



It's a Snap to Sign Up as an Exhibitor

Step 1

Use ARRL Exhibitor Booth and Order Form Agreement to order booth spaces and Exhibitor badges. You will be invoiced for these by ARRL and payment must be received by May 31. Once we have received your signed agreement, we will provide your booth numbers to you. Forms are in this packet.

Step 2

Once you have your booth numbers you can order your electricity and a number of other optional services from the **Connecticut Convention Center** forms are in this packet.

Step 3

Once you have your booth numbers you can also order a number of optional services from **Demers Expo Services**. They will also be handling your drayage. Demers forms are in this packet.

Your Exhibitor badge will gain you entry into the convention and any Thursday Training Tracks or Forums you have time or interest to attend. However, we have a number of festivities planned, including our Convention Banquet that are not gratis. If you wish to attend these, you will need to register at www.arrl2014.com and shop and pay online for the events you choose to attend. This feature will not be available until January 1, 2014.

Your Exhibitor Badges, parking discount coupons and any tickets you have purchased to attend our Banquet and other functions will be provided to you upon check-in at the show.

**Need assistance or have questions?
Please contact:**

Debra Jahnke, K1DAJ
ARRL 2014 Centennial Convention Exhibits Manager
Phone: 860-594-0329
Email: djahnke@arrl.org

ARRL National Centennial Convention

ARRL, the national association for Amateur Radio

225 Main Street, Newington, Connecticut USA 06111-1494

www.arrl.org



Handy Centennial Exhibitor Checklist

- ☐ Hotel reservations made? – discounted rates at **www.ARRL2014.com**
- ☐ If desired, purchased Banquet and/or other event gathering tickets? You will be able to make this purchase after January 1, 2014 at www.ARRL2014.com
- ☐ Completed, signed and returned booth reservation/Exhibitor badge form to ARRL?
- ☐ If desired, purchased electricity, other incidentals from the Connecticut Convention Center? – Forms inside packet.
- ☐ Read through the “Show Facts” in the Demers Events & Expo Services packet? This includes critical information about shipping requirements and other drayage information, etc.
- ☐ If desired, purchased carpet, additional tables and other incidentals from Demers Events & Expo Services? – Forms inside packet.

Notes:

My “Go-To” ARRL Exhibits Team for questions:

Deb Jahnke, K1DAJ, ARRL 2014 Centennial Exhibits Manager

E-mail: **djahnke@arrl.org** Phone: **860-594-0329**

Janet Rocco, W1JLR, ARRL 2014 Centennial Exhibits Coordinator

E-mail: **jrocco@arrl.org** Phone: **860-594-0203**

Lisa Tardette, KB1MOI, ARRL 2014 Centennial Exhibits Assistant

E-mail: **ltardette@arrl.org** Phone: **860-594-0255**

Zoe Belliveau, W1ZOE, ARRL 2014 Centennial Exhibits Assistant

E-mail: **zbelliveau@arrl.org** Phone: **860-594-0209**

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Important – Please Read

Greetings!

If you are reading this message you have already reserved booth space at the ARRL 2014 Centennial Convention or have expressed interest in exhibiting at the Convention.

We have included a number of items in this pack that will be available shortly on-line as well. However, we have received so many requests for information that we have been asked to provide this packet now.



You will be purchasing your booth space(s) and any additional Exhibitor Badges from **ARRL**. Inside your packet you will find an Order Form/ TERMS, CONDITIONS AND RULES FOR EXHIBITORS. All orders forms must be returned to ARRL with a signed Terms, Conditions and Rules for Exhibitors sheet. Once we have your completed order form and signed agreement, we will send your booth numbers immediately. You will need your booth numbers to order other optional services.



The **Connecticut Convention Center** will be offering many of the optional services available for the Convention, **including electrical service**. We have included their forms for all services they provide.



