

**SESHA**  
**32<sup>ND</sup> ANNUAL INTERNATIONAL**  
**HIGH TECHNOLOGY ESH**  
**SYMPOSIUM AND EXHIBITION**

**EXHIBITOR PROSPECTUS**  
**&**  
**SPONSORSHIP OPPORTUNITIES**

Hilton Scottsdale  
Scottsdale, Arizona  
April 26-29, 2010



**ESH for**  
**High Technology**

# Join SESHHA!

The **32nd Annual Meeting of SESHHA**, will be held in Scottsdale, Arizona. We encourage companies, vendors and organizations to partner with SESHHA at what is certain to be an exciting and well attended meeting.

SESHA invites you to take advantage of the great opportunity to market your latest products, technology, services and innovative equipment and literature to the decision makers, environmental managers, safety engineers, industrial hygienists, directors of ESH, non-ESH executives, consultants, health and safety managers and facilities operational managers we anticipate will attend. This prospectus outlines opportunities for showcasing products and services through onsite exhibits, for increasing visibility through meeting and event sponsorship, and for marketing to meeting registrants through print advertising and distribution of handouts:

## Exhibitor Information

The Exhibit Area at the Hilton Scottsdale will house the exhibits for participating commercial, government, and non-profit entities, as well as the SESHHA affiliated displays featuring program information and upcoming meeting information. To promote a steady flow of attendees to the area throughout the day and to encourage attendees to visit all exhibitor booths and displays, SESHHA will employ the following strategies.

- Complimentary lunches will be served in the Exhibit Area on both Wednesday, April 28 & Thursday, April 29 at Noon.
- Welcome reception will be held in the Exhibit Area on Wednesday, April 28 at 4:30 PM.
- Complimentary food and beverage service will be offered in the Exhibit Area during scheduled break times. Casual seating will be available in the exhibits area to facilitate informal gatherings among attendees.
- Job Board and Resume area will be placed in the Exhibit Area.

## Exhibit Schedule

Installation: Tuesday, April 27, Noon-5 pm  
Show Hours: Tuesday, April 27, 5-7 pm  
Wednesday, April 28, 9:15 am-4 pm  
Thursday, April 29, 9:15 am-3:30 pm  
Dismantling: Thursday, April 29, 3:30-7 pm

The 32nd SESHHA Annual Meeting will officially end Friday, April 30, 2010 at Noon.

SESHA expects each exhibit booth to be staffed during all show hours, Tuesday, April 27 through Thursday, April 29. Please note that perimeter security will be provided in the exhibit area during the optional break hours; however, at all times each exhibiting company or organization will be responsible for its inventory and materials.

## Exhibit Space Fees

- *Pre-registration Fees:* \$1,550 per booth with a discount of \$200 per additional booth for any company renting two or more booth spaces. Payment must be received by 12/31/2009.
- *Registration Fees:* \$1,650 per booth with a discount of \$200 per additional booth for any company renting two or more booth spaces. Starting 1/1/2010
- *Non-Profit Organizations:* \$1,000 per booth for 501(c)(3) organizations. An IRS letter of exemption must accompany the reservation form.

## Benefits of Exhibiting

When you exhibit with SESH A you get more than just a booth. You gain a marketing partner. We want to help connect you to your customers throughout the year--not just at the Symposium. That's why we offer these additional benefits to all exhibitors:

- SESH A offers complimentary meeting registration for your exhibit staff (one per 10' x 10' booth), allowing you to attend the technical program included in basic symposium registration. A \$595/\$695 value.
- Your company or organization and a brief description of your display, products, and/or services offered will be printed in the final program that is provided to each registrant.
- Listing of attendees sent to exhibitors after completion of meeting.
- Exhibitors may take advantage of negotiated rates at conference hotels if reservations are made through the conference website.
- Complimentary Lunches for attendees on both days of the exhibits.
- Link to your company's website on the SESH A website all year long.
- If you are not already a corporate partner, by exhibiting, you'll automatically become an Affiliate Corporate Partner.

