

# NEW BEGINNINGS

## NERCA 2012



NORTH/EAST ROOFING CONTRACTORS ASSOCIATION INC.

*86<sup>TH</sup> Annual Convention and Trade Show*

March 20 – 22, 2012

**MGM GRAND AT FOXWOODS, MASHANTUCKET, CONNECTICUT**

Date: December, 2011  
To: NERCA 2012 Exhibitors  
From: Patsy Sweeney, Associate Executive Director  
Subject: Convention Information

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The 2012 NERCA Convention is quickly approaching and I need to finalize some important information with you. Attached you will find several documents pertaining to the show in Atlantic City. Please take a moment to look over these forms and respond if necessary. Also, please read the **EXHIBIT RULES AND REGULATIONS**. There is information in there concerning convention housing, insurance certificates, and exhibitor hospitality functions.

The forms enclosed include the following:

- **EXHIBITOR HOUSING** NERCA has selected the MGM Grand at Foxwoods for hotel accommodations. Please see enclosed housing information for reservation information.
- **BADGE REGISTRATION** Please register your personnel in advance. Registration is available on line at [www.nerca.org](http://www.nerca.org) or by sending in the registration form. Please note that badge registration for entrance to the exhibit hall is free for everyone.
- **MEETING/HOSPITALITY INFORMATION** Please take a moment to review the rules and regulations regarding meetings or hospitalities in conjunction with the NERCA Tradeshow. If you are in need of space please fill out the form provided in your packet.

Your **EXHIBITOR SERVICE MANUAL** will be sent to you from AEX Convention Services, if you have not received this information by January 8, 2012 please contact AEX Convention Services at 609/272-1600. This manual contains important information concerning convention center services, material handling, and labor costs. *Please note:* This year we are using Atlantic Exposition Services as the official service contractor.

If you have any questions, please contact me at the association office by phone at 781/849-0555, fax at 781/849-3223 or e-mail at [psweeney@nerca.org](mailto:psweeney@nerca.org). Thank you for your support and we look forward to seeing you at the MGM Grand at Foxwoods.

Sincerely,

Handwritten signature of Patsy Sweeney.

Patsy Sweeney  
Associate Executive Director

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## **RULES AND REGULATIONS**

These rules and regulations governing the North/East Roofing Contractors Association's annual trade show supplement the contract for space and have been established for the protection of everyone.

Please review these NERCA show rules as listed on the following pages.  
We believe that everyone is equal, regardless of size.

**For further information:**

**Patsy Sweeney, Associate Executive Director**

**Tracy Ramondi, Administrative Assistant**

**NERCA**

**100 Grossman Drive, Suite 300**

**Braintree, Massachusetts 02184**

**Telephone: 781/849-0555**

**Fax: 781/849-3223**

**E-mail: [psweeney@nerca.org](mailto:psweeney@nerca.org)**

**[tramondi@nerca.org](mailto:tramondi@nerca.org)**

**Website: [www.nerca.org](http://www.nerca.org)**

# SHOW RULES & REGULATIONS – MGM GRAND AT FOXWOODS

## 1. SHOW HOURS

Tuesday, March 20, 2012

1:30 p.m. - 6:30 p.m.

Wednesday, March 21, 2012

1:30 p.m. - 6:30 p.m.

Thursday, March 22, 2012

9:30 a.m. – 12:00 p.m.

Each exhibiting firm must provide an attendant in its booth space during all show hours.

## 2. INSTALLATION OF DISPLAY

Set-up: Monday, March 19, 2012

2:00 p.m. - 5:00 p.m.

Tuesday, March 20, 2012

8:00 a.m. - 12:00 p.m.

\*Exhibitors with large pieces of equipment must move in between **12:00 -2:00 PM ON MONDAY, MARCH 19**. Convention management prior to move in will notify you if you fall into this category.

**ALLOWED TO SET UP OR ENTER THE HALL IF THEIR BALANCE HAS NOT BEEN PAID.** SHOW MANAGEMENT RESERVES THE RIGHT TO HAVE SERVICE CONTRACTOR HOLD FREIGHT AND ORDERED SERVICES IF BALANCE HAS NOT BEEN PAID

Listing in the Exhibit Listing cannot be guaranteed for contracts received after February 15, 2012.

No refund will be made for space that is not used or for space that is unused during part of the exhibit. Should space remain unoccupied at the opening of the exhibit, NERCA may rent or use it without obligation of refund.

**CANCELLATION POLICY:** Spaces confirmed are not transferable, and a charge of 50% of the total cost of space rental will apply for all cancellations after October 1, 2011. The exhibiting company will be responsible for this charge even if payment has not been made before cancellation. No refund for exhibit space will be made after December 1, 2011. All Cancellations must be in writing and be received by mail or fax in the NERCA office.

