



NRMCA's

CONCRETEWORKS

Virtual Conference 2020

Exhibitor Prospectus

VIRTUAL CONFERENCE

October 7 – 8, 2020





NRMCA's CONCRETEWORKS Virtual Conference 2020

What is a virtual conference?

A virtual conference is an event hosted entirely over the internet through a web portal designed specifically for a virtual conference. Participants will watch live and pre-recorded sessions and engage with fellow attendees, visit the exhibit hall and chat with exhibitors, sponsors and other attendees in real time.

There are many benefits of exhibiting at a virtual conference. you'll have access to all the education, attendees and networking without the hassle and expense of travel and the virtual platform allows participation by those who wouldn't normally attend an in-person event. All you need is a device with internet access.

QUICK FACTS

What NRMCA's ConcreteWorks 2020 Virtual Exhibitors Receive:

- The virtual exhibit booth including areas for resources, links, videos, a 1:1 chat feature, and more;
- One (1) full conference pass;
- Organization listing and description will be included on the NRMCA's ConcreteWorks virtual conference website exhibitor page and pre-show directory;
- Conference attendee mailing list pre- and post-conference;
- Post-event data metrics of attendees' interaction with exhibiting company; and
- Website will go live to attendees one (1) week prior to the conference, allowing attendees to get a sneak peek and encouraging them to set up appointments with exhibitors in advance.

EXHIBIT DATES & HOURS

Wednesday, October 7, 2020

11:00 am – 4:00 pm Eastern Time Exhibit Hall Open

Thursday, October 8, 2020

11:30 am – 4:30 pm Eastern Time Exhibit Hall Open

11:30 am – 1:00 pm Eastern Time Dedicated Exhibitor and Attendee Networking

2020 EXHIBIT SPACE FEES & DEADLINES

Member Status	Exhibitor Fee	Exhibitor Personnel Registration (after one (1) comp full conference pass, additional company representatives can register at this reduced rate)
Member	\$900	\$250
Non-Member	\$1,400	\$550

Exhibitor shall pay NRMCA 100% of the exhibit fee at the time of application to reserve exhibit space.

Important Dates to Remember

As soon as possible: Exhibitor Application and full payment due.

As soon as possible: Submit Downloadable Documents & Representative Contact Information.

September 3, 2020: Deadline for exhibitor cancellation with refund of 25%. After this date, no exhibit fee refunds will be offered.

These are the documents, videos, etc. that you would like hyperlinked and included in your virtual booth space. The Representative is the person who will be available during the conference dates/times to chat with attendees, answer Q&A, etc.

ASSIGNMENT OF EXHIBIT SPACE AND PRIORITY POINT

Exhibitors will be listed on the Exhibitors Webpage in the order in which they sign up. Exhibitors will be listed in the pre-show directory in alphabetical order.

A priority point formula is normally used in the assignment of exhibit space for in-person events. The formula is as follows: Years Exhibiting x 10 + Total SF in Previous Years Show/100 = Priority Number.

NRMCA's ConcreteWorks 2021 priority point formula will be based on the square footage purchased at the 2019 show. However, those who exhibit at the 2020 Virtual Conference will receive three (3) bonus points toward their priority number at NRMCA's ConcreteWorks 2021 Conference in Kissimmee, FL.

EXHIBITOR REGISTRATIONS

All exhibitors will receive one (1) complimentary conference pass that can be used at their discretion. NRMCA asks that each exhibitor designate a company representative that will be available during the conference dates to take appointments and chat with attendees. There can be more than one company representative linked to the exhibitor. Additional company representatives working the booth during the conference are eligible to register at a discounted rate of \$250. To register your additional booth representatives at the discounted rate, please contact meetings@nrmca.org to receive a registration discount code. Any additional company personnel wishing to attend the conference, but not working the exhibitor's booth, are required to register at the full conference rate.

MEMBER VS. NON-MEMBER RATES

If you do not want to pay the non-member rate, you can become a member of NRMCA. Information on NRMCA membership may be obtained by contacting: Nicole Maher, 703-706-4858, nmaher@nrmca.org.

