

Texas Association of Appraisal Districts

2012 Trade Show Prospectus



31ST ANNUAL CONFERENCE & TRADE SHOW

February 26-29, 2012

Marriott Westchase Hotel

Houston, Texas

Why should I exhibit?

The 31st Annual Conference & Trade Show is the ideal place to . . .

- ♦ Introduce new products and services
- ♦ Generate new sales leads
- ♦ Give product demonstrations
- ♦ Conduct market research
- ♦ Build customer relationships

Take advantage of this timely opportunity and target your marketing dollars toward hundreds of appraisal district professionals who make product recommendations and purchasing decisions. Where else can you have access to this many executives at just one event?

Who attends this event?

Last year the 30th Annual Conference & Trade Show hosted more than 650 attendees in Austin; we anticipate a similar attendance in Houston this February. Attendees include chief appraisers and appraisal office personnel, district directors, review board members, elected officials of taxing units and representatives of firms from the private sector.

What promotional opportunities do I receive?

- Listed on the TAAD web site, www.taad.org, with a web link.
- Published in the conference issue of the TAAD newsletter, *THE APPRISER*, (Distribution: over 2,500 appraisal district members, state agency representatives, and legislators).
- Featured in the Exhibits Directory of the conference program. The directory assists attendees in locating your specific products and services. *(Signed contract with payment must be received by February 10, 2012 to be included in the conference program).*
- Opportunity to participate in Trade Show Bingo!

May I demonstrate my product? – Yes, here's how...

- Companies with a fully paid exhibitor contract may reserve a half day meeting room for demos of their products and further discussion of the services they provide.
- Cost of a "Demo Space" is \$250 per a four-hour time block, which includes a private room, chairs, three tables, and electricity. All other audio visual equipment, internet, refreshments, etc., will be at the cost of the company reserving the demo room.
- "Demo Space" will be reserved on a first-come, first-served basis. Space is limited and will be available on **Monday, February 27, 2012 and Tuesday, February 28, 2012.**

Where will the Trade Show take place?

All exhibits will be located in the Grand Pavilion of the Marriott Westchase Hotel. This space is recently renovated, fully carpeted and brightly lighted.

What are the Trade Show Hours?

(Tentative)

Sunday, February 26, 2012: 4:30 – 6:30 PM

Monday, February 27, 2012: 7:30 AM – 4:30 PM

When do I Move-In and Move-out?

Move in: Sunday, February 26, 2012
1:00 – 4:00PM

Move out: Monday, February 27, 2012
4:00 – 8:00PM

To whom do I make out my check? Texas Association of Appraisal Districts, Inc.

Where do I send my completed contract? 7700 Chevy Chase Drive
Building One, Suite 425
Austin, Texas 78758

Questions? Contact Kelly Kemp at (512) 467-0402 or kkemp@taad.org.

What's included in my Exhibit Space fee?

- One 10' x 10' space (including pipe and drape)
- One skirted 6' table
- Two chairs
- Ten name badges (additional badges may be purchased for \$50 each)
- Lunch on Monday at the Trade Show Luncheon
- Preliminary roster of conference attendees (available early February)
- Final conference attendee list (available 30 days following conference)

Information to acquire these items may be found via a link in the Exhibitors section of the TAAD website, www.taad.org/conference.html, or you may call the hotel directly at (713) 948-7400.

May I ship my booth directly to the hotel?

Yes, you may. Please make sure shipments arriving to the hotel are labeled appropriately, clearly marked for the TAAD Trade Show, to insure proper logging and tracking as well as easy access when it is requested for delivery. For more shipping information, please visit the Exhibitors section of the TAAD website: <http://www.taad.org/conference.html>.

Sponsorship Opportunities

TAAD's sponsorship program allows supporters to publicize their firm while supporting TAAD. As an Annual Conference Sponsor, your firm will gain broad exposure for your products and services, while being recognized as a TAAD supporter to hundreds of appraisal district decision makers.