## 5. USE OF EXHIBIT SPACE

Show management reserves the right to refuse rental of exhibit space to any company whose display of goods or services is not, in the opinion of show management,

**ALL DISPLAYS MUST BE FULLY SET UP AND READY BY 12:00 P.M. ON TUESDAY, MARCH 20.** If exhibitor's booth is not set by 12:00 p.m., NERCA reserves the right to set the booth at the exhibitor's expense.

## 3. DISMANTLING AND REMOVAL OF DISPLAYS

Dismantling period begins at 12:00 p.m. on Thursday, March 22 and must be completed by 9:00 p.m. that evening. All exhibitor displays or materials left in the hall after 9:00 p.m. on March 22 will be packed and shipped at the discretion of show management and all applicable service charges will be applied to the exhibitor of record.

**IN NO CASE WILL DISMANTLING BE ALLOWED BEFORE 12:00 P.M., ON THURSDAY, MARCH 22.** Penalties for future exhibiting including loss of exhibitor priority points will be imposed for any firm beginning to breakdown before 12:00 p.m.

## 4. PAYMENTS, CANCELLATIONS, REFUNDS

Contracts must be submitted with a minimum of 50% of the total space rental charge with the balance due on or before January 15, 2012. NERCA reserves the right to cancel exhibit space if the balance has not been received by February 1, 2012. **NO EXHIBITOR WILL BE**

compatible with the general character and objectives of the exhibit, or to remove or change exhibits it finds offensive.

## 6. SERVICES INCLUDED IN RENTAL FEE

Booth rental includes space, standard booth backdrop (8' high x 10' wide beige, black & yellow drapes), side rails (42" high side drape), and one standard identification sign. All other services provided by AEX Convention Services will be at the sole expense of the exhibitor.

## 7. AISLE

The aisle is under NERCA control and must not be used in any manner for exhibit space or promotion. Any exhibit display that is over 4feet, 6inches in height must be at least 5 feet from the front of the booth as to not block the booth next to it.

## 8. SUBLETTING OF EXHIBIT SPACE

Exhibitors are prohibited from assigning or subletting booths or any part of the space allotted them except upon written permission from NERCA. Please contact show management prior to exhibition.

## 9. SOUND

NERCA reserves the right to eliminate sound that interferes with other exhibitors; for example: bands, intercom systems, etc.

## 10. **SERVICE CONTRACTOR**

The official service contractor is:

AEX Convention Services

3089 English Creek Avenue

Egg Harbor TWP, NJ 08234

Phone: 609/272-1600

Fax: 609/272-1680

A complete exhibitor service kit will be sent to each exhibitor in late December.

The official service contractor will have complete control of all dock and loading facilities. He will receive all direct and advance shipments and van loads, handle all freight and provide all labor and equipment, as required. All services not ordered in advance must be procured through the Exhibit Service Desk, which will be maintained in the exhibit hall.

## 11. **NON-OFFICIAL CONTRACTOR RULES**

Exhibitors must use their own bonafide personnel or personnel hired from AEX Convention Services for installing and dismantling exhibits.

Non-Official Installation and Dismantling Contractors must use labor supplied by AEX Convention Services. Supervision of AEX Convention Services personnel by the Non-Official is allowed.

The following is required:

Exhibitor must advise AEX Convention Services by mail, thirty days prior to the show, of their intent to hire an outside installation and dismantle company or exhibit house to supervise the erection of their exhibit.

Non-Official contractor must furnish proof of adequate insurance, in the form of a policy rider furnished by their broker to the AEX Convention Services office no less than thirty days in advance of the actual installation dates.

Non-Official contractor must furnish Show Management the names, addresses, and telephone numbers of key executives for emergency contact.

All personnel must be properly badged at show site.

This statement and insurance rider is not required by the exhibitors who plan to set-up and dismantle their own booths or equipment with their own employees.

All Non-Official Installation and Dismantling Contractors (supervisors) will be allowed on the exhibit floor only during official installation and dismantling hours, and must

be identified with a temporary work pass, either supplied by Show Management or the Official Service Contractor.

## 12. **MATERIAL HANDLING**

Work rules require that the official drayage contractor off-load all equipment and display material from common carriers or van lines. The use of fork trucks and pallet jacks is permitted only by personnel of the official drayage contractor. Exhibitors are allowed to perform their own material handling, provided they meet all of the following criteria:

Personnel performing the work must be bonafide, full-time company employees of the exhibiting company.