EXHIBITION MANAGEMENT

If you need to contact exhibition management, please call 703-706-4852 or jwalgenbach@nrmca.org or meetings@nrmca.org.

VIRTUAL TRADE SHOW SCAVENGER HUNT

Each attendee will be asked to be on the lookout for "Easter Eggs" which will be hidden throughout the conference website that will drive attendees to the exhibitor webpage.

Note: NRMCA reserves the right to alter or change the scavenger hunt game to encourage attendee interaction with exhibitors.

EXHIBITOR MARKETING

Spread the word about #cworks2020. NRMCA will be providing exhibitors with electronic logos and banners for use in promoting your participation in all your marketing and social media channels.

EXHIBITION RULES AND REGULATIONS

GENERAL INFORMATION

FAILURE TO HOLD THE EXPOSITION

Should any contingencies prevent the holding of the exposition, exhibition management will refund to the exhibitor the amount of the fee paid, less a proportionate share of the expo expenses, and shall then have no further obligation or liability to the exhibitor. Should any contingencies require the moving or postponement of the exposition, no refunds will be made.

SHOW REPRESENTATIVE

Each exhibitor will be required to appoint at least one individual authorized to represent its company in all dealings with exhibition management. Each exhibitor will furnish exhibition management with the name of its official show representative at the time it submits its application. This representative shall be authorized to enter into any such service contracts as may be necessary and for which the exhibitor shall be responsible. It is the responsibility of the exhibitor to notify exhibition management with the name of another representative should the primary representative be unavailable.

EXHIBITOR DATA

As part of the application process, exhibitors are required to provide certain corporate and/or personal information, including, but not limited to, name, address, telephone and fax numbers, web and email addresses and the identity of and information pertaining to contact persons. By submitting an exhibit space application and contract, the exhibitor acknowledges and agrees that all data provided by the exhibitor may not be sold, but may be distributed by exhibition management to its members as well as any other registrants and exhibitors at NRMCA's ConcreteWorks in the absolute and sole exclusive discretion of exhibition management.

ELIGIBILITY AND EXHIBIT SPACE

EXHIBIT SPACE COST

In order to be eligible for member prices, applicants must be an NRMCA member in good standing as of January 31, 2020 or apply and pay to become a member before securing your booth space. The rate for exhibit space at NRMCA's ConcreteWorks 2020 is:

Member Rate: \$900

Non-Member Rate: \$1,400

Information on NRMCA membership may be obtained by contacting: Nicole Maher: 703-706-4858 or nmaher@nrmca.org.

PAYMENT FOR EXHIBIT SPACE

Exhibitor shall pay NRMCA 100% of the exhibit fee at the time of application in order to reserve exhibit space. PLEASE NOTE: No assignment of space will be made until the FULL exhibit payment along with a signed exhibitor application and registration form are received.

EXHIBITOR PACKAGE PLAN

The standard booth package includes a booth with:

- The virtual exhibit booth includes areas for resources, links, videos, images, a 1:1 chat feature, and more;
- One (1) full conference pass;
- Organization listing and description will be showcased on the NRMCA's ConcreteWorks virtual conference website exhibitor page;
- Conference attendee mailing list pre- and post-conference; and
- Website will go live to attendees one (1) week prior to the conference, allowing attendees to get a sneak peek and encouraging them to set up appointments with exhibitors in advance.

CANCELLATION POLICY

Any notice of cancellation of exhibit space by an exhibitor must be made in writing to exhibition management. This cancellation policy does not depend upon whether the exhibit space is resold or reassigned. Any company cancelling its exhibit space before September 3, 2020 will receive a refund of 25% of its payment. Any company cancelling on or after September 4, 2020 will not receive a refund.

EXHIBITOR PROPERTY SOLD

If an exhibitor's property/organization changes management or is bought by another company, the booth space becomes the asset of the new exhibiting company.

REGISTRATION

All exhibitors will receive one (1) complimentary conference pass that can be used at their discretion. NRMCA asks that each exhibitor designate a company representative that will be available during the conference dates to take appointments and chat with attendees. There can be more than one company representative linked to the exhibitor. Additional company representatives working the booth during the conference are eligible to register at a discounted rate of \$250. To register your additional booth representatives at the discounted rate, please contact meetings@nrmca.org to receive a registration discount code. Any additional company personnel wishing to attend the conference, but not working the exhibitor's booth, are required to register at the full conference rate.