All sponsors will receive:

- Ribbons for name badges recognizing sponsorship level
- Web link with company name and description posted on the TAAD website
- Display of company name on large signs throughout the conference
- Announcement of company name with sponsorship level at the Award's Luncheon
- Ability to purchase tickets to catered functions at member district prices

Diamond Level - \$7,500 and up:

- Top billing in conference advertising
- One complimentary Prime Trade Show Booth (if sponsor desires)
- Listing in conference program and APPRISER
- List of pre-registered attendees
- Two complimentary full registrations
- Complimentary lodging at host hotel for duration of conference
- Full page advertisement in APPRISER (two insertions)

Platinum Level - \$5,000 to \$7,499:

- Listing in conference program and APPRISER
- Five tickets to President's Breakfast
- Two luncheon tickets
- List of pre-registered attendees

Gold Level - \$2,500 to \$4,999:

- Listing in conference program and APPRISER
- Four tickets to President's Breakfast
- List of pre-registered attendees

Silver Level - \$1,000 to \$2,499:

- Listing in conference program and APPRISER
- Three tickets to President's Breakfast

Bronze Level - \$999 and below:

- Listing in conference program and APPRISER



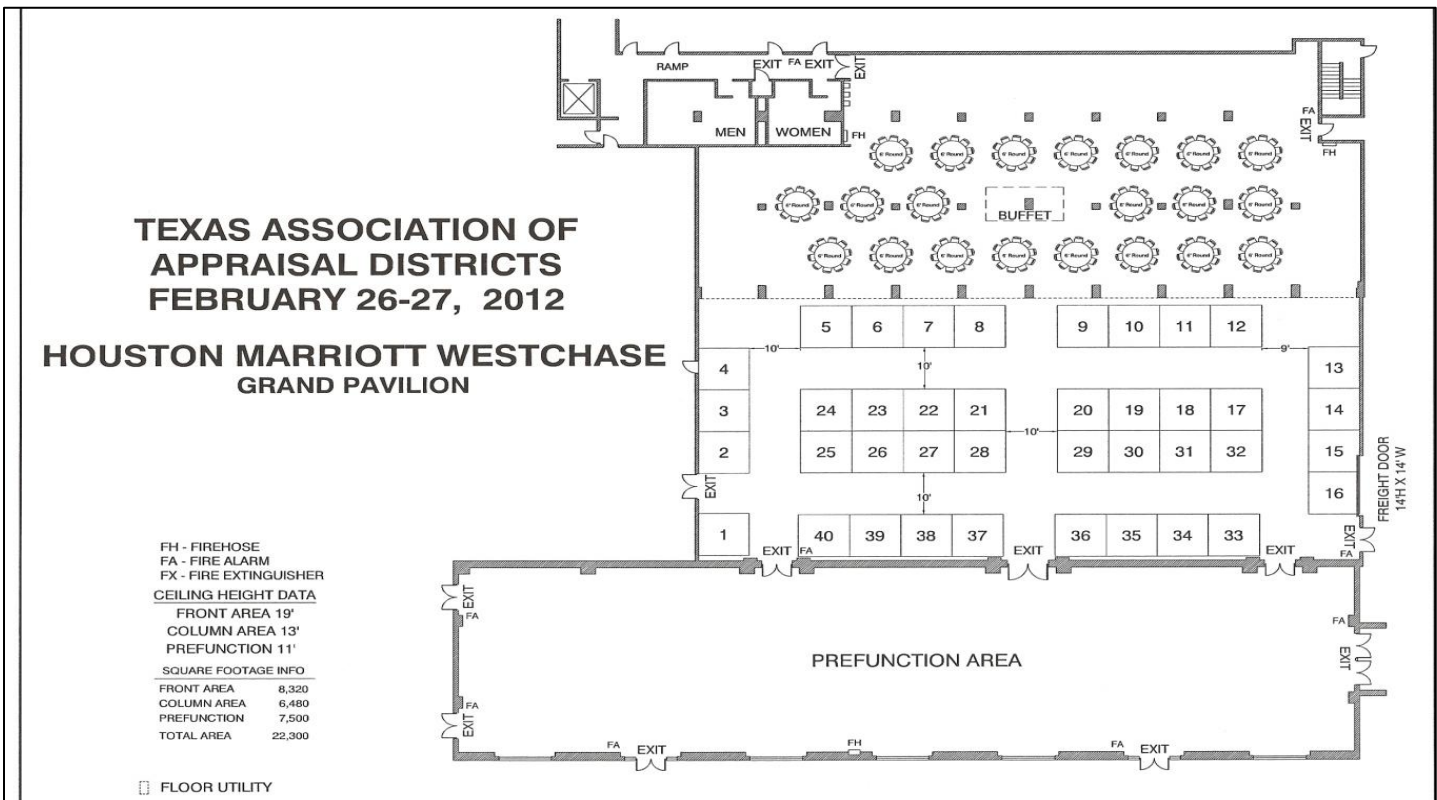
Housing Information

All exhibitors and registrants are responsible for making their individual hotel guest room reservations.