## Space Application and Assignment

Please review the floor plan on the following page and select three space choices. Complete and submit the required Reservation Form, accompanied by a minimum 50% deposit, to SESH A Headquarters. (Refer to contact information on the form). SESH A staff will consult with your designated exhibit contact to assign an alternate space if none of your three choices is available. Booth spaces will be assigned in the order in which requests are received and SESH A will provide confirmation of space assignment as promptly as possible. SESH A policies regarding cancellation of exhibit space and associated service fees appear under "Rules and Regulations" on the Reservation

## Facilities and Services

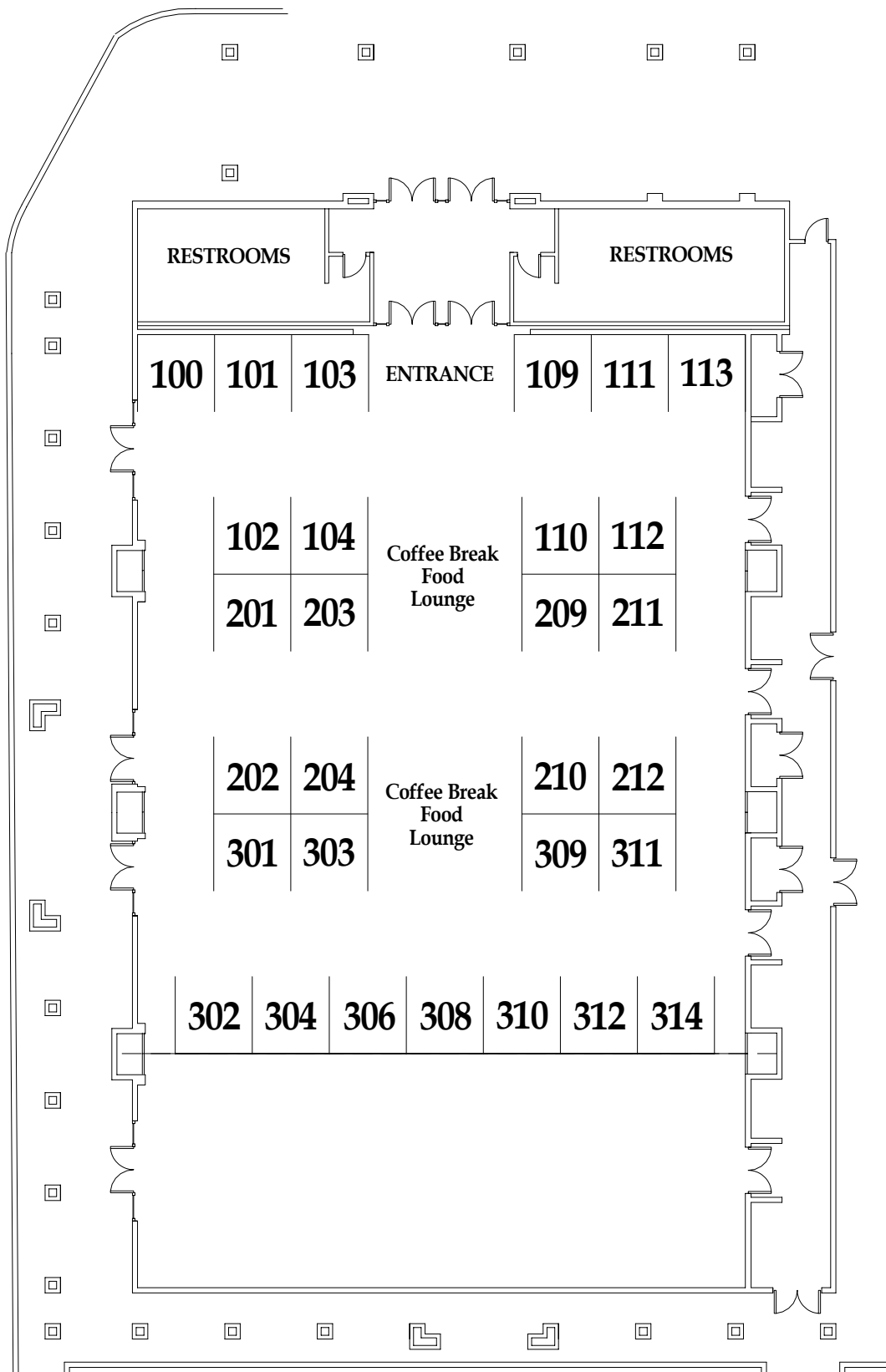
The SESH A 32nd Annual Symposium exhibits will be located in the ballroom at the Hilton Scottsdale.