They must be off-loading from a car, van, or truck owned by personnel of the exhibiting company.

They may use only hand-operated equipment, which they have provided; two-wheeled hand trucks and four-wheeled flat trucks are permitted. The use of fork trucks, pallet jacks and any other mechanical equipment is not permitted by anyone other than the official drayage contractor.

## 13. **LABOR / UNION INFORMATION**

Electrical, Telephone, Plumbing, Audio Visual, and Food and Beverage Services are exclusive contracts performed by employees of MGM Grand at Foxwoods. Licensed electricians provide all building power sources and perform hard-wiring installations as required. Plumbers provide all water/drain/compressed air sources to the booth. Telephone communications technicians will provide all communication and data lines. {Please see **SERVICE ORDER FORMS** in the Service Kit}

## 14. **CARE OF BUILDING**

Nothing can be posted on, taped, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture, or other properties of the MGM Grand at Foxwoods. At the conclusion of the exhibit, the exhibiting firm must surrender space occupied by it in the same condition as it was at the time the space was initially occupied. Cost of repairing any damages to Exhibit Hall will be billed to the responsible exhibitor.

If you need a list of the basic minimum rules and regulations for all shows, exhibition, special events, and function operated within the MGM Grand at Foxwoods, please contact AEX Convention Services at 609/272-1600.

## 15. **LIABILITY AND INSURANCE**

### **INDEMNIFICATION**

Exhibitor waives, releases and agrees to indemnify and hold harmless the North/East Roofing Contractors Association, Inc., including its officers, employees or agents, from all damages, losses, expenses, claims and injuries, including liabilities for injuries to persons or property, and for damage to property, including the loss of use thereof and the costs and expenses of defending any and all claims arising out of the use of the MGM Grand at Foxwoods by the Exhibitor or any person admitted to the MGM Grand at Foxwoods by the Exhibitor or by reason of any person's affiliation with the Exhibitor or that are sustained at the Exhibitor's booth or on account of the Exhibitor.

### **INSURANCE COVERAGE REQUIREMENTS.**

Exhibitors shall procure, pay for, and maintain at least the minimum insurance said forth below.

1 Commercial General Liability/or broad form comprehensive general liability, to include:

- a. Premises/operations
- b. Products/completed operations hazard
- c. Broad form contractual liability
- d. Personal injury liability
- e. North/East Roofing Contractors Association, Inc. operations inclusive
- f. Limits of not less than \$1,000,000 combined single limit for bodily injury, personal injury and property damage

2 Workers' Compensation Insurance.

The limits provided shall be statutory. If the Exhibitor is a self insurer for Workers' Compensation, a Letter of Certification from the industrial commission of its state of domicile showing them to be an approved or authorized self insurer or member of the state compensation fund shall be provided.

3 Employer's Liability Insurance with the following limits shall be provided:

- a. Bodily Injury by Accident: \$100,000 each accident
- b. Bodily Injury by Disease: \$100,000 policy limit
- c. Bodily Injury by Disease: \$100,000 each employee

4 Commercial Property or Inland Marine Insurance.

These policies shall specifically insure the property of the Exhibitor in, on or adjacent to the MGM Grand at

Foxwoods against the normal perils covered by such insurance on a broadform, all-risk basis. Each insurer of any policy of such insurance (or if any self insurance retention program or deductible exists with respect to such claim, the Exhibitor) shall waive its right of subrogation or its right to pursue in its favor any and every claim arising in its favor against North/East Roofing Contractors Association, Inc. with respect to any loss or claim arising from or as a result of the Exhibitor's participation in or presence at North/East Roofing Contractors Association Inc.'s 86th Annual Convention and Trade Show.

5 Commercial Automobile Liability Insurance or Business Auto Policy, covering:

- a. Bodily injury (including death) or property damage arising from any accident or occurrence caused by or arising from the ownership, maintenance or use of any owned, non-owned, hired or leased vehicle used by the Exhibitor.
- b. The minimum limit to be provided by this policy shall be not less than \$1,000,000 combined single limit for bodily injury or property damage liability.
- c. North/East Roofing Contractors Association, Inc. shall be named as additional insured, but only with respect to the operations of the Exhibitor on, at, in or adjacent to the premises of the MGM Grand at Foxwoods during the entire period commencing on March 19, 2012 and ending on March 22, 2012 both dates inclusive.

**CERTIFICATE OF INSURANCE.** Exhibitor shall furnish North/East Roofing Contractors Association, Inc. with a Certificate of Insurance on or before March 2, 2012.

