



ISWM

INTERNATIONAL SOCIETY OF WEIGHING & MEASUREMENT

Exhibitor Prospectus
and Sponsorship
Opportunities

ISWM 2012 Conference and Expo

January 24–27, 2012

Sam's Town Hotel ▪ Las Vegas, Nevada



The Trail To Success



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The Trail To Success

Hop on the trail and come join the best in the weighing industry! There are four days dedicated to new technology, enhanced business skills and industry networking at the ISWM 2012 Conference and Expo, January 24–27, 2012 at Sam's Town Hotel in Las Vegas, Nevada. Join us as an exhibitor and get on *The Trail to Success!*

Conference Committee

ISWM President

John Hughes
Rice Lake Weighing Systems

2012 Conference Chair

C. Steven Dishon
CAS Scale, Inc.

2012 Program Chair

Paula Sharpe
Intelligent Weighing

Questions and Information

ISWM

9707 Key West Avenue, Suite 100
Rockville, MD 20850 USA

Telephone....(301) 258-1115

Email.....staff@iswm.org

Fax.....(301) 990-9771

Website.....www.iswm.org

Jamie Notter

Executive Director
E-mail: jnotter@mgmtsol.com

Grace L. Jan, CMP, CAE

Vice President, Meetings
E-mail: gjan@mgmtsol.com

Julie Burgess

Meeting Planner
jburgess@mgmtsol.com

Location

Sam's Town Hotel

5111 Boulder Highway
Las Vegas, NV 89122
(702) 456-7777

Exposition Hours

Wednesday, January 25, 2012
12:30 pm–6:00 pm

Thursday, January 26, 2012
10:00 am–6:00 pm

Friday, January 27, 2012
10:00 am–2:00 pm

Move-In

Tuesday, January 24, 2012
9:00 am–5:00 pm

Tear Down

Friday, January 27, 2012
2:00 pm–7:00 pm

List of 2010 Exhibitor Companies

A&D Weighing
CAS Scale, Inc.
Coti Global Sensors, Inc.
Coti, Inc.
DigiWeigh
Henry Troemner, LLC
Intelligent Weighing Technology, Inc.
Intercomp
Jinan Jinzhong Electronic
Scale Company Ltd.
Kg Systems, Inc.
Locosc Precision Technology Corp.
National Industrial Scale Association
Ohaus Corp.
Pennsylvania Scale Company
Rice Lake Weighing Systems
Rinstrum, Inc.
Salter Brecknell/Avery Weigh-Tronix
Scales.com
Setra Systems, Inc.
Setra Weighing Systems, Inc.
Shimadzu Scientific Instruments
Tiffin Loader Crane Co.
Totalcomp Scales and Components
Transcell Technology, Inc.
Tscale Electronics
Manufacturing Co., Ltd.
Western Weighing Technologies

Important 2011-2012 Dates to Remember

Priority Point Advanced Deadline	Monday, October 24, 2011
Exhibitor Application Deadline	Friday, December 2, 2011
Exhibit Order Deadline	Tuesday, January 10, 2012
Last Day for Receipt of Warehouse Freight	Friday, January 20, 2012
Exhibitor Registration Opens	Tuesday, January 24, 2012, <i>Move-in begins 9:00 am</i>
2012 ISWM Conference	Tuesday–Friday January 24–27, 2012
2012 ISWM Exposition	Wednesday–Friday January 25–27, 2012
Exhibitor Talk	Friday, January 27, 2012 2:15 pm–3:00 pm
Exhibitor Teardown	Friday, January 27, 2012 2:00 pm–7:00 pm

Exhibitor Talk

Friday, January 27, 2012
 2:15 pm–3:00 pm

We request that exhibitors refrain from packing exhibits or materials until 2:00 pm, Friday, January 27.

General Booth Info

Booth sizes available are:

8' x 10'	Includes one full registration to the ISWM 2012 Conference and Expo
16' x 10' Half-island	Includes two (2) full registration
16' x 20' Island	

For additional sizes, please contact Julie Burgess, Meeting Planner, at (240) 404-6489. See application form for fee structure.

Included in the booth space rate:

8' draped backwall 3' draped siderails. An identification sign, (1) 6' skirted table and (2) chairs.

