



2020 Battery Products Expo
February 11-13 / Pasadena, CA

BATTERY PRODUCTS EXPO OPPORTUNITY

NAATBatt 2020 will dedicate a 3,750 square foot ballroom at the Langham Huntington Pasadena hotel as the Battery Products Expo Hall. All breakfasts, breaks and networking receptions during the NAATBatt 2020 meeting will be held in the Expo Hall. The Expo Hall will be open during the NAATBatt 2020 general sessions.

NAATBatt is offering the opportunity for companies to purchase a 10 x 10 space in the Exhibit Hall to exhibit products and distribute literature. Exhibit space includes a draped table, two chairs and waste basket. Exhibitors may display signage, devices and literature subject to the hotel's regulations. Exhibitors will be acknowledged in the NAATBatt 2020 meeting program.

The cost of an exhibit space in the Expo Hall is \$3,500, which includes the cost of the exhibit space and one conference registration (a value of up to \$2,295). The net cost of an exhibit space at NAATBatt 2020 can be less than \$1,400—a bargain compared to other industry conferences. In addition, NAATBatt will allow all other employees of an exhibiting company to register for NAATBatt 2020 at the rate of \$1,500 per person. That is a potential savings of up to \$695 per registrant.

ADVANTAGES OF EXHIBITING AT NAATBATT 2020

- Your exhibit booth will be highly visible and top of mind to all attendees of NAATBatt 2020 during every breakfast, break and networking reception
- Exhibiting at the North American battery industry's principal annual event raises your profile in the market and demonstrates your dedication to the industry
- You will be able to highlight your company's most interesting products and capabilities to potential customers and partners far beyond your ability to do so (if you are a NAATBatt member) during your oral Member Update Presentation in the general session
- You will have a set place where people interested in your company can find you—not a small issue at any show. Remember: NAATBatt is all about the networking
- You will get a prominent listing in the printed NAATBatt 2020 handbook, which will be distributed to all attendees at the time they check-in
- This is the lowest cost, highest impact exhibit opportunity offered at any major battery show in North America!

LOCATION

Langham Huntington Pasadena
1401 S. Oak Knoll Avenue
Pasadena, CA 91106

Reservations: 800.591.7481-- Ask for the NAATBatt Rate

Room Rate: \$259 Single/Double + tax

Cut-off Date: January 10, 2020

TENTATIVE EXPO SCHEDULE

SET-UP

TUESDAY, FEBRUARY 11

7:30 - 11:30 am

TUESDAY, FEBRUARY 11

Expo Opening - Networking Break
2:00 - 2:30 pm

Opening Reception
6:00 - 7:00 pm

WEDNESDAY, FEBRUARY 12

Breakfast
7:30 - 8:30 am

Networking Break
11:05 - 11:30 am

Networking Break
3:45 - 4:15 pm

Awards Dinner Reception
6:30 - 7:30 pm

THURSDAY, MARCH 21

Breakfast
7:30 - 8:30 am

Networking Break
10:25 - 10:50 am

11:00 am--tear down

BOOTH COSTS

\$3,500 per 10 x 10 booth
Includes one conference registration
Register additional attendee at \$1500 each

SPONSORSHIP OPPORTUNITIES CAN BOLSTERS YOUR IMAGE

Opportunities abound for supporting many of the official functions, sessions, and events of the Annual Conference. If you are interested in sponsoring an event or function contact Paula Szyper at 630.697.3153 or email pszyper@NAATBatt.org.

FLOOR PLAN





Battery Products Expo

2020 Annual Conference

The Langham Huntington

Pasadena, CA | February 11-13

INSTRUCTIONS: Complete all sections. **Sign and return the application and we will send you an invoice for Expo fee.**

- 1. LOCATION PREFERENCES:** Please indicate preferred booth numbers. Booth assignments will not be confirmed until payment is received. The exhibit space rental charge is \$3500 per 10 x 10 in-line booth.

Exhibitors are encouraged not to concentrate all space choices in one area of the floor plan.

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ 4th Choice: _____
(in different area)

Number of booths: _____ x **\$3500**

Number of additional meeting registrations _____ x **\$1500**

We would like to have a Poster(s) in the Poster Session _____ x **\$195**

- 2. PRODUCTS/SERVICE TO BE EXHIBITED** This description will be used for your company description on the NAATBatt's website and in the onsite conference materials. Exhibitors who submit an application by January 15 will be included in the onsite materials. **(You can send electronically to pszyper@naatbatt.org.)**

- 3. COMPANY NAME:** _____

Contact Name: _____

Address: _____

City/State/Zip: _____

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

E-Mail: _____

- 4. TERMS AND CONDITIONS**

Terms & Conditions: Payment: full payment is required within 10 working days of the acceptance of this Agreement by NAATBatt.
Alteration to advertised package: every reasonable effort is made to adhere to the advertised package, but any package may be altered or parts omitted or dates changed for any reason which NAATBatt, in its absolute discretion, deems to be just and reasonable, or when conditions beyond its control prevail.

Failure to pay: if Client fails to pay any amounts which become due under this contract, or if NAATBatt retains an attorney to protect its interest with respect to this contract, Client shall be liable to pay any and all costs incurred by NAATBatt in enforcing any term, or collecting any fees under this contract, including attorney fees, collection fees and expenses. This contract is governed and construed in accordance with Illinois law and any action by and between the parties arising from this contract must be brought in the circuit court of Cook County, Illinois.

Cancellation of program: if, for any reason, the program is not held or is rescheduled, NAATBatt's liability is limited to a credit towards a future program.

Indemnity: Client hereby indemnifies and holds NAATBatt harmless from and against any and all costs, damages and expenses, including attorney fees, which are incurred by Client, its agents, employees and guests.

I have read and agree to abide by all terms and conditions governing the expo as printed above. Acceptance of this application by show management constitutes a contract.

Signature: _____ Date: _____