1. The certificate shall be completed so as to certify that North/East Roofing Contractors Association, Inc. has been added as additional insured under both the general liability insurance policy and the automobile liability insurance policy issued to the Exhibitor.
2. The insurance policies certified by that certificate may not be materially changed or terminated without 30 days prior notice to North/East Roofing Contractors Association, Inc.
3. The policies issued to the Exhibitor shall explicitly provide that they shall cover all operations of the Exhibitor and the entire Exhibitor's property located at, in, or on the convention facility.

4. The insurance carriers used to provide the insurance satisfying the insurance requirements set forth below shall be licensed and admitted to do business in the state in which the convention facility is located, or shall be named on the list of qualified unauthorized insurers maintained and approved by the insurance department of the state in which the convention facility is located. Such insurance carriers in no event shall have an A. M. Best's rating of less than A.

#### **16. FIRE REGULATIONS**

All materials used in the Exhibit Hall or any other room of the MGM Grand at Foxwoods must be non-flammable to conform to the Fire Regulations of the State of Connecticut. Exhibitors having said materials MUST have available for inspection a "Certificate of Flame proofing" while attending the trade show. Packing containers, excelsior, wrappings, and similar materials must be removed from the exhibit area and not stored under tables or behind displays. Exhibitor shall not, without the prior written consent of NERCA and the MGM Grand at Foxwoods put or operate any engine or motor or machinery on the premises, or use oils, burning fluids, gasoline, kerosene, naphtha, propane gas or any other type of bottled gas or engine for either mechanical or other purposes. Electrical wiring and equipment installation must conform to the National Electrical Code and the Electrical Code of the MGM Grand of Foxwoods. Material not conforming to such regulations will be removed immediately at the exhibitor's expense.

If you need a list of the basic minimum guidelines and requirements for all shows, exhibition, special events, and function operated within the MGM Grand at Foxwoods please contact AEX Convention Services at 609/272-1600.

#### **17. PROMOTION OR SALES SCHEMES**

To protect exhibitors from expensive schemes or other competitive advertising projects, NERCA does not authorize any firm or individual to solicit exhibitors on any basis because of their participation in the show. The names of any individuals or firms doing so should be promptly reported to NERCA. This restriction does not pertain to solicitations for the regular issues of recognized roofing trade publications or other publications specifically authorized to solicit.

#### **18. BADGES/REGISTRATION**

Exhibitors should pre-register their personnel. Entrance to the exhibit hall is free this year. Please register on-line at [www.nerca.org](http://www.nerca.org) or return the form included in this package to the association office by March 12, 2012.

No one will be allowed in the exhibit hall (before, during, or after trade show hours) without proper registration identification.

In order to expedite the badge pick up process, we will have a separate booth for exhibitor badge pick up. If a name is not included on your Exhibitor Badge List or you have neglected to submit your Exhibitor Badge List, they will have to register on-site.

#### **19. OUTSIDE ENTERTAINMENT AND SPECIAL MEETINGS**

Show Management must be notified of all requests for exhibitor-sponsored functions, (including hospitality suites, social activities, and business meetings) in writing no later than March 9, 2012. A request for space form is included in this packet.

Exhibitors shall not organize, promote, publicize, or invite organized group attendance at, or provide transportation to or from any outside entertainment or meeting (including hospitality suites, social activities, and business meetings) for persons attending the Convention, or any of the advertised convention dates during periods when either exhibits, seminars, or regular convention events are scheduled except as approved in writing by NERCA. Penalties for future exhibiting will be imposed.

Exhibitor Hospitality night will be held on **Tuesday, March 20, 2012 beginning at 6:30 p.m.** It is the decision of NERCA's Board of Directors, not to allow exhibiting companies to sponsor any type of hospitality functions outside of the MGM Grand at Foxwoods. Deliberate violation of this rule could jeopardize an exhibitor's ability to participate in future NERCA trade shows.

## 20. **HOTEL RESERVATIONS**

**NERCA will be using the MGM Grand at Foxwoods as this year's headquarters hotel.**

To take advantage of the special convention rates, your reservations must be made directly to the MGM Grand at Foxwoods. To reserve your room online log onto their website

<https://resweb.passkey.com/go/nerca2012>

You may also reserve your room by phone at **800/369-9663**. Please provide agent with the group code **-MI3468**.

Reservations can also be made online by logging on to <http://www.nerca.org> click on conventions and follow the link provided.

The cut-off date to receive the discounted rate is March 5, 2012. Any reservation made after the cut-off date are on a space availability basis and subject to prevailing rates.

All reservations must be guaranteed and accompanied by a first night's room deposit, guaranteed with a major credit card.