Additional signs for display may be ordered from the official decorator. Signs may not block view or tower above booths. All signs that are rigged above 8' require ISWM staff approval. Each exhibit should be installed so as not to obstruct the view of, or interfere with, the exhibits of others. Exhibitors shall not erect or maintain a backwall higher than 8' nor side walls over 3' in height. All solid opaque structures will be confined to within 3' of the back line of the exhibitor's space.

Installation and Dismantling of Exhibits

At 2:00 pm on Tuesday, January 24, 2012, an inspection will be made of the Exhibit Hall, and exhibits that are obviously not being worked on and have no representative present will be assigned to the labor contractor for uncrating and erecting to facilitate removal of crates and initial



cleaning prior to opening. Charges will be billed to the exhibitor. Late setup on Tuesday, January 24, 2012 will be handled on a per request basis with 30-days advance written notice given to the ISWM staff.

The Hall will be open from 9:00 am–10:00 am on Wednesday, January 25, 2012, for final preparations, such as lighting, powering of equipment, etc. No exhibit may be erected during Exposition hours.

Dismantling of exhibits and packing of equipment may not begin until 2:00 pm, Friday, January 27. Exhibitors who dismantle their booths prior to the announced closing risk losing their Priority Points and future exhibit invitations. All exhibits must be packed and ready for removal from the exhibit area no later than 7:00 pm on closing day.

Space Assignment

Preference for space assignment will be given to previous exhibitors based on the ISWM Exhibition Priority Points List until October 24, 2011. After October 24, space will be assigned on a first-come, first-served basis to exhibitors submitting a completed contract and full payment.

Please indicate your preferred space assignment by listing your top six (6) choices on the “Application and Contract for Exhibit Space and Sponsorship” on page 7 of this Prospectus. In the event that all of your choices have been previously assigned, we will call you prior to space assignment. Applications received without full payment will not be processed. Payment for space must be received in U.S. dollars.

Points for the ISWM Exhibition Priority Point List are earned by exhibitors based on the number of continuous years exhibiting with the ISWM and the number of booths rented over the years. ISWM Exhibition Priority Point preference will only be given to exhibitors who return their contract and full payment by Monday, October 24. If two companies have the same number of points in the Priority Listing, booth space will be assigned according to the date the contract is received. Companies not on the ISWM Exhibition Priority Point Listing will be assigned booth space after the Priority Point Advance Deadline according to the date their contract and payment are received.

Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should so

indicate on their application. Careful consideration will be given to such requests. ISWM reserves the right to change assigned space allocations.

Exhibit Staff Registration

Admission to the Exhibit Hall will be by badge only. Each exhibitor will receive a limited number of staff badges as designated by ISWM

Attendee List

A listing of all Conference attendees will be supplied to each exhibitor upon request at the end of the Conference.

Housing

Please call Sam's Town Hotel in Las Vegas directly to reserve your room at (800) 634-6371

first-served basis after ISWM staff approval. Affiliate events are not permitted during ISWM's scheduled exhibit or technical session hours. Please contact LouAnn Sodano, Director of Catering, at (702) 454-8020 or louannsodano@boydgaming.com.

Exhibitor Giveaways/ Drawings

Exhibitors are allowed to distribute giveaways at their booths. Exhibitors must confine their activities to the space for which they have contracted; this includes the distribution of printed materials. Canvassing, distributing or advertising outside the exhibitor's own booth will not be permitted. Exhibitors may not serve or dispense food or beverage of any type from their booth or in the Exhibit Hall, without the prior approval of ISWM staff.

Payment and Refunds

No booth assignments will be made until full payment and a completed application form have been received.

Cancellations must be submitted in writing to the ISWM Headquarters, 9707 Key West Avenue, Suite 100, Rockville, MD 20850 – Fax: (301) 990-9771. Cancellations received by October 24, 2011, will receive an 85% refund. Cancellations received after October 24, 2011 and before December 2, 2011 will receive a 50% refund. All daily exhibit passes must be surrendered at the time of request for a refund. No refunds will be made after December 2, 2011. Please note: If the exhibitor reduces the space reserved, the cancellation clauses will apply to that portion of the space canceled.