Note: The hotel is currently sold out. Contact TAAD if you would like to be placed on the waiting list for a guest room at the Marriott Westchase Hotel or visit our website, www.taad.org, for a list of hotels in the area.

Marriott Westchase Hotel
 2900 Briarpark Drive
 Houston, Texas 77042
 Phone: (713) 948-7400
Room rates: \$167/single or double

NOTE: TAAD will provide scheduled times during the Monday morning and afternoon breaks in the exhibit area for vendors to announce prize winners from each exhibit that is offering a special giveaway! Be sure to mark your Contract if your company will be participating.



TRADE SHOW BINGO!

Bring attendees to your booth by taking part in our Trade Show Bingo. This opportunity is open to the first 25 exhibitors that choose to take part. For \$50 have your name printed on a game card that all attendees receive at registration.

Exposition Rules and Regulations

Assignment of Exhibit Space – Exhibit space will be assigned on a first-come, first-served basis when application and payment are received. Show management reserves the right to relocate exhibitors or modify the floor plan should it be deemed necessary. Efforts will be made not to place competitors adjacent to each other.

Cancellation of Exhibit Space – Cancellations of booth space must be made in writing. On cancellations received on or before January 6, 2012, a \$400.00 cancellation fee will be assessed with the remainder refunded to exhibitor. From January 7, 2012, to January 27, 2012, a \$600.00 cancellation fee will be assessed. No refunds will be given after January 27, 2012. Show management reserves the right to refund any money paid for exhibit space on this contract and cancel space with no notice required.

In case of cancellation of the Conference Exhibition due to act of God, fire, strike or any other circumstances beyond the control of TAAD, the exhibitor will be refunded any money paid for booth space, less the prorated share for the expenses incurred by TAAD in connection with the exhibition. In case of cancellation of the Conference & Exposition for any other reason, or change in the place or date of the exhibition which is unsatisfactory to the Exhibitor, the Exhibitor will be entitled to a full refund of monies paid for exhibit space.

Application for Exhibit Space – Applications for an exhibit space should be made on the form provided herein, and must be accompanied by a payment for the full amount of the exhibit space. Exhibit space fees are as follows:

Type of Exhibit Booth	Postmarked by 01/20/2012	Postmarked after 01/20/2012
Prime (Booth Numbers: 1, 2, 25, 26, 27, 28, 29, 36, 37, 38, 39, 40)	\$1,000.00	\$1,500.00
Regular (Booth Numbers: 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 30, 31, 32, 33, 34, 35)	\$ 750.00	\$1,000.00

Publicity – A roster of all exhibitors will be posted on the TAAD web site and published in the TAAD newsletter, *THE APPRISER*. Conference attendees will receive a “Conference Program” that includes an exhibits directory (if appropriate paperwork is returned to TAAD on or before January 27, 2012). A preliminary list of pre-registered conference attendees will be provided by e-mail to exhibiting firms in early February. A complete list of all attendees will be available to each exhibiting firm by e-mail within 30 days of the conference.

Use of Display Space – In the event the exhibitor fails to install the display by 4 p.m. on Sunday, February 26, 2012, or fails to pay the full space rental at the time specified, or fails to comply with any provisions concerning the use of display space, Management shall have the right to take possession of said space and resell same, or any part thereof.

In case the exposition shall not be held, for any reason, the rental and lease of space to the exhibitor shall be terminated, in which case the limit of claim for damages and/or compensation by the exhibitor shall be the amount paid by the exhibitor for the space reserved.

Exhibit Facility – Exhibits for the 2012 Texas Association of Appraisal Districts will be located in the Marriott Westchase Hotel Grand Pavilion.

Exhibit Space – Each exhibit space will measure 10’ wide and 10’ deep and will include one 6’ table and two chairs. One exhibiting company per exhibit space. TAAD will provide divider partitions. All audio visual equipment and/or electricity must be purchased by using the appropriate forms included in the Exhibitor section of the TAAD website. All exhibits must stay within the confines of the contracted exhibit space.

Exhibit Criteria – TAAD, Inc., reserves the right to require any exhibitor to remove an exhibit or any part of an exhibit which, in the sole judgment of Management, is misleading or deceptive, in poor taste, or unsuitable to or not in keeping with the character and objectives of the conference.