Cancellation policy at the hotel requires rooms to be cancelled 48 hours prior to the day of arrival in order to avoid a cancellation penalty. Failure to give proper notification will result in the first night's room rate being charged to the guest. A valid cancellation number is necessary to avoid a no-show charge.

### **MGM Grand at Foxwoods SPECIAL CONVENTION RATES:**

#### *Run of the House*

<i>Single/ Double</i>	<i>\$150.00</i>
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*All room rates are per room per night and are subject to all state and city taxes and include an association fee.*

## 21. **INTERPRETATION AND ENFORCEMENT**

NERCA has full power of interpretation and enforcement of these rules and may amend them at any time. Any matters not specifically covered herein are subject to decision by NERCA and all decisions so made shall be binding and all parties affected by them as the original regulations. NERCA reserves the right to make such changes, amendments and additions to these rules as considered advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any such change.

## 22. **RESOLUTION OF DISPUTES**

In the event of a dispute or disagreement between an exhibitor and an official contractor, or between an exhibitor and a labor union or labor union representative, or between two or more exhibitors, all interpretations of the rules governing the exposition, actions or decision concerning this dispute or disagreement by show management intended to resolve the dispute or disagreement shall be binding to the exhibitor (the exhibiting firm's employee, representative or agent), Show Management may close the offending exhibiting firm's display. The exhibitor expressly agrees to hold show management harmless and prepayment will not be refundable. Show management also reserved the right to refuse to rent future exhibit space to the offending exhibitor.

## 23. **ADDITIONAL INFORMATION:**

All inquiries should be directed to:

North/East Roofing Contractors Association Inc.

Attention: Patsy Sweeney or Tracy Ramondi

100 Grossman Drive, Suite 300

Braintree, MA 02184

Telephone: 781/849-0555

Fax: 781/849-3223

E-mail: [psweeney@nerca.org](mailto:psweeney@nerca.org), [tramondi@nerca.org](mailto:tramondi@nerca.org).

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*86<sup>TH</sup> Annual Convention and Trade Show*

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**MGM GRAND AT FOXWOODS, MASHANTUCKET, CONNECTICUT**

## **New Product Pavilion**

Located on the Show Floor, NERCA will be having a New Product / Green Product Pavilion. This is a must stop for attendees looking for the new and hottest industry trends and the latest in cool and green products.

Don't miss out on securing your space in the Pavilion. Space is limited  
To sign up for a table in the Pavilion you must have a booth in the show.  
The cost for a table in the Pavilion is \$100.00.  
A company representative must be present in the pavilion during show hours.

If you are interested in securing a spot in the Pavilion, please fill out the information below and return to the association office by e-mail [psweeney@nerca.org](mailto:psweeney@nerca.org) , fax or mail.

COMPANY NAME: \_\_\_\_\_ Contact : \_\_\_\_\_

COMPANY ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

PRODUCT EXHIBITING IN PAVILION: \_\_\_\_\_

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PAYMENT INFORMATION \$100.00

CHECK IS ENCLOSED

CREDIT CARD PAYMENT (please fill in details as follows)

CREDIT CARD # \_\_\_\_\_ NAME ON CARD \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

SIGNATURE \_\_\_\_\_



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**MGM GRAND AT FOXWOODS, MASHANTUCKET, CONNECTICUT**

### **INSURANCE CERTIFICATES**

**Due: March 2, 2012**

Each exhibitor must provide a certificate of insurance evidencing specified coverage for the North/East Roofing Contractors Association's MGM Grand at Foxwoods Tradeshow. NERCA's contractual responsibility to the convention center requires evidence of this insurance coverage from all exhibitors.

Below, please find a quick checklist of the required coverage:

- ❑ **Name and Address of the Insured:** (Name of the exhibitor as stated on the *Contract for Exhibit Space* must appear on the Certificate. Please note: Parent or holding companies may be listed as the insured, however, the exhibiting company name must still be listed.)
- ❑ **Commercial General Liability Coverage:** Limits not less than \$1,000,000 combined single limit for bodily injury, personal injury and property damage.
- ❑ **Effective Policy Dates:** Must be valid March 19, 2012 through 11:59 p.m., March 22, 2012.
- ❑ **Automobile Liability Coverage:** Coverage's must be evidenced **ONLY** for those exhibitors driving or exhibiting a vehicle(s) on the trade show floor.
- ❑ **Workers' Compensation Coverage:**
  - Bodily Injury by Accident: \$100,000 each accident
  - Bodily Injury by Disease: \$100,000 policy limit
  - Bodily Injury by Disease: \$100,000 each employee
- ❑ **List of Additional Insured:** The Certificate of Insurance is to list North/East Roofing Contractors Association, Inc. as additional insured.
- ❑ **Address for Additional Insured:** The address for the North/East Roofing Contractors Association Inc. is 100 Grossman Drive Suite 300, Braintree MA 02184.

