrial Heating Magazine, we anticipate another successful event for our exhibitors. The *FNA 2008* Expo sold out well in advance and preregistration for attendees broke all past records. Each year FNA continues to build on its success and 2010 will be no different.

To increase the opportunity for networking, FNA exhibitors will receive two complimentary tickets to the opening night reception on Monday, October 4, 2010 hosted by the Metal Treating Institute and Industrial Heating Magazine. You will have the opportunity to mix and mingle with hundreds of heat treaters and suppliers from all over North America.

Furnaces 2010 is designed with your exhibitor budget in mind:

- One Bedroom Suites for all Exhibitors at incredible rate of \$129 a night at top Orlando Resort Only
- Booth Price—\$19.95 per foot 10' x 10' or \$18.97 for 10' x 20' (much less than comparable shows)
- Basic booth package includes booth space, 6' table, 2 chairs, 7"x 44" company sign, waste basket, lead retrieval unit & printer and two (2) tickets to the opening night reception & dinner and entry into two other receptions and Ultimate Comedy Theater Event.
- 2 Conference Passes (includes 24 technical sessions) and Unlimited Expo Only Passes for your company
- Expo concludes at 2:30 pm on last day, saving you one night's hotel stay
- 100 Personalized Show Invitations (4-color - 8" x 11.5")
- Carpeted aisles & Exhibitor Only lounge
- Security at the exhibit facility each night while exhibit hall is closed
- Cleaning of aisles and lobby during show days
- Company name on official show website
- Company name, contact information and company description in Official Show Directory



We encourage you to sign up for an exhibit today, inasmuch as space is limited. (see back page for form) If you have any questions, please feel free to contact our Exposition Manager, Tom Morrison at 904-246-0872.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tom Morrison'.

Tom Morrison
C.E.O.
Metal Treating Institute

A handwritten signature in black ink, appearing to read 'Doug Glenn'.

Doug Glenn
Publisher
Industrial Heating Magazine

FNA 2010 Schedule October 5-6, 2010 Host Hotel Caribe Royale Resort & Convention Center Orlando, Florida	Monday, October 4 7:00 am—5:30 pm 6:00 pm—8:00 pm	Exhibitor Move-In FNA 2010 Welcome Reception & Dinner
	Tuesday, October 5 8:00 am—10:30 am 10:30 am—5:00 pm 4:00 pm—5:00 pm 6:00 pm—7:00 pm 7:00 pm—8:30 pm	Furnaces Technical Sessions Furnaces North America Expo IH Show Floor Reception Industrial Heating Magazine Reception FNA 2010 Ultimate Comedy Theater
	Wednesday, October 6 8:00 am—10:30 am 10:30 a.m.—2:30 pm 2:30 pm—7:30 pm	Furnaces Technical Sessions Furnaces North America Expo Exhibitor Move-out

Furnaces North America 2010 (FNA 2010) Exposition Rules and Regulations

Exhibitor Agreement

- This contract between Furnaces North America 2010 (Show Management) and the exhibitor is binding and non-transferable. No exhibit space may be shared or sublet. Exhibitors are limited to those companies, organizations and institutions offering products and services of specified interest to the Exposition attendees. Show Management reserves the right to determine eligibility of any participant in the Exposition.

Character of Displays

- Displays must be informative and educational and are restricted to new and state-of-the-art equipment, support products and processes directly related to the thermal processing industry.
- No used equipment may be displayed, promoted, or alluded to in any way. No photographs, drawings, pictures, signs, verbiage, audio/visuals or graphics in any form will be permitted to promote the sale or purchase of used equipment.
- All exhibit space is intended to be utilized and displays presented for the contracting company only. Any exhibitor identifying or representing a company other than a contracting company must notify Show Management of its intention to do so at least 3 months in advance of the Exposition and receive written confirmation indicating approval from Show Management. Notification must include drawings of all signage and graphics and any forms of non-contracting company identification, as well as examples of all materials to be presented. Only the contracting company will be listed in the Official Exposition Program.
- All Specialty advertising items used as give-aways, must be in good taste and are subject to approval by Show Management.
- All exhibits must remain intact until the Exposition closes.