The Exhibit Area floor plan is designed to accommodate 29 10' x 10' booths. The configuration offers opportunities for seating in the center of the area as well as space to network. All exhibit spaces will be directly accessible.

Summit Expo of Pittsburgh, Pennsylvania, will serve as our official show decorating and drayage company. The company has an excellent reputation and long-standing professional experience as trade show managers, and has supported several previous SESH A Annual Symposia.

Approximately 4 weeks prior to the meeting, Summit Expo will electronically distribute a Service Kit that includes general show information, materials shipping and handling instructions, and forms for requesting optional provisions (e.g., booth furnishings, signage, business equipment) and services (e.g., labor, storage/freight, telephone service, internet access). All rented standard and upgraded decor items must be obtained through Summit Expo.

Summit Expo will maintain an on-site service desk during all published exhibit installation, show, and dismantling hours for the 32nd SESH A Annual Symposium. SESH A assumes no responsibility for acts or omissions by Summit Expo or any outside contractor.



# Sponsorship Opportunities

SESHA invites firms, organizations, and agencies interested in reaching our meeting attendees, increasing name recognition, and enhancing visibility at the SESHAs Annual Symposium to consider sponsorship at one of the levels below. With a minimum investment of as little as \$500, this high profile level of meeting participation is intended to be within reach for most companies and organizations.

## Platinum Sponsorship — \$7,000-\$10,000

Benefits to Sponsor:

- Three complimentary 10' x 10' Booths, including complimentary registration for three staff
- Full page, black and white ad in final program
- Program acknowledgement
- Signage at registration desk with logo

## Gold Sponsorship — \$5,000-\$6,999

Benefits to Sponsor:

- Two complimentary 10' x 10' Booths, including complimentary registration for two staff
- Full page, black and white ad in final program
- Program acknowledgement
- Signage at registration desk with logo

## Silver Sponsorship — \$2,000-\$4,999

Benefits to Sponsor:

- One complimentary 10' x 10' Booth, including complimentary registration for one staff
- Half page, black and white ad in final program
- Program acknowledgement
- Signage at registration desk with logo

## Bronze Sponsorship — \$500-\$1,999

Benefits to Sponsor:

- Program acknowledgement
- Signage at registration desk with logo

## Tailored Sponsorship Opportunities

SESHA welcomes your support and is open to working with you to customize a sponsorship package to better suit your goals while fitting within your budget. Our staff will strive to assist you in tailoring an arrangement to meet your needs.

Companies and organizations may provide general support to enrich the scientific experience and expand access to meeting activities, as well as to enhance meeting amenities for all attendees. Alternatively, by underwriting an individual event (such as **Opening Reception, Coffee Break or the Exhibit Lunches or any one of a host of social or networking functions**), your marketing effort can be targeted to specific groups or attendees. Please contact Lori Strong at [lstrong@burkinc.com](mailto:lstrong@burkinc.com) for more information.

# Advertising Opportunities

SEHSA offers a variety of advertising options including print advertising in the final program, and handouts to all meeting attendees. Additional information about these options appears in the sections that follow.

## Print Advertising

Companies and organizations seeking to market to meeting attendees are invited to advertise in the Final Program. This document is an 8 1/2 x 11 booklet with two color covers and is distributed to all meeting attendees. Cover ads may be two color, all other types must be in black and white. All types except full facing pages must be non-bleed. Mechanical requirements and fees are listed below.

## Mechanical Requirements for Program Advertising

TYPE	SIZE	FEES FOR EXHIBITOR
Inside front cover	8" w 10 1/2" h	\$750
Full page	8" w 10 1/2" h	\$575
Facing full pages	8" w 10 1/2" h	\$525 each
Half page horizontal	8" w 5 1/4" h	\$300
Half page vertical	4" w 10 1/2" h	\$300

All Application Forms must arrive at the SESHA Business Office with full payment no later than March 1, 2010. Please send to SESHA, ATTN: Lori Strong, 1313 Dolley Madison Blvd., Suite 402, McLean, VA 22101; 703-790-1745; lstrong@burkinc.com.