Demers Events & Expo Services has been engaged to provide a wide variety of rental items from Audio Visual and carpet to extra chairs and tables. They will also be handling all drayage for the Convention. All pricing, addressing information, rules and regulations and shipping labels are included in their packet. Please read through this section very carefully and contact us with any questions.

You will also shortly be able to download all forms on-line at www.arrl2014.com.

We want your show experience to be a very positive one. If you have any questions regarding the package contents, or require assistance in completing the forms, we are happy to provide assistance.

Although every member of the ARRL Business Services/Advertising team will be able to provide assistance, your primary contact at ARRL will be:

Debra Jahnke, K1DAJ
Sales Manager, Business Services and Advertising
ARRL 2014 Centennial Convention Exhibits Manager
Phone: 860-594-0329
Email: djahnke@arrl.org



Please see reverse for Hotel and other miscellaneous information.

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Miscellaneous Information

Lodging

We have negotiated discounted rates at a number of area hotels/lodges. You can browse through these at: www.arrl2014.org Simply click the Hotel and Travel tab.

Parking

The Connecticut Convention Center has plenty of onsite parking spaces including an 8 floor garage and outdoor spaces for oversized vehicles in the surface lot. ARRL has negotiated discounted parking rates for the convention (obtain a discount voucher from our on-site convention registration desk after parking). There are also many other nearby garages and lots.

Show Schedule

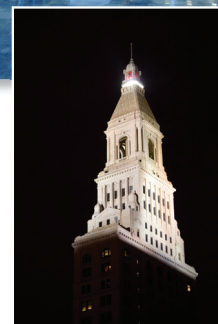
Set-up – Show Time – Dismantle

Set-up: 11:00AM – 8:00PM, Thursday, July 17, 2014

Show Hours: Friday, July 18, 2014 from 9:00AM – 5:00PM

Saturday, July 19, 2014 from 9:00AM – 4:00PM

Dismantle: Saturday, July 19, 2014 from 4:00PM – 7:00PM



Members of the ARRL Team will be on-site to provide assistance from set-up until you dismantle your booth at the end of the show. Also at your disposal will be staff members from the Connecticut Convention Center and Demers Events and Expo Services.

Upon your check-in to begin your set-up, you will be provided with your Exhibitor's kit that will contain your Exhibitor badge(s) and a show program.

Other Resources:

Questions about the show?

Contact Debra Jahnke, K1DAJ 860-594-0329

Demers Events & Expo Services

www.demersexpo.com

Connecticut Convention Center

www.ctconventions.com

Obtaining CT Sales and Use Tax Permit Information:

www.ct.gov/drs/cwp/view.asp?Q=316778&A=1436



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ARRL 2014 Centennial Convention

Exhibitor Booth & Badge Order Form/Agreement

The ARRL Centennial Convention will offer three different categories and rates for exhibit space depending on the type of vendor and/or the type of merchandise offered for sale. The following rules govern the placement of Exhibitors within the show space.

Priority for booth space will be given to amateur radio, electronics, and computer related businesses and exhibitors, but others are also welcome as space permits.

Commercial Booth: Will be located in the front on the show space. Each booth space is 10 ft wide and 10 ft deep. Each vendor's booth contains one 8 ft draped table, 2 chairs, 8 ft tall backdrop curtain, 3 ft tall side curtains, waste basket and an ID sign. Three Exhibitor badges per booth space will provide free access before, during and after show hours. Price per booth space will be \$225. Price for additional Exhibitor badges will be \$25 each.

Club, Organization, and Society Booth: Will be located along the side walls of the show space. Each booth space is 10 ft wide and 10 ft deep. Each vendor's booth contains one 8ft draped table, 2 chairs, 8 ft tall backdrop curtain, 3 ft tall side curtains, waste basket and an ID sign. Three Exhibitor badges per booth space will provide free access before, during and after show hours. Price per booth space will be \$112. Price for additional Exhibitor badges will be \$25 each.

