



# 2020 PARTNERSHIP OPPORTUNITIES

## NALMCO 67<sup>TH</sup> ANNUAL CONVENTION & TRADE SHOW

OCTOBER 4–7, 2020

Renaissance Phoenix Glendale Hotel & Spa

9495 W. Coyotes Blvd.

Glendale, Arizona 85305

(623) 937-3700

**DEADLINE\* TO REGISTER:  
AUGUST 3, 2020**

*\*To be included on the event website, printed materials and signage.*

## 2020 NALMCO PARTNERSHIP OPPORTUNITIES

### ADVERTISING/SPONSOR PACKAGES

NALMCO makes it easy for you to promote your brand and meet with customers face-to-face. We offer bundled advertising/sponsor packages at a lower price-per-issue. Purchase a Platinum, Gold, Silver or Bronze Partnership Package for the [Annual Convention & Trade Show](#) and receive sponsorship, exhibit space, booth personnel, LM&M advertising and several additional benefits that allow you to reach members in print and in person for one price. Contact [meetings@nalmco.org](mailto:meetings@nalmco.org) for package details.

**Commitment deadline:** August 3, 2020. Partnerships (sponsorships) after August 3, 2020, are not guaranteed to be listed on the signage or receive a display plaque for your booth.

Premium exhibit spaces have been reserved for Partners (sponsors). The spaces are assigned on a first-come, first-served basis.

## ABOUT THE ANNUAL CONVENTION & TRADE SHOW

- On average, the NALMCO Annual Convention and Trade Show attracts over 250 attendees.
- Attendees include business owners, senior level management, design staff and lighting technicians.
- One-on-One appointments are available with the attendees.
- Networking opportunities are provided.

	<b>Early Bird</b> Rate effective through August 3, 2020.	<b>Regular</b> Rate effective starting August 4, 2020.
<b>PLATINUM PARTNERSHIP</b> <i>Only two (2) available.</i>	<b>\$12,000</b>	<b>\$13,000</b>
Representatives Included	Three (3)	Three (3)
Additional Representatives' Rate	\$950	\$1,150
10' Deep x 20' Long Booth Space <i>Includes pipe and drape of 8' high back wall, 3' high side rails, one (1) 6' skirted table, two (2) chairs, one (1) wastebasket, and one (1) 7" x 44" ID sign. Existing ballroom carpeting.</i>	X	X
<b>*NEW* Full Page Ad in Two (2) Issues of LM&amp;M Magazine*</b>	X	X
Access to all Educational Sessions and Published Events	X	X
One-On-One Appointments with General Members	X	X
Listing on Event Mobile Website	X	
Access to Downloadable Real-Time Attendee List	X	X
Listed on Event Signage	X	
Listed on Sponsor PowerPoint	X	X
Sponsor Plaque to Display on Booth	X	
Two (2) Minutes to Address Attendees	X	X
One (1) Golf Hole Sponsorship	X	
Company Named as a Designated Partner for One (1) of the Following: Monday Evening Reception   Tuesday Evening Reception	X	X

	<b>Early Bird</b> Rate effective through August 3, 2020.	<b>Regular</b> Rate effective starting August 4, 2020.
<b>GOLD PARTNERSHIP</b> <i>Only six (6) available.</i>	<b>\$9,300</b>	<b>\$10,500</b>
Representatives Included	Two (2)	Two (2)
Additional Representatives' Rate	\$950	\$1,150
10' Deep x 10' Long Booth Space <i>Includes pipe and drape of 8' high back wall, 3' high side rails, one (1) 6' skirted table, two (2) chairs, one (1) wastebasket, and one (1) 7" x 44" ID sign. Existing ballroom carpeting.</i>	X	X
<b>*NEW* Full Page Ad</b> in Two (2) Issues of <i>LM&amp;M Magazine*</i>	X	X
Access to all Educational Sessions and Published Events	X	X
One-On-One Appointments with General Members	X	X
Listing on Event Mobile Website	X	
Access to Downloadable Real-Time Attendee List	X	X
Listed on Event Signage	X	
Listed on Sponsor PowerPoint	X	X
Sponsor Plaque to Display on Booth	X	
One (1) Minute to Address Attendees	X	X
One (1) Golf Hole Sponsorship	X	
Company Named as a Designated Partner for One (1) of the Following: Sunday Evening Reception Drink Tickets   Monday Awards & Annual Meeting Luncheon   Tuesday Luncheon   Event Mobile Website   Attendee Tote Bag ( <i>must be received by 8/3</i> )	X	X