Liability and Insurance

The International Society of Weighing and Measurement (ISWM), its officers, directors, volunteers, employees, agents and sponsors are not responsible or



staff. All staff must be registered. Exhibit staff registering on site must show proof of employment. Pre-registration is strongly encouraged. Onsite registration for exhibitor staff will be open on Tuesday, January 24, 2012 from 8:00 am–5:00 pm. After 5:00 pm, Tuesday, January 24, 2012 exhibit staff will be required to pay the daily registration fee to get into the Exhibit Hall.

Complimentary Guest Passes/Lunch Tickets

Each exhibitor will receive complimentary "Daily Exhibit Passes" for distribution to their guests. Please contact the ISWM staff prior to the conference to discuss your exhibit pass needs.

or (702) 456-7777. Rates are \$45 single/double (\$20 for each additional guest). Please reference the "ISWM Conference" to obtain the group discounted rate. These rates will be in effect through Monday, December 26, 2011 but may sell out prior to this date. Make your reservations as soon as possible to ensure your housing needs are met.

Hospitality Events

All exhibitors and conference sponsors may request hospitality suites and meeting space for company events at Sam's Town Hotel. There are a limited number of suites available. Suite reservations will be honored on a first-come,

liable for the exhibitor's property, owned or rented, his personnel or invitees, or that of his employees or agents, from personal injury, fire, theft or any other causes.

Exhibitors are advised to secure insurance coverage at their own expense on personnel, products and exhibits. If coverage is not already in force, requesting a rider to the company's existing policy can usually provide such coverage.

Exhibitors shall be bound by the terms of the contract held by the ISWM with Sam's Town Hotel. Exhibitor agrees to indemnify, hold harmless, and defend the ISWM, its officers, directors, volunteers, employees, agents and sponsors, and Sam's Town Hotel and its respective members, officers, directors, agents, and employees from and against any and all liabilities, damages, actions, costs, losses, claims, and expense, including attorney's fees, on account of personal injury, death, or damage to or loss of property or profits arising out of or resulting, in whole, or in part, from any act of omission, negligence, fault or violation of law or ordinance of exhibitor or its employees, agents, subcontractors, or invitees or any other person entering the facility with the implied or express permission of the exhibitor. Such indemnification by exhibitor shall apply unless such damage or injury results from the sole negligence, gross negligence, or willful misconduct of Operator, its employees or subcontractors.

Age Requirements for Admittance to the Exposition

At all times during exhibit hours, child(ren) under 18 years old entering the Exhibit Hall must be accompanied by a parent or guardian. The parent or guardian assumes all risk and responsibility for the safety of the child(ren). Children are not allowed in the Exhibit Hall during move-in or move-out.

Camera Policy

Cameras are not allowed in the Exhibit Hall. Only the ISWM authorized photographer and accredited press representatives will be permitted to take pictures in the exhibit area. Persons not complying with this policy will be escorted from the Exhibit Hall and not allowed to return. Anyone requesting an exception to this policy must contact the ISWM staff in advance of the Conference and Expo for permission.

Sound

Public address systems are not permitted. The noise level from any demonstrations or sound system