Exhibit Design

- Exhibit construction must comply with construction guidelines established by Show Management and published in the Exhibitors Manual. No exhibit or exhibitor's demonstration, video or audio shall be permitted to interfere with a neighboring exhibit. Linear booths will include a standard backdrop of 8 feet high, draped booth dividers 3 feet high, and identification signage (company name, city & booth number). Failure to comply with the Exposition Rules and Regulations for design and construction may result in on-site modifications at the exhibitor's expense or expulsion from the Exposition.

Booth Management

- All demonstrations and the dissemination of literature and give-aways must be confined to the exhibitor's booth. Working the aisle or blocking the aisles is not permitted. The distribution of material of any kind to other booths is strictly prohibited.
- All booth personnel must be appropriately clothed and conduct themselves in a manner acceptable to Show Management.
- Show Management reserves the right to determine the acceptable sound levels of audio/visual and other sound devices. Exhibitors shall not play any music unless they have secured permission from ASCAP, BMI, or other copyright holders.
- Exhibitors must keep their booths clean, orderly and free of rubbish. All exhibitors must remain in position and intact until the Exhibition is closed.

Utilities

- Electricity and phone lines will be the only utilities available and can be purchased at additional cost using the form in the Exhibitors Manual. All wiring must comply with minimum standards specified by local ordinances.

Labor/Rigging/Drayage

- Where specified, exhibitors must use union labor to setup and dismantle exhibits, to uncrate and recrate exhibit materials and to deliver materials to and from the loading docks.

Safety and Fire Laws

- Exhibitors must strictly observe all applicable fire and safety laws of the venue. No decoration of flammable materials are permitted. Wiring must comply with local fire district and Underwriters Laboratories' rules. No exhibitor shall bring or permit anyone to bring into or keep anything in the Exposition all that will increase the fire hazard of any rate of insurance of the Exposition hall owner. No exhibitor shall bring in or permit anyone to bring any gasoline, fuels, etc into the Exposition all with Show Management consent.

Payment Terms

- Payment in full is required 30 days after your receipt of invoice from Show Management. Exhibitors receiving booth assignments 120 days (4 months) or less prior to the Exposition must make payment in full with Application. Failure to comply will result in cancellation of booth assignment. The initial booth assignment is performed the first Friday in January of 2010 in a priority format designed by Show Management. All booth applications received after this date will be assigned in the order they are received.

Cancellation

- Exhibitors who cancel their contract, for any reason, 150 days (5 months) before the Exposition will receive a full refund less \$100 processing fee. All cancellations made less than 150 days (5 months) before the Exposition will forfeit their entire payment pending the resale of their booth. Should their booth be resold, they will receive a 50% refund. All request for cancellation must be made in writing to Show Management.

Exhibitor Losses

- Show Management does not take responsibility for exhibitors' damage or lost shipments coming in or going out of the Exposition. Damage to inadequately packed property is the exhibitors responsibility. If any exhibit fails to arrive, the exhibitor is still responsible for their exhibit space rental. Exhibitors are advised to insure against these rights.

Liability

- Exhibitors agree to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance covering themselves for property damage and any acts or omissions which cause bodily injury to any person authorized to be attending the show or in the Caribe Royale Resort & Convention Center during this meeting. The Metal Treating Institute, it's partners, affiliates, officers, directors, trustees, agents, all Authorized contractors by Metal Treating Institute, Nashville Convention Center, it's Owners and the Metropolitan Government of Orlando, shall be names additional insureds in such policy(s). Metal Treating Institute and Caribe Royale Resort & Convention Center agree to claim one another, their respective owners, parent companies, Authorized Contractors hired by either party, partners, affiliates, officers, directors, trustees and agents in such policy(s) as additional insured thereunder and agree to make all facility Licenses and Certificates of Insurance available for review by any of the parties named above with reasonable advance notice.
- Exhibitor assumes responsibility and agrees to indemnify, defend, and hold harmless Metal Treating Institute and Caribe Royale Resort & Convention Center and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.
- The Exhibitor understands that neither Metal Treating Institute nor Caribe Royale Resort & Convention Center maintain insurance covering the Exhibitor's property an it is the sole responsibility of the Exhibitor to obtain such insurance in order to protect itself.