	<b>Early Bird</b> Rate effective through August 3, 2020.	<b>Regular</b> Rate effective starting August 4, 2020.
<b>SILVER PARTNERSHIP</b> <i>Only seven (7) available.</i>	<b>\$6,900</b>	<b>\$8,100</b>
Representatives Included	Two (2)	Two (2)
Additional Representatives' Rate	\$950	\$1,150
10' Deep x 10' Long Booth space <i>Includes pipe and drape of 8' high back wall, 3' high side rails, one (1) 6' skirted table, two (2) chairs, one (1) wastebasket, and one (1) 7" x 44" ID sign. Existing ballroom carpeting.</i>	X	X
<b>*NEW* Half (1/2) Page Ad</b> in One (1) Issue of <i>LM&amp;M Magazine*</i>	X	X
Access to all Educational Sessions and Published Events	X	X
One-On-One Appointments with General Members	X	X
Listing on Event Mobile Website	X	
Access to Downloadable Real-Time Attendee List	X	X
Listed on Event Signage	X	
Listed on Sponsor PowerPoint	X	X
Sponsor Plaque to Display on Booth	X	X
One (1) Golf Hole Sponsorship	X	
Company Named as a Designated Partner for One (1) of the Following: Monday Breakfast Buffet   Tuesday Breakfast Buffet   Monday Breaks   Tuesday Breaks   Monday Beverage Station   Tuesday Beverage Station   Golf Tournament Prizes   Attendee Name Badge Lanyards ( <i>must be received by 8/3</i> )	X	X

	<b>Early Bird</b> Rate effective through August 3, 2020.	<b>Regular</b> Rate effective starting August 4, 2020.
<b>BRONZE PARTNERSHIP</b> <i>Only eleven (11) available.</i>	<b>\$4,560</b>	<b>\$5,760</b>
Representatives Included	Two (2)	Two (2)
Additional Representatives' Rate	\$950	\$1,150
10' Deep x 10' Long Booth space <i>Includes pipe and drape of 8' high back wall, 3' high side rails, one (1) 6' skirted table, two (2) chairs, one (1) wastebasket, and one (1) 7" x 44" ID sign. Existing ballroom carpeting.</i>	X	X
<b>*NEW* Fourth (1/4) Page Ad in One (1) Issue of LM&amp;M Magazine*</b>	X	X
Access to all Educational Sessions and Published Events	X	X
One-On-One Appointments with General Members	X	X
Listing on Event Mobile Website	X	
Access to Downloadable Real-Time Attendee List	X	X
Listed on Event Signage	X	
Listed on Sponsor PowerPoint	X	X
Sponsor Plaque to Display on Booth	X	
Company Named as a Designated Partner for One (1) of the Following: Golf Tournament Hole (7 available)   Golf Tournament Weather   Golf Tournament Beverage Cart   Golf Tournament Breakfast   Golf Tournament Luncheon and Awards Ceremony   Electric Charging Station	X	X

\* For additional digital and print advertising, go to [www.NALMCO.org](http://www.NALMCO.org) or email [tvitzthum@associationsinc.us](mailto:tvitzthum@associationsinc.us)



## LARGE EQUIPMENT, TRUCK AND TRAILER PARKING

**Preregistration is required.**

Limited space is available for large equipment, truck and trailer parking and is included on a first-come, first served basis as part of your Partnership or exhibit booth purchase.

If you are planning to bring a truck, trailer or other large equipment as part of your exhibition, please contact Denise Hoffman, CMP, Event Management Professional, [meetings@nalmco.org](mailto:meetings@nalmco.org) to obtain the form and lock in your space.

## HOTEL INFORMATION

Renaissance Phoenix Glendale Hotel & Spa  
9495 W. Coyotes Blvd.,  
Glendale, Arizona 85305 USA  
+1 623-937-3700

## SLEEPING ROOM BLOCK INFORMATION

The sleeping room block opens November 2019.