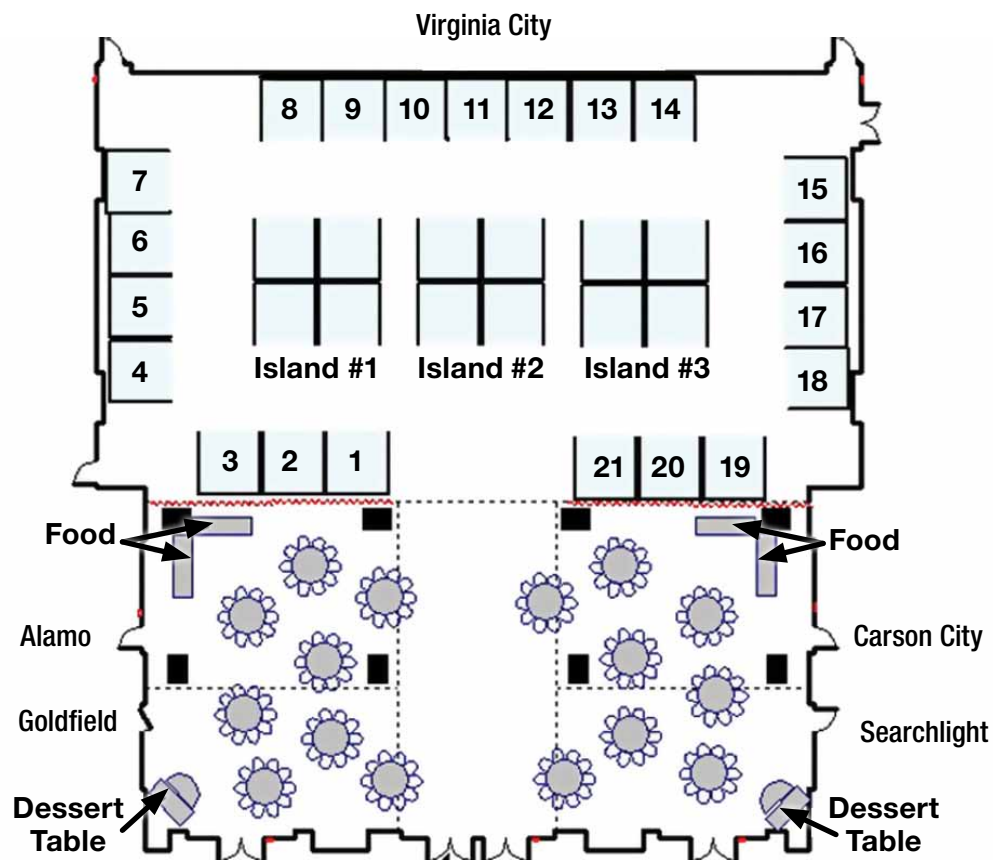
should be kept to a minimum and should not interfere with others. Electrical or mechanical apparatus must be muffled so noise does not interfere with other exhibitors. The ISWM reserves the right to determine at what point sound constitutes interference with others.

Smoking

The ISWM does not permit smoking in the Exhibit Hall during installation, show days, and dismantling. Your cooperation is appreciated.

ISWM 2012 Expo Exhibit Hall

Ponderosa Ballroom, Sam's Town Hotel



2012 ISWM Conference and Expo Sponsorship Opportunities



Premiere Sponsorship Levels

Platinum: \$2,500

- Recognized sponsor of the 2012 Conference and Expo's Icebreaker Opening Reception. Sponsorship acknowledgment and appropriate signage at the Opening Reception of ISWM's 2012 Conference and Expo.
- Platinum sponsors will have their company logo displayed on ISWM's online Membership Directory.
- Half-page ad in the 2012 ISWM Conference and Expo Program.
- Prominence on all sponsorship listing/signage.
- Distinctive identification badges for all company employees attending the 2012 Conference and Expo.

Gold: \$1,750

- Recognized sponsor of the 2012 ISWM Conference and Expo.
- Gold sponsors will have their company logo displayed on ISWM's online Membership Directory.
- Third-page ad in the 2012 ISWM Conference and Expo Program.
- Prominence on all sponsorship listings/signage.
- Distinctive identification badges for all company employees attending the 2012 Conference and Expo.

Silver: \$1,000

- Recognized sponsor of the 2012 ISWM Conference and Expo.
- Quarter-page ad in the 2012 Conference and Expo Program.
- Listing on all sponsorship rosters/signage.
- Distinctive identification badges for all company employees attending the 2012 Conference and Expo.

Two More Great Ways to Make the 2012 Conference and Expo Unforgettable!

International Division Hospitality Suite Morning Coffee

\$500 sponsorship for one day.

Three sponsorships available.

Extend a warm welcome to the ISWM's International Members at the 2012 Conference and Expo by sponsoring the International Division's morning Coffee Break. The International Division Hospitality Suite is open to all ISWM International members and their guests from 7:00 am to 9:00 am each morning for breakfast, conversation and a chance to connect and make new friends. You will be identified in the International Division Hospitality Suite as the Coffee Break sponsor with signage bearing your company name and logo, and you may set up a tabletop display in the Suite on the day of your sponsorship. Also, your company will be acknowledged in the ISWM 2012 Conference and Expo Program for its sponsorship.