If you have any questions or problems, please contact me at the association office by phone at 781.849-0555, fax at 781.849.3223, or e-mail at [psweeney@nerca.org](mailto:psweeney@nerca.org). Thank you for your cooperation.

100 Grossman Drive, Suite 300, Braintree Massachusetts 02184  
Telephone: 781/849-0555 Fax: 781/849-3223

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## **MEMBERSHIP DIRECTORY**

Date: December, 2011  
From: Patsy Sweeney, Associate Executive Director  
Subject: Annual Membership Directory

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NERCA is pleased to announce that we will be publishing our Annual Membership Directory for the year 2012. The directory is comprised of our membership rosters, officer and director listings, committee assignments, bylaws, and code of ethics. The directory also includes a listing of exhibitor's product descriptions

Copies of this membership directory are distributed throughout the northeast area of the country to architects, engineers, developers, general contractors, real estate firms, roofing consultants, manufacturers and suppliers, construction users, and to customers through individual member firms. This distribution is extensive and we receive many calls for additional directories throughout the year. It has been the official roofing contractor's directory for the Northeast for the past 39 years.

Enclosed is an order form should you wish to advertise. Please fill it out and return it to us with your **CAMERA READY AD COPY**. Please note: if you wish to run a four-color ad, you will need to supply us with artwork on a disk (any publishing program except Microsoft Word).

If you have any questions or problems, please call Tracy Ramondi or myself at the association office at 781/849-0555.

Again, I thank you for your support.

100 Grossman Drive, Suite 300, Braintree Massachusetts 02184  
Telephone: 781/849-0555 Fax: 781/849-3223

# **NERCA Membership Directory**

## PRINTED IN CONJUNCTION WITH **NERCA's 86th Annual Convention and Trade Show**

### Official Order Form For Advertising In The **NERCA MEMBERSHIP DIRECTORY**

COMPANY	_____	CONTACT	_____
ADDRESS	_____	TELEPHONE	_____
CITY	STATE	ZIP	_____

Full Page - **4 Color Ad\*** 7 1/2" vertical x 5 1/2" horizontal \$575.00

**\*You must supply us with artwork on a disk for 4 color ads (any publishing program except Microsoft Word)**

- |                                       |                                     |          |
|---------------------------------------|-------------------------------------|----------|
| <input type="checkbox"/> Full Page    | 7 1/2" vertical x 5 1/2" horizontal | \$285.00 |
| <input type="checkbox"/> Half Page    | 3 3/4" vertical x 5 1/2" horizontal | \$210.00 |
| <input type="checkbox"/> Half Page    | 7 1/2" vertical x 2 3/4" horizontal | \$210.00 |
| <input type="checkbox"/> Quarter Page | 3 3/4" vertical x 2 3/4" horizontal | \$175.00 |
| <input type="checkbox"/> Quarter Page | 1 7/8" vertical x 5 1/2" horizontal | \$175.00 |

Enclosed is a check in the amount of \$ \_\_\_\_\_ **(CHECK MUST ACCOMPANY YOUR ORDER, WE WILL NOT INVOICE FOR ADS)**

**Please attach your CAMERA READY AD COPY to this form (the way you wish it to appear in the convention directory) if you are supplying us with a new ad or require changes.**

Send ad copy along with your CHECK made payable to NERCA at  
**100 Grossman Drive - Suite 300, Braintree, MA 02184**

Or please supply us with your credit card information in the space provided below.

Should you have any questions please contact Patsy Sweeney or Tracy Ramondi at 781/849-0555

#### **Payment Details – Convention Order Form**

Credit Card #	Expiration Date:	<b>Name on Card – Zip code of Cardholder</b>
Security Code #	Amount being charged:	

**DEADLINE FOR COPY IS FEBRUARY 3, 2012**

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NORTH/EAST ROOFING CONTRACTORS ASSOCIATION INC.

*86<sup>TH</sup> Annual Convention and Trade Show*

March 20 – 22, 2012

**MGM GRAND AT FOXWOODS, MASHANTUCKET, CONNECTICUT**

## **CONVENTION ACCOMMODATIONS**

**RESERVATION DEADLINE – MARCH 5, 2012 BY 5:00 P.M.**

**NERCA will be using the MGM Grand at Foxwoods as this year's headquarters hotel.**

TO TAKE ADVANTAGE OF THE SPECIAL CONVENTION RATES, YOUR RESERVATIONS MUST BE MADE DIRECTLY TO THE MGM GRAND AT FOXWOODS. TO RESERVE YOUR ROOM ONLINE LOG ONTO THEIR WEBSITE:

<https://resweb.passkey.com/go/nerca2012>

YOU MAY ALSO RESERVE YOUR ROOM BY PHONE AT 800/369-9663. PLEASE PROVIDE AGENT WITH THE GROUP CODE – M13468.