Standard rooms for single occupancy are \$189.00. Room block for reduced rate drops September 9, 2020.

The room rate includes:

- Complimentary wireless internet in the sleeping room
- No resort fee
- Complimentary use of health facilities
- 48-hour cancellation policy

Please make your reservations early. While the hotel will guarantee the lower room rate until **September 9, 2020**, *this does not mean they can guarantee that rooms will be available. There are a limited number of rooms set aside at the hotel for NALMCO. Rooms are on a first-come, first-served basis.*

**NALMCO does not use a housing service to book sleeping rooms.** If you are contacted by a company other than NALMCO to book your sleeping room, please let NALMCO know.

## PARKING

Guests staying at the Renaissance Phoenix Glendale Hotel & Spa may choose to valet or self-park for \$20.00 per night with in/out privileges.

Attendees not staying at the Renaissance Phoenix Glendale Hotel & Spa may park in the city owned parking structure.

Rates are \$10 for 0–10 hours and may be paid when exiting the garage via credit card.

Parking rates are subject to change without notice.

## EXHIBIT SHOW HOURS

**Show Set-Up:** Sunday, October 4: 12:00–5:00 p.m.

**Show Tear-Down:** Tuesday, October 6: 3:45–5:30 p.m.

### Show Hours and Activities\*

#### Sunday, October 4:

6:30–7:30 p.m. (Exhibitor Light Cocktail Welcome Reception. Dinner on your own. Take this opportunity to invite clients out to dinner after the reception ends! Be sure to make restaurant reservations early.)

#### Monday, October 5:

7:00–3:45 p.m. (Breakfast, One-on-One appointments, breaks and Networking Event scheduled during this time.)

6:00–8:00 p.m. (Reception)

#### Tuesday, October 6:

7:00–3:15 p.m. (Breakfast, one-on-one appointments, breaks and Affiliate Business Meeting during this time)

6:00/30–8:00/30 p.m. (Reception)

#### Wednesday, October 7:

10:00 a.m.–4:30 p.m. Golf Tournament (Optional. Additional fees apply.)

*\*Exhibit show hours and schedule are subject to change.*

## ONE-ON-ONE APPOINTMENTS

NALMCO will provide you with a One-on-One appointment schedule template onsite so you can make appointments as you go!

## NETWORKING EVENT WITH EXHIBITORS

### Bring business cards!

On Monday, we have a fun-filled networking event with exhibitors planned! Like speed dating, this fast-paced networking event is designed to have each General Member speak to each Associate Member for two to three minutes. It is not designed to display products/services, rather, Associates need to be prepared to give their elevator speech.

To be prepared for this event, Associate Members will need to bring at least 100 additional business cards and a game plan for making One-on-One appointments. Appointment cards will be provided.

## SHOW CHECKLIST

- Partnership registration purchased by August 3, 2020.
- Booth materials shipped to Alliance no earlier than September 3, 2020.
- Hotel reservations made by September 9, 2020.  
  
Nights booked:   
  
Hotel confirmation number:
- Complimentary and Additional Representatives registered no later than September 9, 2020. (Opens online July 2020 [www.nalmco.org](http://www.nalmco.org))
- Golf registration completed and golf clubs ordered no later than September 9, 2020. (Optional) (Opens online July 2020 [www.nalmco.org](http://www.nalmco.org))
- Electrical and AV ordered no later than September 25, 2020.

## COMPLIANCE WITH LAWS

Exhibitor/Sponsor shall abide by all laws, rules, regulations, and ordinances of any applicable government authority and all rules of the Radisson Blu Mall of America, including but not limited to compliance with the Americans with Disabilities Act.

## GOVERNING LAW

This Agreement shall be governed in accordance with the laws of the State of Iowa without giving effect to any choice or conflicts of law principles. The parties agree to submit to the exclusive personal jurisdiction and venue of the state courts in Polk County, Iowa, or the Federal Court in the Southern District of Iowa for disputes relating to this agreement.