Flea Market Booth: Will be located at the rear of the show space. Each space consists of one undraped table and two chairs. One Exhibitor badge per booth space will provide free access before, during and after show hours. Price per booth space will be \$65. Price for additional Exhibitor badges will be \$25 each.

Flea Market Restrictions:

The flea market area is available to vendors and exhibitors according to the following criteria:

1. Vendors who offer for sale at the Convention new merchandise of any kind that is priced over \$100 per item that carries with it a new factory warranty must purchase booth space in the Commercial / Dealer Area. Specific items that cannot be sold from the flea market include, but are not limited to:
 - Ham radio, computer, audio/video equipment or accessories priced more than \$100 with a new factory warranty
 - Commercial computer software priced more than \$100 with a new factory warranty
 - Antennas of any kind priced over \$100 with a new factory warranty
 - Examples of items that are allowed to be sold in the flea market include:
 - Used, surplus, reconditioned, or factory over-run equipment that carries no factory warranty
 - New component piece parts such as resistors, connectors, and wire/cable
 - Computer shareware

Craft items are allowed on a limited basis.

2. In order to maintain a flea market atmosphere, no commercial signs, banners, or other displays containing company names or logos will be allowed above flea market table top height in the flea market area, except as specifically approved by the flea market chairman.

We can also accommodate odd size Booth configurations.

Please contact Exhibitor Manager, Debra Jahnke, K1DAJ for a consultation.

Telephone: 860-594-0329

Email: djahnke@arrl.org

Booth Order Form

Booth Type	Quantity	Cost per Booth	TOTAL
Commercial Booth	_____	x \$225	= \$ _____
Club, Organization, and Society Booth	_____	x \$112	= \$ _____
Flea Market Booth	_____	x \$65	= \$ _____

Your Exhibitor Badge Order Form is on the reverse side of this sheet.

Badge Order Form

Commercial Booth: Three Free Exhibitor Badges per Booth. Each additional Exhibitor Badge will be \$25.

Club, Organization, and Society Booth: Three Free Exhibitor Badges per Booth. Each additional Exhibitor Badge will be \$25.

Flea Market Booth: One Free Exhibitor Badge per Booth. Each additional Exhibitor Badge will be \$25.



Enter your Free Exhibit Badge Information here:

Company Name	Staff Name	Call Sign	Cost per Additional Badge
1. _____	_____	_____	Free
2. _____	_____	_____	Free
3. _____	_____	_____	Free
4. _____	_____	_____	Free
5. _____	_____	_____	Free
6. _____	_____	_____	Free
7. _____	_____	_____	Free
8. _____	_____	_____	Free
9. _____	_____	_____	Free
10. _____	_____	_____	Free

Enter your additional Paid Exhibit Badge Information here:

Company Name	Staff Name	Call Sign	Cost per Additional Badge
1. _____	_____	_____	\$25
2. _____	_____	_____	\$25
3. _____	_____	_____	\$25
4. _____	_____	_____	\$25
5. _____	_____	_____	\$25
6. _____	_____	_____	\$25
7. _____	_____	_____	\$25
8. _____	_____	_____	\$25
9. _____	_____	_____	\$25
10. _____	_____	_____	\$25

If more space is needed, please use an additional sheet of paper.

Terms: You will be invoiced for your Booth Space and Exhibitor Badge purchases. Payment must be received by May 30, 2014 or ARRL reserves the right to re-assign the booth space(s). You will receive your Exhibitor Package and Badges upon sign-in at the Convention Center.