## Handouts

For the nominal fee of \$250, SESHA will put your 8 1/2" x 11" handout or leaflet into the registration packet that is given to all meeting attendees. Please send 350 copies to the Hilton Scottsdale by April 22. Note that this option is available ONLY to exhibiting companies. The package should be addressed as follows:

Lori Strong - Hotel Guest

Hilton Scottsdale Resort

6333 North Scottsdale Road

Scottsdale, AZ 85250

Hold for SESHA Meeting - April 25-30, 2010

Materials that are improperly labeled or originate from a company or organization that has not submitted the required Application Form will be discarded. Leftover materials will not be returned to the originating company or organization unless they have a representative present on site to coordinate outgoing freight with Summit Expo at the beginning of the meeting.

All fees are quoted in US Dollars. Please indicate which type of ad you want on the Application Form.

NOTE: All copy should be produced in electronic format - preferably as a high-resolution, print-quality, PDF file-and submitted as an email attachment to Lstrong@burkinc.com

# SESHA

## Exhibit Space Contract and Reservation Form

32nd Annual Symposium of SESH

Scottsdale Hilton Scottsdale, AZ

EXHIBITORS AND ADVERTISERS, PLEASE RETURN NO LATER THAN **March 1, 2010** TO:

SESHA ♦ 1313 Dolley Madison Blvd. ♦ Suite 402 ♦ McLean, VA 22101

Phone: 703-790-1745 ♦ Fax: 703-790-2672

Company Name \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_ Web Site: \_\_\_\_\_

## Exhibit Space Rental

We want to reserve exhibit space at the meeting. Additional information about what rental fees include is provided on pages 2 & 3 of the Exhibitor Prospectus

**All Exhibit Booths are 10' wide by 10' deep.**

Indicate the type and quantity of exhibit spaces requested & the applicable amount due

Exhibit Space Type	Fee	Quantity	Amount
<input type="checkbox"/> Corporate Member Booth*	\$1,550*	1	\$1,550
<input type="checkbox"/> Corporate Additional Booths	\$1,350		
<input type="checkbox"/> Corporate Member Booth* after 12/1/09	\$1,650*	1	\$1,650
<input type="checkbox"/> Corporate Member Booth* after 12/1/09 Additional Booths	\$1,450		
<input type="checkbox"/> Non-Profit Organization Booth	\$1,000		

Please refer to space numbers on the Exhibit Hall Floor Plan and indicate your top choices.

1 \_\_\_\_\_ 2 \_\_\_\_\_

3 \_\_\_\_\_

\*A discount of \$200 per additional booth applies if more than one is requested

List name(s) of individual(s) representing company who will attend as exhibitor(s)

1. \_\_\_\_\_ 2. \_\_\_\_\_

Exhibit Space Fees Due \$ \_\_\_\_\_

## Sponsorship

We want to support the SESH meeting by sponsoring the following as listed below.

Platinum — \$7,000-\$10,000  Gold — \$5,000-\$6,999  Silver — \$2,000-\$4,999  Bronze — \$500-\$1,999

Sponsorship Fees Due \$ \_\_\_\_\_

## Print Advertising/Handouts

We want to place a print advertisement in the Final Program or Handouts with the final program. Copy must be received by SESH by March 1. Indicate size and type.

Type	Exhibitor Fees	Quantity	Amount
<input type="checkbox"/> Inside Front Cover	\$750		
<input type="checkbox"/> Full Page	\$575		
<input type="checkbox"/> Facing Full Pages	\$525 each		
<input type="checkbox"/> Horizontal or <input type="checkbox"/> Vertical Half Page	\$300		
<input type="checkbox"/> Handouts in Bag	\$250		

Advertising/Handouts Fees Due \$ \_\_\_\_\_

Payment and Advertising Information on Next Page

## Payment

A check (made payable in US Dollars to the SESHHA) or a credit card (VISA, MasterCard or American Express) for either 50% of the total or full payment must accompany this Reservation Form. Full payment is due no later than March 1, 2010. Exhibit space may not be set up or occupied before remittance of the balance due for the space. The SESHHA cancellation policy is described in the Rules and Regulations on the next page and will be strictly enforced. Please read the paragraph on "Cancellations" for a review of policy and obligations of exhibiting companies.