Termination of Exposition

- In the event that the premises in which the Exposition is or is to be conducted shall become, in the sole discretion of Show Management, unfit for occupancy, or in the event the holding of the Exposition or the performance of Show Management under the application (of which there Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of Show Management, said Application and/or the Exposition (or any part thereof), may be terminated by Show Management which shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising from such causes. Show Management shall not be liable to the exhibitor other than for a prorated refund of such exhibitor's space rental based on the number of exhibit days remaining. For purposes hereof, the phrase: Cause or causes not reasonably within the control of Show Management shall include by way of illustration, but not by way of limitation: fire, casualty, flood, epidemic, earthquake or inclement weather, explosion, or accident; blockage or embargo; governmental restraints; restraints or orders of civil defense of military authorities; act of public enemy, riot or civil disturbance, strike, lockout, boycott, or other labor disturbance; inability to secure sufficient labor, technical or other personnel; failure, impairment, or lack of adequate transportation of facilities, inability to obtain of condemnation, requisition, or commandeering of necessary suppliers of equipment; local, state, or federal law, ordinances, rules, orders, decrees, or regulations, whether legislative, executive, or judicial, and whether constitutional or unconstitutional, or an Act of God.

Application & Contract for Exhibit Space

Application is hereby made to FNA2010 for exhibit space at the above referenced event in accordance with the terms and conditions of this application. Show management reserves the right to add, remove, or modify any rules, regulations, or terms herein, event scheduling and/or booth assignments after the contracts have been accepted if deemed necessary for the good of the Exposition.

Booth selection forms and official floor plan will be sent to all exhibitors in October 2009.

Company: _____

Address: _____

City: _____ State: _____ Country: _____ Zip: _____

Contact Person: _____ Email: _____

Phone: _____ Fax: _____ Website: _____

Booth Cost

10' x 10' Booth

- \$1,995 Standard Cost**—includes 10' x 10' booth space, 6-foot draped table, waste paper basket, two chairs, 7" x 44" company sign, two (2) free conference passes, unlimited FNA Expo passes, lead retrieval unit & printer and two (2) tickets to the opening night reception & dinner.
- \$1,795 MTI Member Cost.** Must be an Associate Member in good standing. Booth package same as standard booth package listed above.

10' x 20' Booth

- \$3,795 Standard Cost**—includes 10' x 20' booth space, 6-foot draped table, waste paper basket, two chairs, 7" x 44" company sign, two (2) free conference passes, unlimited FNA Expo passes, lead retrieval unit & printer and two (2) tickets to the opening night reception & dinner.
- \$3,425 MTI Member Cost**—Must be an Associate Member in good standing. Booth package same as standard booth package listed above.

Payment

Amount to Process: _____

Check #: _____

Credit Card: VS MC AMEX

Name on Card: _____

Billing Address on Card: _____

CC #: _____ Security ID: _____ Exp. Date: _____

Signature: _____

If Paying by Credit Card, Fax Completed Form to 904-249-0459

If Paying by Check, Send to - FNA 2010 • 504 Osceola Ave. • Jacksonville Beach, FL 32250



Furnaces North America 2010

Booth Selection Form

FNA 2010 will be here before you know it. Show Producer, Metal Treating Institute, and their Media Partner, Industrial Heating Magazine, are set to release their marketing campaign into high gear in early 2010 to bring you the biggest audience ever. FNA 2008 set a record attendance with a 42% increase over its next largest show ever.

On **January 8, 2010**, Show Management will host our first round of booth placements for all booth applications received by that date. Those placements will be selected in a formula-based order taking into account a variety of factors. MTI members are given top priority. If you would like more information on MTI membership, contact Niki Mann at 904-249-0448.

In January 2010, you will be invoiced the remaining balance of your booth fee. In order to keep your booth placement, we must receive your final payment by **February 28, 2010**. If payment is not received by that date, your booth number may be assigned to another exhibitor.

Please review the attached FNA Expo Floor Plan and provide your preferred booth selections. If no booth selections are provided by **January 5**, FNA Show Management will assign the first available booth at its discretion. For those with 10'x20' booths, please select 2-side by side booths on the same row. Only 1 corner booth is allowed per 10'x20' booth.

Please complete the following information and fax this form to 904-249-0459. If you have any questions, please contact Tom Morrison (tom@callmti.com) or Niki Mann (niki@callmti.com) or 904-246-0872.