(Please Print)

Company Name _____ **Representative Name** _____

Title _____ **Date** _____

Please mail this entire Order Form to:

ARRL, Janet Rocco, Exhibits Coordinator, 225 Main Street, Newington, CT 06111-1494 USA or Scan and email to jrocco@arrrl.org

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ARRL 2014 Centennial Convention Terms, Conditions and Rules for Exhibitors

1. INDEMNITY AND LIMITATION OF LIABILITY INSURANCE

Neither ARRL nor the Connecticut Convention Center (Convention Center), nor any of their respective officers, directors, agents, employees or other representatives shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or to any of its invitees, guests, visitors, officers, agents, employees or other representatives, resulting from their theft, fire, water or accident or any other cause whatsoever. This includes any subrogation claims by any insurer of Exhibitor. The Exhibitor indemnifies, covenants not to sue, and defends, protects, and saves ARRL and the Connecticut Convention Center harmless from any and all claims, actions, causes of action, demands, suits, liability, damages, loss, costs, judgments, attorney's fees and expenses of any kind which might result from or arise out of any action or failure to act on the part of the Exhibitor or its officers, agents, employees or other representatives, and for any negligent or intentional wrongful acts or omissions. It is the responsibility of the Exhibitor to maintain proper insurance covering its property and liability, and therefore the Exhibitor agrees to carry and pay all premiums when due for an all perils policy of insurance from an insurer acceptable to The American Radio Relay League, Inc. with policy limits not less than Five Hundred Thousand Dollars (\$500,000.00) per person and One Million Dollars (\$1,000,000.00) per occurrence. The American Radio Relay League, Inc. disclaims responsibility for injury to persons or property. Exhibitor agrees that it will use and occupy the Exhibit space and use such other portions of the premises for the event as it is herein given the right to use at its own risk. IN NO EVENT SHALL ARRL BE LIABLE TO EXHIBITOR FOR INDIRECT OR CONSEQUENTIAL DAMAGES AND ARRL EXPRESSLY DISCLAIMS ANY AND ALL WARRANTIES, WHETHER EXPRESSED OR IMPLIED, EXCEPT AS EXPLICITLY SET FORTH HEREIN. No bailment is created as the result of any property delivered to Convention Center by Exhibitor.

2. ASSIGNMENT OF EXHIBIT SPACE

ARRL shall assign the Exhibit Space to the Exhibitor for the period of the Exhibit (provided the Convention Center is made available to ARRL) in priority order passed on receipt of a fully executed Agreement. Such assignment is made for the period of this Exhibit only. Every effort will be made to respect the Exhibitor's space choices whenever possible, but ARRL's decision will be final. ARRL reserves the right to transfer assignments when such action is deemed to be in the best interest of the total exhibition. ARRL reserves the right to withdraw its acceptance of this Agreement if it determines in its sole discretion that the Exhibitor is not eligible to participate or the Exhibitor's product or services is not eligible to be displayed in this Exhibit.

3. USE OF EXHIBIT SPACE

Exhibitor shall not assign to a third party its right hereunder to the Exhibit Space or any portion thereof without the prior written consent of ARRL, which it may withhold at its sole discretion. If such consent is given, the Exhibitor shall assume full responsibility for the conduct of the assignee and all its representatives, and the Exhibitor shall not charge its assignee more than a proportionate share of the exhibit fee based upon the amount of Exhibit Space assigned.

4. EXHIBIT HOURS

ARRL will establish exhibit hours and reserves the right to make changes. Such changes will be made as far in advance of the exhibition as possible. Each Exhibitor is required to keep at least one attendant in his booth during all exhibit hours. Failure to do so may result in removal of the exhibit from the show at Exhibitor's expense.

5. INSTALLATION AND DISMANTLING

The Exhibitor agrees that in the event he or she fails to install his or her products in assigned Exhibit Space or fails to remit payment for required space rental at time specified, ARRL shall have the right to take possession of said space and lease same or any part thereof to such third parties and upon such terms and conditions as it may deem proper. In addition, Exhibitor shall not dismantle or otherwise interfere with the orderly conduct and display of the exhibits until the Exhibit Floor is finally closed to the public.