2012 Conference Education Session Coffee Break

\$500 sponsorship for one day.

Three sponsorships available.

Who wouldn't love the company that brought them a hot cup of coffee to combat the morning slump! Make your company the hero of the ISWM 2012 Conference as a Coffee Break sponsor at the 2012 Education sessions. You will be identified as the Coffee Break sponsor with signage bearing your company name and logo, and you will also be entitled to set up a tabletop display in the education session hallway at the time of your sponsored Coffee Break. Also, your company will be acknowledged in the ISWM 2012 Conference and Expo Program for its sponsorship.

2012 ISWM Conference and Expo Exhibit Space and Sponsorship Application & Contract

APPLICATION/PAYMENT DEADLINES

Exhibitor Priority Points Deadline: October 24, 2011
 Exhibitor Application Deadline: December 2, 2011

1. Mail Correspondence to (please print):

Exhibiting company _____

Contact Name _____

Title _____

Address _____

City _____ State _____ Zip _____

Country _____

Telephone _____ Fax _____

Email _____ Website _____

If company exhibited at ISWM in previous years under a different name, what was it?

2. Booth Fees

We understand that space will be rented according to the following fee structure (check one)

By October 24		Members	Non-Members
8'x10'	Includes one full Conference & Exposition registration.	<input type="checkbox"/> \$2,445	<input type="checkbox"/> \$3,045
16'x10' half Island	Includes two full Conference & Exposition registrations.	<input type="checkbox"/> \$3,665	<input type="checkbox"/> \$4,265
16'x20' Island	Includes two full Conference & Exposition registrations.	<input type="checkbox"/> \$6,540	<input type="checkbox"/> \$6,990
After October 24		Members	Non-Members
8'x10'	Includes one full Conference & Exposition registration.	<input type="checkbox"/> \$2,645	<input type="checkbox"/> \$3,245
16'x10' half Island	Includes two full Conference & Exposition registrations.	<input type="checkbox"/> \$3,865	<input type="checkbox"/> \$4,465
16'x20' Island	Includes two full Conference & Exposition registrations.	<input type="checkbox"/> \$6,740	<input type="checkbox"/> \$7,190

Total Booth Fees\$ _____

3. Booth Selection

Select space as shown on the floor plan. List only one number per choice.

1st choice _____ 4th choice _____

2nd choice _____ 5th choice _____

3rd choice _____ 6th choice _____

4. Booth Separation

Companies from which we desire booth separation (identify by company name, NOT by products displayed). Booth separation is not guaranteed. Should booth separation supersede location requested? Yes No

1. _____

2. _____

5. Exhibit Promotions

Official Exhibit Information: Describe in 50 words or less, exactly as you want it to appear in the official promotions, the products or services to be exhibited. Attach description to this application or email it to Julie Burgess at jburgess@mgmtsol.com

6. Sponsorship

Please indicate your sponsorship level:

Premiere:

Platinum - \$2,500 Gold - \$1,750 Silver - \$1,000

Additional Sponsorship Opportunities:

International Division Hospitality Suite Coffee Break Sponsor - \$500/day

Education Session Coffee Break Sponsor - \$500/day

Sponsorship Total\$ _____

7. Payment

Booth Fees Total\$ _____

Sponsorship Total\$ _____

Total Amount Due\$ _____

Check (U.S. funds only, payable to ISWM)

Visa Mastercard American Express

Account # _____ Exp Date _____

Name on Card _____

Billing Address _____

City/State _____ Security Code _____

Authorized Signature _____

8. Authorization

I am an authorized representative of the company with the full power and authority to sign and deliver this application. The company listed on this application agrees to comply with all policies, rules and regulations contained in the Exhibitor Prospectus, and all policies, rules and regulations adopted after publication of the prospectus, which we accept as part of the agreement.

Company _____

Authorized Name _____

Authorized Signature (required) _____

Title _____ Date _____

9. Return signed application and payment to:

ISWM
 9707 Key West Avenue, Suite 100
 Rockville, MD 20850 USA
 Telephone: (301) 258-1115
 Fax: (301) 990-9771
 Email: jburgess@mgmtsol.com



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