*Please note that Partnership fees do not include hotel accommodations, airfares or optional tours and activities. Spouses, significant others and children must pay the applicable registration fee if attending Convention functions. Only those individuals who register and have NALMCO Convention name badges/tickets may attend Convention events.*



# PARTNERSHIP (SPONSOR) REGISTRATION FORM

For booth only purchases, go to [www.nalmco.org](http://www.nalmco.org) to reserve your booth

Completion of registration and payment, online or paper, signifies you agree to abide by NALMCO Exhibitor Rules and Regulations.

An exhibitor packet will be sent to the Key (Administrative) Contact indicated on the registration form.

All payments must be in US funds. Registrations cannot be processed without payment.

Payment may be deductible as an ordinary and necessary business expense. Consult your tax advisor for further advice.

If you have questions about registration, please email Denise Hoffman, CMP, at [meetings@nalmco.org](mailto:meetings@nalmco.org).

NALMCO Tax ID #54-1080259. The NALMCO 2019 W-9 form can be found at [nalmco.org](http://nalmco.org) or by emailing [meetings@nalmco.org](mailto:meetings@nalmco.org).

## KEY (ADMINISTRATIVE) CONTACT INFORMATION

Organization Name \_\_\_\_\_

Key (Administrative) Contact Name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

## CHOOSE YOUR SPONSORSHIP

### PLATINUM

Early: \$12,000 | Starting August 3: \$13,000

- Monday Evening Reception  
 Tuesday Evening Reception

### GOLD

Early: \$9,300 | Starting August 3: \$10,500

- Sunday Evening Reception Drink Tickets  
 Monday Awards & Annual Meeting Luncheon  
 Tuesday Luncheon  
 Event Mobile Website  
 Attendee Tote Bag (must be received by 8/3)

### SILVER

Early: \$6,900 | Starting August 3: \$8,100

- Monday Breakfast Buffet  
 Tuesday Breakfast Buffet  
 Monday Breaks  
 Tuesday Breaks  
 Monday Beverage Station  
 Tuesday Beverage Station  
 Golf Tournament Prizes  
 Attendee Name Badge Lanyards (must be received by 8/3)

### BRONZE

Member Early: \$4,560 | After 8/30: \$5,760

- Golf Tournament Hole (7 available)  
 Golf Tournament Weather  
 Golf Tournament Beverage Cart  
 Golf Tournament Breakfast  
 Golf Tournament Luncheon and Awards Ceremony  
 Electric Charging Station

## BOOTH SELECTION

Select space as shown on floor plan (page 5)

1st Choice \_\_\_\_\_

2nd Choice \_\_\_\_\_

3rd Choice \_\_\_\_\_

Complimentary and additional representatives, golf and non-industry guests will be collected when online registration opens in July 2020.

Total Partnership Fee \_\_\_\_\_

## PAYMENT INFORMATION

Check  MasterCard  Visa  AMEX

Make check payable to NALMCO. Partnerships are not recognized until form and payment are received.

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Name on Card \_\_\_\_\_

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

### Remit signed Partnership (Sponsorship)

#### Agreement and payment to:

NALMCO  
1255 SW Prairie Trail Parkway  
Ankeny, IA 50023  
Phone (515) 334-1049  
Fax (515) 334-1174

[meetings@nalmco.org](mailto:meetings@nalmco.org)  
[www.nalmco.org](http://www.nalmco.org)

For more information, contact Denise Hoffman, CMP, [meetings@nalmco.org](mailto:meetings@nalmco.org), or (515) 334-1049.

## CONVENTION REGISTRATION AND CANCELLATION POLICY

- No refunds will be given for cancelled Partnerships (sponsorships).
- No refunds will be given for no shows.
- Partnership fees do not include hotel accommodations, airfares, travel or optional activities.

For internal use only:

Sponsor Account 4400 Project 49250 \_\_\_\_\_

Advertising Account 4300 Project 49256 \_\_\_\_\_



# EXHIBITOR RULES & REGULATIONS

## 1. CONDITIONS TO EXHIBIT

Anyone interested in offering any product or service to the interNational Association of Lighting Management Companies (NALMCO) audience MUST register in advance. Anyone offering any product or service to the NALMCO audience without proper registration will be subject to immediate dismissal from the Convention and Trade Show. The Exhibit contract becomes valid and space is reserved only upon receipt of payment for the total cost of exhibiting.