6. DISPLAYS AND DECORATIONS

Merchandise, signs, decorations or display fixtures shall not be pasted, taped, nailed or tacked to Convention Center walls. No Exhibit, merchandise or equipment shall be left in any aisle, but shall be confined to the area within the assigned Exhibit Space. No signs or advertising devices shall be displayed outside Exhibit Space or projecting beyond limits of Exhibit Space so as to interfere with any neighboring Exhibit.

7. CONVENTION CENTER REGULATIONS

Exhibitor must comply with all Convention Center regulations applicable to installation, dismantling and display of the exhibits.

8. FIRE REGULATIONS

Exhibitor shall not pack merchandise in paper, straw, excelsior or any other readily flammable materials. All cartons stored in the Exhibit Building shall be emptied of contents. Exhibitor shall use no flammable decorations or covering for display fixtures and all fabrics or other material used for decoration or covering shall be flameproof. If required by local law or ordinances, Exhibitor shall have on hand in its Exhibit Space a notarized affidavit establishing that its display material has been treated during the last year by an approved chemical. All wiring devices and sockets shall be in good condition and meet the requirements of local law.

9. STORAGE AND PACKING CRATES AND BOXES

Exhibitor will not be permitted to store packing crates and boxes in the booth. It is the Exhibitor's responsibility to mark and identify all crates and boxes. Crates and boxes not properly labeled may be destroyed. No trunks, cases or packing material shall be brought into or out of the Exhibit Space during exhibit hours.

Continued on the reverse side of this sheet.



10. CONTRACTOR SERVICES AND INFORMATION

ARRL will have no liability or obligation to Exhibitor for actions of any contractors which might be used to provide services to Exhibitors such as drayage, labor for set-up and dismantling, electric work, furniture, special cleaning services, etc. ARRL assumes no responsibility or makes no warranty concerning any of the services performed or materials delivered by such contractors.



11. OBSERVANCE OF LAWS

Exhibitor shall abide by and observe all laws, rules regulations and ordinances of the City of Hartford, the State of Connecticut, and all other applicable governmental authorities and all rules of the Convention Center.

12. CANCELLATION OR TERMINATION OF EXHIBIT

If because of war, fire, strike, Convention Center construction or renovation project, government regulation, public catastrophe, Act of God, or the public enemy or other cause beyond the control of ARRL, the Exhibit or any part thereof is prevented from being held, is canceled by ARRL or if the Exhibit Space becomes unavailable, ARRL in its sole discretion shall determine and refund to the Exhibitor its proportionate share of the balance of the aggregate exhibit fees received which remains after deducting expenses incurred by ARRL. In no case shall the amount of refund to Exhibitor exceed the amount of the exhibit fee paid.

13. EXHIBITOR CANCELLATION

Cancellation of any portion of this Agreement by the Exhibitor will be accepted upon the following refund schedule: At least 90 days-100% of contract. Less than 90 days-no refund. Except as the Exhibitors rental obligation may be reduced as set forth in the preceding sentence, the Exhibitor is responsible for total booth rental irrespective of the reason for the cancellation by the Exhibitor because of the failure of an Exhibit to arrive for any reason.

14. EXHIBITOR CONDUCT

Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of ARRL is required for the employment or use of any live model, demonstrator, solicitor or device for the mechanical reproduction of sound. Such employment or use shall be confined to the Exhibit Space. ARRL, in its sole and absolute discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity immediately. Distribution of pamphlets, brochures or any advertising matter must be confined to the Exhibit Space. Exhibitors are prohibited from bringing alcoholic beverages, weapons or illegal drugs into the Exhibit Area. Exhibitor shall refrain from any action that will distract attendees from attendance at the Exhibit during open hours. Exhibitors or any of its representatives shall not conduct itself in a manner offensive to standards of decency or good taste. Violation of these provisions may, in ARRL's sole discretion, lead to immediate termination of the Exhibit.