RESERVATIONS CAN ALSO BE MADE ONLINE BY LOGGING ON TO <http://www.nerca.org> CLICK ON CONVENTIONS AND FOLLOW THE LINK PROVIDED.

AS STATED ABOVE THE CUT-OFF DATE TO RECEIVE THE DISCOUNTED RATE IS March 5, 2012. ANY RESERVATION MADE AFTER THE CUT-OFF DATE ARE ON A SPACE AVAILABILITY BASIS AND SUBJECT TO PREVAILING RATES.

ALL RESERVATIONS MUST BE GUARANTEED AND ACCOMPANIED BY A FIRST NIGHT'S ROOM DEPOSIT, GUARANTEED WITH A MAJOR CREDIT CARD.

CANCELLATION POLICY AT THE HOTEL REQUIRES ROOMS TO BE CANCELLED 48 HOURS PRIOR TO THE DAY OF ARRIVAL IN ORDER TO AVOID A CANCELLATION PENALTY. FAILURE TO GIVE PROPER NOTIFICATION WILL RESULT IN THE FIRST NIGHT'S ROOM RATE BEING CHARGED TO THE GUEST. A VALID CANCELLATION NUMBER IS NECESSARY TO AVOID A NO-SHOW CHARGE.

### **MGM Grand at Foxwoods SPECIAL CONVENTION RATES:**

*Single/ Double*                      \$150.00

100 Grossman Drive, Suite 300, Braintree Massachusetts 02184  
Telephone: 781/849-0555 Fax: 781/849-3223

# 2012 Exhibitor Registration Form

Exhibitors should pre-register. Please register on-line at [www.nerca.org](http://www.nerca.org) or return this form to the association office by March 12, 2012. Entrance to the exhibit hall is free this year. There is no charge for badges.

Please complete the information below exactly as you would like it to appear on your badges.

Exhibiting Company Name:					
Contact Person:		E-mail:			
Address:					
City:		State:		Zip Code:	
Telephone:		Fax:			

Exhibitor's Name	Registration By 3/12/2012*		City and State To be displayed on Badge if different from above	Luncheon Ticket \$40	Industry Night Ticket \$60	Subtotal for each person
	Member	Non- member				
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						

All registrations must be paid for in advance. There will be no billing for any tickets.

Payment Method	<input type="checkbox"/> Amex	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Visa	<input type="checkbox"/> Discover	<input type="checkbox"/> Check
Card Number	_____			Expiration Date	_____
Security Code	_____				
Name on Card	_____			Signature	_____
Mailing Address of Credit Card Statement	_____				
	City	_____	State	_____	Zip
		_____		_____	_____

**PLEASE REGISTER ON-LINE AT [WWW.NERCA.ORG](http://WWW.NERCA.ORG) OR RETURN THIS FORM TO THE ASSOCIATION OFFICE BY MARCH 12, 2012!**

Return TO: NERCA 100 Grossman Drive Suite 300 • Braintree, Massachusetts 02184

Fax: 781/849-3223 Email: [tramondi@nerca.org](mailto:tramondi@nerca.org)

# NEW BEGINNINGS

NERCA 2012



NORTH/EAST ROOFING CONTRACTORS ASSOCIATION INC.

*86<sup>TH</sup> Annual Convention and Trade Show*

March 20 – 22, 2012

**MGM GRAND AT FOXWOODS, MASHANTUCKET, CONNECTICUT**

## **Request for Meeting & Hospitality Space**

**In order to ensure that the convention runs smoothly, from start to finish, the board of directors will again enforce last year's policy regarding exhibitor hospitalities, business meetings, and social events.**

Below is the language from the exhibiting rules and regulations.

### **OUTSIDE ENTERTAINMENT AND SPECIAL MEETINGS**

Show Management must be notified of all requests for exhibitor-sponsored functions, (including hospitality suites, social activities, and business meetings) in writing no later than March 9, 2012. A request for space form is included in this packet.

Exhibitors shall not organize, promote, publicize, or invite organized group attendance at, or provide transportation to or from any outside entertainment or meeting (including hospitality suites, social activities, and business meetings) for persons attending the Convention, on any of the advertised convention dates during periods when either exhibits, seminars, or regular convention events are scheduled except as approved in writing by NERCA. Penalties for future exhibiting will be imposed.