## 2. EXHIBIT SPACE

The space contracted for herein is to be used for the Exhibitor whose name appears on the contract for space. Exhibitors may not sublet or resell any portion of their contracted space nor allow their badges to be used by unauthorized persons. Firms, companies or organizations that have not contracted for exhibit space or paid the exhibit hall rate, will NOT be permitted to solicit business within the exhibit area. NALMCO reserves the right to prohibit or restrict and, if necessary, remove or require correction of any exhibit that is unsuitable or objectionable for the NALMCO Trade Show or the exhibit area. Partners are given premium exhibit space, otherwise, exhibit space is assigned on a first-come, first-served basis. NALMCO has the right to modify the exhibit hall floor plan if necessary.

## 3. UNOCCUPIED SPACE

If unoccupied on opening day, said space is considered forfeited. NALMCO reserves the right to rent such space to any other Exhibitor or use said space in any other manner. NALMCO has the right to modify the exhibit hall floor plan if necessary..

## 4. EXHIBITOR PERSONNEL

During official exhibit hours, a representative for the exhibiting company must be in the booth at all times. Booth registration includes complementary representatives as noted in sponsor information. Additional representatives may be added by registering at the appropriate fee.

## 5. SECURITY

The exhibit hall will be locked after-exhibit hours; however, hotel personnel will have access at all times. NALMCO has no liability for any loss or damage sustained by an exhibitor during such hours or at any time, whatever the cause.

## 6. INDEMNITY

It is expressly understood and agreed that the Exhibitor will hold harmless and make no claim against NALMCO or its officers, members or agents for any loss, damage to or destruction of property, nor for any injury that may occur to the Exhibitor, its agents or its employees while in the exhibit facilities, nor for any damages of any nature or character whatsoever, including direct or indirect damage as a result of loss of business arising out of the exhibition or cancellation thereof. The Exhibitor assumes the entire responsibility and liability for losses, damages and claims

arising out of Exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its owner and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims.

## 7. DAMAGE TO EXHIBIT FACILITIES

The exhibiting company must leave space assigned and occupied in the same condition as when possession began. Exhibitor is liable for damage to walls, columns, floor, carpet, ceiling, etc.

## 8. CHANGE OF FLOOR PLAN

NALMCO reserves the right to change the exhibit hall floor plan and/or exhibit locations without prior permission from the Exhibitor.

## 9. NON-ENDORSEMENT

The exhibiting of products and services at the NALMCO Convention and Trade Show does not constitute an endorsement by NALMCO or any product or service exhibited. Exhibitors are not permitted to represent in any manner that NALMCO has endorsed goods or services by the exhibiting company.

## 10. CANCELLATION OF CONTRACTED SPACE

No refunds will be given for cancelled Partnerships (sponsorships). No refunds will be given for no shows.

*Booth only purchase cancellations received prior to August 2, 2020, will be refunded less a \$300 processing fee. No refunds will be given after August 2, 2019. No refunds will be given for no-shows.*

## 11. CANCELLATION OF EXHIBITION

Should any cause (such as fire, strike or Acts of God, etc.) beyond the control of NALMCO arise prior to the opening date of the Trade Show causing its cancellation, it is understood and agreed that NALMCO will attempt to reschedule the event as near the original date and site as possible. If the event is not rescheduled, each prepaid exhibitor/Partner will receive a copy of the conference handouts and any other materials that would have been distributed. Fixed conference expenses will be paid from the pre-registration funds. Remaining funds will be refunded to pre-registrants. NALMCO is not responsible for any other costs incurred by pre-registrants in connection with the conference

## 12. AMENDMENTS

These Rules and Regulations have been formulated for the best interest of the Exhibitors and NALMCO Convention and Trade Show. All matters and questions not covered by these Rules and Regulations may be amended at any time by NALMCO and all amendments so made shall be equally binding on all parties affected by them as the original Rules and Regulations.

# NALMCO®

THE STANDARD FOR LIGHTING MANAGEMENT QUALITY SINCE 1953

NALMCO

1255 SW Prairie Trail Parkway

Ankeny, Iowa 50023-7068

[www.NALMCO.org](http://www.NALMCO.org)

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Glendale, AZ



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