Member: \$250 | Non-Member: \$550

PROMOTING YOUR BOOTH

LITERATURE DISTRIBUTION

All resources, links, videos, images, etc. posted by the exhibitor within your virtual booth must be related to the equipment and/or services provided by the exhibiting company. Exhibitor is solely responsible for adherence to trademark rights and laws as it pertains to any items displayed in the exhibitor's booth.

LOTTERIES & CONTESTS

As permitted by law, exhibitors will be allowed to hold lotteries, contests, games of chance and giveaways in their assigned virtual space. Exhibitors are responsible to be aware of and abide by all local, state and federal laws regarding this topic. There is no public address system available to announce winners.

PRIZES & GIVEAWAYS

Distribution of giveaways or drawings for prizes is allowed in the virtual booth during the exposition as permitted by law.

USE OF CONCRETWORKS LOGO

The exhibitor acknowledges that the exposition names and logos are trademarks owned by NRMCA. Appropriate use of the exposition names and logos are permitted by companies exhibiting at the 2020 virtual event that wish to publicize the exposition and/or the fact that the exhibitor is participating in the exposition. Any reproduction of the exposition logo shall include the trademark symbol.

LEGAL

ACCEPTABLE USE

You must not use this website in any way that causes, or may cause, damage to the website or impairment of the availability or accessibility of the website; or in any way which is unlawful, illegal, fraudulent or harmful, or in connection with any unlawful, illegal, fraudulent or harmful purpose or activity.

You must not use this website to copy, store, host, transmit, send, use, publish or distribute any material which consists of (or is linked to) any spyware, computer virus, Trojan horse worm, keystroke logger, rootkit or other malicious computer software.

You must not conduct any systematic or automated data collection activities (including without limitation scraping, data mining, data extraction and data harvesting) on or in relation to this website.

You may view, download for caching purposes only, and print pages from the website for your own personal use, subject to the restrictions set out below and elsewhere in these terms and conditions. You must not:

- republish material from this website (including republication on another website);
- sell, rent or sub-license material from the website;
- show any material from the website in public;
- reproduce, duplicate, copy or otherwise exploit material on this website for a commercial purpose;
- edit or otherwise modify any material on the website; or
- redistribute material from this website except for content specifically and expressly made available for redistribution.

INFORMATION PROVIDED BY YOU

Any information NRMCA receives from you for inclusion in your virtual booth will be considered nonconfidential. By providing such information to this website, you hereby grant NRMCA the right to read, use, and post the information as visible to all attendees, including other exhibitors.

You are prohibited from posting or transmitting any unlawful, threatening, libelous, defamatory, obscene, scandalous, inflammatory, pornographic, objectionable or profane material or any materials that could constitute or encourage conduct that would be considered a criminal offense, give rise to civil liability or otherwise violate any law. You are also prohibited from posting or transmitting any information, software or other material which violates or infringes on the rights of others, including material which is an invasion of privacy or publicity rights or which is protected by copyrights, trademark or other proprietary right, or derivative works with respect thereto, without first obtaining permission from the owner or right holder.

You understand that NRMCA has no obligation to monitor any postings or transmissions. Nor does NRMCA represent that it will monitor any postings or transmissions. However, NRMCA reserves the right at all times to disclose any information as necessary to satisfy any law, regulation or governmental request. Further, NRMCA reserves the right at all times to edit, refuse to post or to remove any information or materials, in whole or in part, that in NRMCA's sole discretion are objectionable or in violation of the terms of this website.