Exhibitor Hospitality night will be held on Tuesday, March 20, 2012 beginning at 6:30 p.m. It is the decision of NERCA's Board of Directors, not to allow exhibiting companies to sponsor any type of hospitality functions outside of the MGM Grand at Foxwoods. Deliberate violation of this rule could jeopardize an exhibitor's ability to participate in future NERCA trade shows.

Attached you will find a request for meeting space form. If you are interested in holding an event, please complete the form and return it to the association office by March 9, 2012. Show Management will review the request and forward the information to the appropriate facility. You will then be notified in writing of who to contact to finalize the details of your event. (Please note: It is also part of our contracts with these facilities not to sell or reserve function space without the consent of show management.)

If you have any questions or problems with this policy, please contact Patsy at the association office. Thank you for your cooperation and we look forward to a successful convention in March.

# Request for Meeting/Hospitality Space

**NERCA's 86th Annual Convention and Trade Show**

**MGM Grand at Foxwoods**

**Mashantucket, Connecticut**

**March 20-22, 2012**

Company Name:

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Event Contact:

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Company Address:

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City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

TYPE OF EVENT/FUNCTION:

---

EVENT/FUNCTION DATE:

---

MEETING/FUNCTION TIME:

---

APPROXIMATE ATTENDANCE:

**PLEASE CHECK THE FOLLOWING ITEMS IF NEEDED FOR YOUR MEETING. THIS WILL ASSIST THE FACILITY IN PREPARING FOR YOUR EVENT.**

- |   |             |  |             |
|---|-------------|--|-------------|
| <input type="checkbox"/> Entertainment      | type: _____ | <input type="checkbox"/> Food          | type: _____ |
| <input type="checkbox"/> Dance floor        | type: _____ | <input type="checkbox"/> Beverages/bar | type: _____ |
| <input type="checkbox"/> Audio visual equip | type: _____ | <input type="checkbox"/> Decorations   | type: _____ |
| <input type="checkbox"/> Other              | type: _____ |  |             |

Please return this form to Patsy Sweeney at the association office by fax at 781.849.3223 or e-mail [psweeney@nerca.org](mailto:psweeney@nerca.org) as soon as possible.

# NEW BEGINNINGS

NERCA 2012



NORTH/EAST ROOFING CONTRACTORS ASSOCIATION INC.

*86<sup>TH</sup> Annual Convention and Trade Show*

March 20 – 22, 2012

**MGM Grand at foxwoods, mashantucket, connecticut**  
**2011 Exhibitor Priority Points Rules**

Below is the cumulative formula used to determine your exhibitor priority points. These points are used to determine the order of selecting booth space for the 2012 trade show. This year's booth selection will be held during the show. Exhibitors will be notified of their assigned times to pick their booth.

1 point for each 10x10 booth

1 point for membership

4 points for a 4 Color Full Page Ad in Membership Guide

3 points for a Full Page Ad in Membership Guide

2 points for a Half Page Ad in Membership Guide

1 points for a Quarter Page Ad in Membership Guide

1 point for every \$500 of sponsorship dollars (convention sponsorships only)

(½ point for \$250 increments)

Bonus Point:

1 point if you are a member, take a booth, and place an ad in the membership directory.

**Please note:** It is the decision of the NERCA Executive Committee that when one exhibiting company purchases another exhibiting company, they shall receive the points for both companies, which have been accumulated during the current year only. Previous year's points and totals will not be transferred to the purchasing company. Show management must be notified in writing of such purchases at least 30 days prior to show commencement. There will not be any changes made to priority points after, March 1, 2011.

# NEW BEGINNINGS

NERCA 2012



NORTH/EAST ROOFING CONTRACTORS ASSOCIATION INC.

*86<sup>TH</sup> Annual Convention and Trade Show*

March 20 – 22, 2012

MGM Grand at Foxwoods, Mashantucket, Connecticut

## **This year the NERCA Board of Directors**

Has decided to promote

**Thursday, March 22, 2012**

As

# CASUAL DAY

We have found that in certain situations, a more relaxed dress code is in order and therefore making you much more approachable to the everyday contractor.

The International Association for Exposition Management (IAEM) answers the question:

### **HOW SHOULD YOU DRESS FOR AN EXHIBITION?**

“Take a cue from your customers - you should be dressed the same or slightly better. The blue ‘power suit’ may not always be appropriate and trends indicate it is being replaced by more casual attire or even a company uniform.”

If you have any questions or would like further information, please contact the association office at 781.849.0555 or by e-mail at [tramondi@nerca.org](mailto:tramondi@nerca.org).