We understand this application becomes a contract when submitted by us and accepted by SESHHA. We have read and agree to abide by all rules, requirements, regulations, and conditions outlined in the contract and Exhibitor Prospectus.

Enter fee subtotal from each section of the Reservation form and indicate the total due in the space below.

Participation Type	Amount Due
Exhibit Space Rental	\$
Sponsorship	\$
Advertising: Print and Handouts	\$
<b>TOTAL FROM ALL SECTIONS</b>	\$
<b>CURRENT PAYMENT AMOUNT</b>	\$
<b>BALANCE DUE</b>	\$

## Company Contract Information - For Final Program

Company Name \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_ Web Site: \_\_\_\_\_

If exhibiting, please provide a 50-word description of your display, products, and/or services for the Final Program no later than March 1, 2010. Please send description via email to LStrong@BurkInc.com.

Credit Card Payment:  VISA  MasterCard  American Express

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

Address \_\_\_\_\_

### For SESHHA Use Only:

Date: \_\_\_\_\_

Payment Method: \_\_\_\_\_

Amount: \_\_\_\_\_

Booth #'s \_\_\_\_\_

Balance Due: \_\_\_\_\_

## Rules and Regulations

1. Location, Dates, and Hours of Exhibit: The Exhibition will be held at the Scottsdale, Hilton. The exhibit area will be open free of charge to the meeting registrants as follows:

Tuesday, April 27	5-7 PM
Wednesday, April 28	9:15 AM-4 PM
Thursday, April 29	9:15 AM-3:30 PM

These hours are subject to change as dictated by program requirements.

2. Installation and Dismantling: Booths will be accessible to exhibitors for setting up displays after Noon, Tuesday, April 27, 2010 and are to be ready for display by 5 PM, Tuesday, April 27. Packing and removal can begin at 3:30 PM until 7 PM, Thursday, April 29.
3. Standard and Special Booth Equipment: Standard booth equipment consists of draperies assembled with polished aluminum attachments, backs 8' high and side rail dividers 33" high. These are included in the booth charge. A sign 7" by 44" with one line of copy for identification is furnished for the backdrop. Official Decorator is Summit Expo. A complete line of furniture, display tables, and other items is available. Official Drayage Company is Summit Expo.  
All independent service companies performing work at the show site will be required to submit certificates of insurance for both workers' comprehensive and general liability insurance, at amounts established by the state of Arizona. Deadline for receipt of these materials is April 4, 2010—three weeks prior to the start of the show. In addition, such contractor must submit his request in writing to the show management and list the names of all company representatives working in the exhibit area and must adhere to all exhibitor move-in and move-out hours and regulations.
4. Space assigned to an Exhibitor may be transferred by the Exhibit Manager to affect balance against congestion, to avoid confusion in firm names, to solve competitive conditions, or similar reasons. No such transfer will be made without notice to Exhibitor in writing. An Exhibitor may not share or sublet space to another party. One Exhibitor may not exhibit the named "end product" of another Exhibitor without permission of that Exhibitor and the Exhibit Manager in writing.
5. General Regulations: Loud speaking and sound displays are prohibited. The Society reserves the right to refuse any exhibit not in good taste or inconsistent with a meeting of this kind. All exhibits, backwalls and decorations will be limited to 8' in height and not extending more than 2' from the backwall except actual equipment which in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from the Exhibit Manager.
6. Direct selling of products or services is prohibited. Tentative arrangements or negotiations on a trial period basis toward an ultimate sale may be arranged. The Exhibitor agrees that selling goods or services in the exhibition hall will result in closing the exhibit by the Exhibit Manager. It is agreed that no refund of exhibit fees and no demand for redress will be made by the Exhibitor or his representatives in this event. No soliciting for business shall be permitted in aisles or in other Exhibitors' booths. Samples, catalogs, pamphlets, publications, promotional materials may only be distributed by exhibitors strictly within the confines of their own premises. No exhibitor will be permitted to give away premium items, nor to conduct any prize drawings, awards for signing of names and addresses, or other extreme promotions without first obtaining written permission from the Exhibit Manager.
7. Photographing booths is limited to non-exhibit hours or candid shots only. Exhibitors and photographers shall not disrupt visitor traffic by clearing booths or aisles for photography during the regular conference hours.
8. All exhibit and booth materials, particularly drapes, curtains, table covers, etc. must comply with Federal, State and City Fire Laws, Insurance Underwriter and Scottsdale, AZ Safety Regulations, and must be flame-proof. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of the booth arrangement. The Exhibitor is restricted to materials which will pass fire inspection. Decorations of paper, pine boughs, leafy decorations or tree decorations or tree branches are prohibited. Volatile or flammable oils, gases, unprotected picture films, other explosives or flammable matter, or any substance prohibited by the City Departments or authorities, will not be permitted in the exhibition areas. Likewise, all electrical work and electrical wiring must be approved and installed in accordance