AGREEMENT AND ENFORCEMENT OF RULES

AGREEMENT TO RULES AND LAWS

The exhibitor agrees that the exhibiting company and its employees and agents will abide by these rules and by any amendments that may be put into effect by exhibition management, provided that such amendments shall not substantially diminish rights or increase the liability of an exhibitor (and written notice is given to exhibitors). Further, the exhibitor agrees to comply with all local, state and federal laws and regulations. The exhibit space application and contract form must be signed by an official of the exhibiting company indicating that these rules have been read and agreed to before any space assignment will be made. Exhibitors will receive a copy of their signed contract along with their confirmation letter. EXHIBITION MANAGEMENT RESERVES THE RIGHT TO RESTRICT ACTIVITIES AND RESTRICT AND/OR CLOSE EXHIBITS WHICH, IN THE OPINION OF EXHIBITION MANAGEMENT, ARE OR BECOME OBJECTIONABLE. This includes persons, things, conduct, printed matter or anything of a character which is deemed not to be in the best interest of all exhibitors or exhibition management. An exhibitor's space shall not be used to publicize meetings to be held outside the exposition that will detract from exposition attendance. All matters and questions not covered by these rules and regulations and all interpretations of these rules and regulations are subject to final decision by exhibition management. Any questions should be addressed to exhibition management.

SAMPLE Exhibitor Webpage Layout (not an exact depiction)



SAMPLE Exhibitor “Booth” Layout (not an exact depiction)

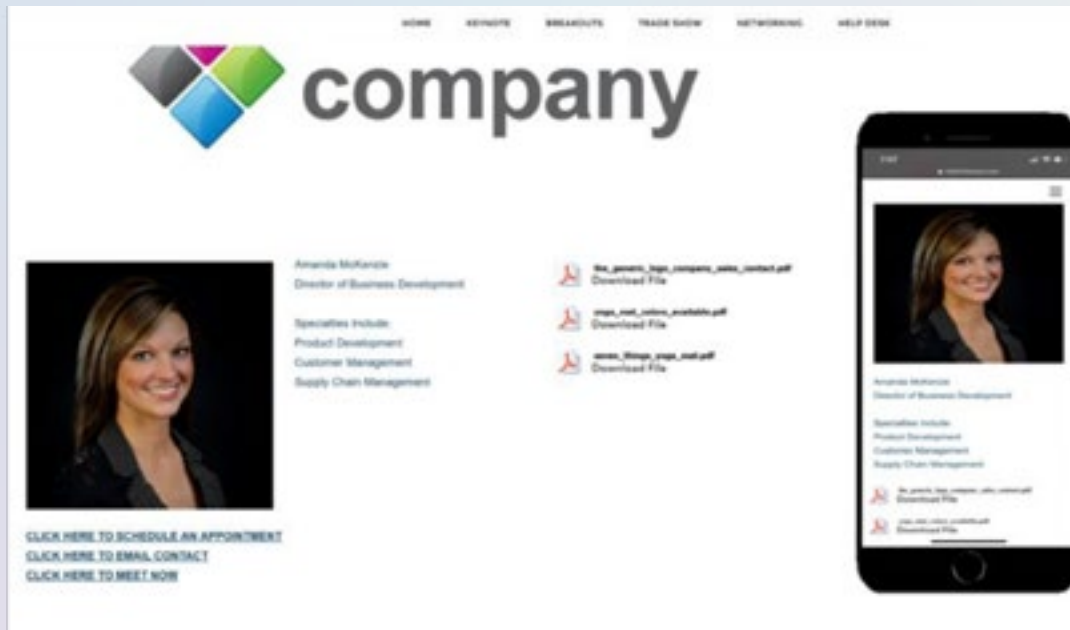


EXHIBIT BOOTH APPLICATION & CONTRACT, page 1 of 2

Three easy ways to sign up for exhibit space:

1. **By Fax:** 301-565-8200 (secure)
2. **By Email:** meetings@nrmca.org
3. **By Mail:** NRMCA's ConcreteWorks, c/o Sun Trust Bank, PO Box 79433, Baltimore, MD 21279

EXHIBITOR COMPANY INFORMATION: List company name **EXACTLY** as you wish it to appear on all lists, mailings, promotional materials, etc. **PLEASE TYPE.**

Company Name _____

Mailing Address _____

City _____ State/Province _____ Zip/Postal Code _____

Phone _____ Website Address _____

PRIMARY CONTACT PERSON REGARDING ALL EXHIBITOR INFORMATION (This person will receive all information pertaining to the exhibition. This is **not** an exhibitor attendee registration form.)