Company Name: _____
Person Completing Form: _____
Phone #: (____) _____
Email Address: _____

Preferred Booth Selection Options:

1) _____ 2) _____ 3) _____ 4) _____ 5) _____ 6) _____ 7) _____ 8) _____

Exhibitors we **WOULD** like to be near:

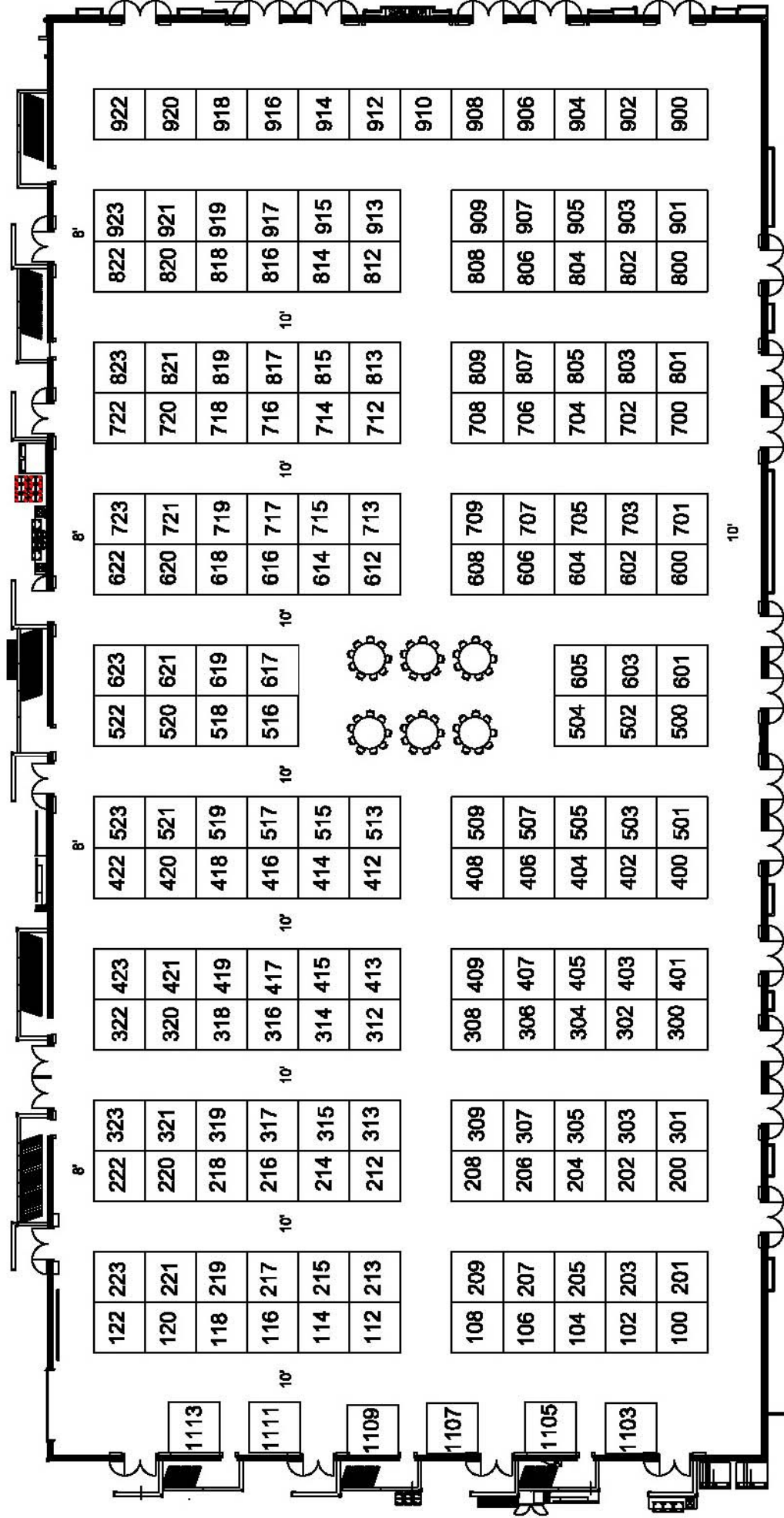
Exhibitors we would **NOT** like to be near:

Furnaces North America 2010

October 5 - 6

Caribe Royale Resort & Convention—Orlando, Florida

Official Show Floor Plan



Main Entrance to Expo Hall