All demonstrations, sales activities, and distribution of circular and promotional materials must be confined to the limits of the exhibitor’s table, except that which is specifically authorized by Management. Exhibitors must display only goods manufactured or dealt in by them in their regular course of business, unless otherwise approved by Management, except for special no-cost promotions which may be included as an exhibit attendance incentive.

Exhibits which include the operations of audio visual equipment or any noise-making machines may not operate the equipment in a manner that will disturb other exhibitors and their patrons. Exhibitors will not be allowed to play music.

The above and any other special or unusual exhibit construction or installation must be approved, in advance (no later than January 27, 2012), by Management.

Installation and Removal of Displays

Exhibitor Move-In Date: Sunday, February 26, 2012 1:00 p.m. – 4:00 p.m.

Exhibitor Move-Out Date: Monday, February 27, 2012 4:00 p.m. – 8:00 p.m.

- a) All displays must be erected and completely arranged for viewing by 4 p.m. on Sunday, February 26, 2012.
- b) Noisy or unsightly work in an exhibitor's area is prohibited during official exhibit hours.
- c) Goods received after the opening of the exposition must be delivered to the exhibitor. Goods and materials used in any display (except bona fide samples) may not be removed from the exhibit hall until the exposition has been officially closed without the approval of Management.
- d) All materials must be cleared from the hallways by Monday, February 27, 2012 by no later than 8 p.m.
- e) It is the sole responsibility of each exhibitor to have materials packed, identified, and cleared for shipment at that time.
- f) Management reserves the right with no liability whatsoever for damage, spoilage, or loss to dismantle, dispose of, store, and clear from the premises any display material, goods, property, or merchandise of an exhibitor who has failed to comply with the above requirements, or to order such work to be done at the sole expense of the exhibitor.
- g) Exhibits must not be disturbed, dismantled, or removed before 3:30 p.m., Monday, February 27, 2012.

Staffing of Exhibit Space – Exhibit space shall be staffed during official show hours. Exhibitor representatives are restricted to persons engaged in the display, demonstration, application or sale of the company's products and services. Exhibit personnel must wear official conference "Exhibitor" name badges furnished by Management at all times. Each exhibit space is limited to ten complimentary exhibitor badges. Additional badges may be purchased for \$50 per name badge. Exhibitor badges entitle the wearer to attend activities held in the exhibit hall. TAAD reserves the right to exclude from the exhibit area and/or the conference, without any refund or reimbursement, any Exhibitor, its employees, independent contractors, and agents of every kind, who breach this contract, behave inappropriately at conference functions or in the exhibit hall, violate the law, misrepresent his or her products or services, or otherwise bring discredit upon the conference or TAAD. Any such conduct shall constitute a material breach of this contract.

Decorations – Exhibitors and their agents shall not injure or deface the walls, floors, or any part of the hotel, table materials, or equipment of another exhibitor. When such damage occurs, the exhibitor causing such damage is liable to the owner of the property so damaged. Each exhibitor is charged with knowledge of any compliance with the laws, ordinances, and regulations pertaining to health, fire prevention, and public safety. All table decorations must be flameproof and all hangings must clear the floor. Electrical wiring must conform to all applicable electrical codes. If inspection indicates neglect in complying with these regulations, or otherwise indicates a fire hazard or damage, Management may cancel all or such part of a display as may be irregular, and effect the removal of same at the exhibitor's expense.

Electricity – Electricity **IS NOT INCLUDED** with exhibit space rental. To arrange for electricity for your exhibit space, please review the Marriott Westchase Hotel's electricity order form which will be in the Exhibitor section of the TAAD website.

Exhibitor's Representative – Each exhibitor will name one individual as its duly authorized representative to have

charge of their exhibit, and hereby accepts and assumes responsibility for such representative being in attendance at this exhibit. This individual will be responsible for the installation, operation, and removal of the exhibit. Said representative shall be authorized to enter such service contracts as may be necessary, for which the exhibiting company shall be responsible.

Liability and Insurance – TAAD, Inc. will NOT provide security guard service in the exhibit hall. Neither the TAAD, Inc. nor the owners of the Marriott Westchase Hotel assume any responsibility for exhibitor's property. Each party involved in the exhibit – TAAD, Inc., the Marriott Westchase Hotel, and the exhibitor agrees to be responsible for any claims arising out of their own negligence or that of their employees or agents. Each party agrees to be responsible for their own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy. Exhibitors shall, at their sole expense, procure and maintain throughout the term of the contract for exhibit space, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon resulting from the premises leased. Such insurance shall include contractual liability and products liability coverage. Exhibitor shall obtain and shall furnish with the exhibit contract, upon request from Management, a certificate of insurance evidencing the required insurance. All property of the exhibitor is understood to remain under his/her custody and contract to transit to, within, and in transit from the confines of the exhibit area.