Name and Title _____

Mailing Address _____

City _____ State/Province _____ Zip/Postal Code _____

Phone _____ Email _____

SECONDARY CONTACT PERSON REGARDING ALL EXHIBITOR INFORMATION (This person will receive all information pertaining to the exhibition.)

Name and Email _____

MEMBERSHIP AFFILIATION: NRMCA Member Non-Member

EXHIBIT SPACE RATES: Member Rate: \$900 | Non-Member Rate: \$1,400

PAYMENT METHOD

Payment Information: All registration and application forms must be accompanied with payment in order to be processed. All payments must be made in U.S. dollars and made payable to "NRMCA." NRMCA's ConcreteWorks' cancellation policy is located in the exposition rules and regulations. **Applications received without payment will not be processed.**

VISA MasterCard American Express Check # _____

Credit Card Number _____ Exp. Date/CVV# _____

Name as it appears on Credit Card _____

Signature of Cardholder _____

All exhibitors MUST sign below to validate booth space application.

ACCEPTANCE: We, the undersigned, hereby apply for a license to use NRMCA's ConcreteWorks 2020 exhibit space. We understand that upon acceptance, this application becomes a contract upon terms and conditions mutually agreed to by the parties. In making this application, we agree to exhibit under and comply with the rules and regulations of NRMCA's ConcreteWorks 2020 Virtual Conference and any amendments thereto, and the terms in all space assignment letters sent to us, all of which are made a part of this agreement. This agreement shall bind the parties hereto, and their respective permitted successors and assigns.

Signature: _____ Date: _____

Continued....

EXHIBIT BOOTH APPLICATION, page 2 of 2

In order to build your virtual booth, several pieces of information are needed. Please complete this form and return it with your booth application. The deadlines for submissions are listed below but NRMCA kindly requests early submissions.

COMPANY NAME (Exactly how it should appear on the website and in the show directory)

COMPANY LOGO

(These documents will be linked to your company's booth and downloadable by attendees.)

Submit your company logo via dropbox by [clicking here](#).

Vector files (SVG, EPS, AI) are preferred. Bitmap files (PSD, PNG, JPG, GIF) may also be uploaded but may not show as well as a vector file. Transparent backgrounds are preferred. Must be 200px wide or larger.

COMPANY DESCRIPTION

To be included in the show directory, please provide a **COMPANY DESCRIPTION** (no more than 100 words) describing your company's products and/or services in the space provided below. Please type or print neatly:

REPRESENTATIVE INFORMATION (This is the company representative that will be available during the event for live chats, Q&A, and engagement with attendees.)

Representative Full Name: _____

Representative Title: _____

Representative Email: _____

Please submit a photograph of the representative. The photo will be posted within the exhibitor's booth on the conference platform. Photograph can be submitted via dropbox by clicking [this link](#).

Check here if the company representative is the person who will utilize the one (1) complimentary conference pass. If yes, the representative will be provided with a special discount code to use when registering for the event online.

BULLET POINT LIST OF COMPANY SPECIALTIES

- _____
- _____
- _____

If additional bullet points are needed, please list them here (separated by commas):

DOWNLOADABLE DOCUMENTS (These documents will be linked to your company's booth and downloadable by attendees.) Documents can be submitted via dropbox by clicking [this link](#).

The logo features a green gear with a white 'C' inside, positioned to the left of the text. The text 'NRMCA's' is in green, 'CONCRETEWORKS' is in large white letters with a green outline, and 'Virtual Conference 2020' is in orange script below it.

NRMCA's
CONCRETEWORKS
Virtual Conference 2020

For more information visit www.nrmca.org

BUILD WITH STRENGTH
A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

The logo consists of three white curved lines above the text 'NRMCA' and 'NATIONAL READY MIXED CONCRETE ASSOCIATION'.

NRMCA
NATIONAL READY MIXED
CONCRETE ASSOCIATION

PAVE AHEAD
DURABLE. SUSTAINABLE. CONCRETE.