with State and Local Regulations. Smoking in exhibits is prohibited. Crowding will be restricted. Aisles and fire exits cannot be blocked by exhibits.

9. In their own best interest, and for security, Exhibitors shall keep an attendant in their booths during all exhibit hours. **No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, without permission of the Exhibit Manager.**
10. Due to the tremendous value of exhibits, it is impractical and impossible to insure Exhibitor's equipment against loss, theft, damage and breakage. Neither the Scottsdale Hilton nor any of its employees nor representatives, nor any representative of the SSHA, nor Burk and Associates, Inc., nor any subcontractor will be responsible for any injury, loss or damage to the Exhibitor, the Exhibitor's employees or property, however caused. In addition, the Exhibitor must assume responsibility for damages to the Scottsdale Hilton property and indemnify and hold harmless the Scottsdale Hilton from liability, which might ensue from any cause, whatsoever, including accidents or injuries to Exhibitors, their agents or employees. The Exhibitor must also assume responsibility for any accident, injury or property damage to any person viewing his exhibit where such accident, injury or property damage is caused by the negligence of the Exhibitor, his agents or employees. In view of the foregoing, Exhibitors are urged to place "extraterritorial" and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage.
11. SSHA and the Exhibit Manager for the meeting will cooperate fully, but cannot assume responsibility for damage to Exhibitor's property, lost shipments either coming in or going out of the premises or for moving costs. Any damage due to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor will be, nevertheless, responsible for booth rent and no refund will be made. Exhibitors should carry insurance against such risks.
12. **Exhibitors wishing to have Hospitality Suites must reserve them through the Exhibit Manager. Such Suites cannot be open during any Meeting or Exhibit Hours and can be open after midnight only with Exhibit Manager's permission.**
13. The Exhibit Manager will attempt to assist and generally protect Exhibitors, keep them informed and will assume responsibility for its own misconduct and negligence all in good faith.
14. Rejected Displays: Unethical conduct or infraction of rules on the part of the Exhibitor or his representatives or both will subject the Exhibitor or his representatives to dismissal from the exhibit area. In which event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or his representatives.
15. Care of Building and Equipment and Safety Precautions: Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the booths, or the equipment in the booths. When such damage appears, the Exhibitor is liable to the owner of the property so damaged.
16. The Exhibitor will engage at its expense, and through the Scottsdale Hilton where the Scottsdale Hilton so requires, all necessary labor and trade performing functions directly related to the exhibit. The exhibitor agrees that any person employed to perform such functions on a temporary basis at the Scottsdale Hilton shall be represented by the appropriate bonafide AFL-CIO Union.
17. Cancellation: If space contracted for is canceled by an exhibitor after March 1, 2010, or if the exhibitor fails to occupy space contracted for, the Association is entitled to the full amount of the booth space charge. If the space reserved is canceled by the exhibitor between January 1 and March 1, 2010, 50% will be retained by the Society and the balance refunded. If booth space is not occupied by 11:30 AM, Wednesday, April 28, the Society will have right to such space as it sees fit to eliminate blank spaces in the exhibit area.
18. Amendment to Rules: Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of SSHA.

The foregoing regulations have been formulated for the best interests of all Exhibitors; the cooperation of all exhibitors is requested.

---

**Pre-Meeting Contact :** Decorator and Drayage :Summit Expo info@summitexpo.com; phone (412) 882-1420

**Please Note:** Upon receipt of your contract and payment, a service kit will be forwarded to you, complete with information regarding furniture rental, freight and storage, installation, dismantling, labor and signage requirements. The service kit will be forwarded to you approximately 60 days prior to the show date.