Hold Harmless Clause – The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the Marriott Westchase Hotel and shall indemnify and hold harmless TAAD, Inc., and their agents, consultants, and employees from any and all such losses, damages, and claims.

2012 CONTRACT FOR EXHIBIT SPACE

TEXAS ASSOCIATION OF APPRAISAL DISTRICTS
31ST ANNUAL CONFERENCE & TRADE SHOW
MARRIOTT WESTCHASE HOTEL * HOUSTON, TEXAS
FEBRUARY 26-29, 2012

Texas Association of Appraisal Districts, Inc.
7700 Chevy Chase Drive, Building 1, Suite 425
Austin, Texas 78752

Phone: (512) 467-0402
Fax: (512) 452-0427
Website: www.taad.org

Agreement – By signing the Exhibit Contract, the exhibitor agrees to abide by the Rules and Regulations and all amendments thereto, as well as all decisions made by Management.

EXHIBITOR INFORMATION (All correspondence will be sent to the name/address listed below)

Company Name: _____

Contact Name: _____

Title: _____

E-mail Address: _____ Website Address: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: (____) _____ Fax: (____) _____

Companies/Products to which you prefer NOT to be adjacent: _____

PLEASE CHECK ALL THAT APPLY:	
EXHIBIT SPACE INFORMATION:	Postmarked by/on January 27, 2012 _____ \$1,000 Prime 10' x 10' Exhibit Space * _____ \$750 Regular 10' x 10' Exhibit Space Postmarked after January 27, 2012 _____ \$1,500 Prime 10' x 10' Exhibit Space * _____ \$1,000 Regular 10' x 10' Exhibit Space
DEMO SPACE INFORMATION:	<i>Only contracted exhibiting firms will be eligible for Demo Space.</i> \$250 per half-day block if postmarked by January 27, 2012 \$350 per half-day block if postmarked after January 27, 2012 Monday AM _____ Monday PM _____ Tuesday AM _____ Tuesday PM _____
TRADE SHOW BINGO:	<i>Only contracted exhibiting firms will be eligible for Trade Show Bingo.</i> _____ \$50 per spot, must be postmarked by January 27, 2012
PRIZE DRAWING:	Will you provide a prize for drawing? Yes _____ No _____

PAYMENT: Payment in the form of a check or money order to reserve Exhibit Space and Demo space(s) for the 2012 Conference must be submitted with this Contract. Contracts received without payment will not be accepted. Please mail completed form with payment to the address listed above.

CANCELLATION POLICY: Cancellation must be received in writing (per exhibit space reserved):

- Postmarked on or before January 6, 2012: \$400.00 cancellation fee
- Postmarked after January 7, 2012 and before January 27, 2012: \$600.00 cancellation fee.
- Cancellations postmarked after January 27, 2012 obligates the exhibitor to pay full rental.

In case the exposition shall not be held, for any reason, the rental and lease of space to the exhibitor shall be terminated, in which case the limit of claim for damages and/or compensation by the exhibitor shall be the amount paid by the exhibitor for the table space reserved.

PARTIES: This Contract is entered into by Texas Association of Appraisal Districts, Inc. (TAAD) and the Company/Organization listed herein (Exhibitor). The Contract will be effective on the date it is accepted by TAAD through 8 p.m. on Monday, February 21, 2012.

EXHIBIT SPACE ASSIGNMENT(S): All exhibit space will be awarded and assigned on a first-come, first-served basis. Complete the Contract and return it to the address at the top of this form.

AUTHORIZED SIGNATURES: We agree to abide by the provisions set forth in this Contract including without limitation the Exhibitor Rules and Regulations. The person signing on behalf of the Exhibitor represents and warrants to TAAD that he/she has full authority to sign this Contract. However, in the event he/she is not so authorized, he/she will be personally liable for the faithful performance of this Contract.

Signature: _____ Date: _____	FOR TAAD USE ONLY Date Received: _____ Amount: _____ Check #: _____ Exhibit Space #: _____ Demo: _____ Bingo: _____ Prize giveaway: _____
Print/Type Name: _____ Title: _____	
Accepted by TAAD: _____ Date: _____	
Doris M. Koch, Executive Director, TAAD	