15. AGREEMENT TO TERMS CONDITIONS AND RULES

Exhibitor agrees to observe and abide by the foregoing Terms, Conditions and Rules and by such additions Terms, Conditions and Rules made by ARRL from time to time for the efficient or safe operation of the Exhibit, including but not limited to, those contained in this Agreement. There is no other agreement or warranty between the Exhibitor and ARRL except as set forth in this document. The rights of ARRL under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of ARRL.

16. GOVERNING LAW

This Agreement will be governed by the laws of the State of Connecticut without regard to conflict of laws principles. Any action or proceeding seeking to enforce or interpret any provision of, or based on any right arising out of, this Agreement may be brought only in the courts of the State of Connecticut, and each of the parties consents to the jurisdiction of such courts in any such action or proceeding and waives any objection to venue therein.

17. NOTICES.

All notices, consents, waivers, and other communications under this Agreement must be in writing and will be deemed to have been duly given when (a) delivered by hand (with written confirmation of receipt), (b) when received by the addressee, if sent by a nationally recognized overnight delivery service (receipt requested), or (c) via email, in each case to the appropriate addresses set forth herein.

Terms: You will be invoiced for your booth space and exhibitor badge purchases.
Payment must be received by May 30, 2014 or ARRL reserves the right to re-assign the booth space(s).

(Please Print)

Company Name _____

Representative Name _____

Title _____

Date _____

Signature indicates that the signer has read and agreed to all terms contained in these pages, and those of the Connecticut Convention Center.
Signature indicates authorization by party's organization to make this commitment.

Signature _____
(Void without Written Signature)

Please mail this entire Order Form to:

**ARRL, Janet Rocco, Exhibits Coordinator, 225 Main Street, Newington, CT 06111-1494 USA or
Scan and email to jrocco@arrl.org**

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Advertising Opportunities

Advertising Opportunities in Souvenir Centennial Program

Program Description: 4-color, Gloss stock – QST dimensions.

Cover 2	\$700	1/2 Page	\$293
Cover 3	\$700	1/3 Page	\$234
Cover 4	\$800	1/4 Page	\$188
Full Page	\$572	1/6 Page	\$150
3/4 Page	\$458	1/12 Page	\$85
2/3 Page	\$366		

Add \$50 to any size advertisement and your company logo will appear in the Sponsor Strip on the Cover.

Convention Tote Bags

At the six regional shows leading up to the Centennial—and at the Centennial of course—we plan to debut a Centennial Souvenir Nylon Black Tote. One-side of the tote will feature the Gold ARRL Centennial logo. The other side will feature a multitude of corporate logos. Each logo space will be two inches wide and no higher than two inches high. Placement of your logo on all bags will cost \$200 per placement.



Call our ARRL Convention Exhibits Coordinator, Janet Rocco, W1JLR, 860-594-0203 to make all advertising reservations.

Sponsorship Opportunities

ARRL Dream Station Giveaway – First come, first served Co-Sponsorship opportunity

We plan the ultimate prize, fit for the ARRL Centennial—a \$5,000 gift certificate, redeemable through an Amateur Radio equipment dealer. If you decide to provide that certificate at a 30% discount, you will be a co-sponsor (with ARRL) of this prize. Your company name and logo will be mentioned in all promotions of this prize and, of course, the winner will need to redeem the certificate with your company.



International Welcome Reception

This reception will be extended to international attendees and friends on Thursday, July 17, from 5 PM to 7 PM. The event will likely attract national society representatives, DXers and contesters. The event may draw 200-300 attendees. Your corporate logo will be prominently displayed as the Sponsor both on-site and in all literature where the Reception is mentioned. Sponsorship cost: \$5,000.

We will have a number of other sponsorship opportunities available that will add your corporate branding to this very special event. Please call me to discuss these opportunities further.

Debra Jahnke, K1DAJ

Sales Manager, Business Services and Advertising

ARRL 2014 Centennial Convention Exhibits Manager

Phone: 860-594-0329

Email: djahnke@arrl.org

