

**2012 Sponsor &
Exhibitor Brochure**

**35th
Annual
Conference**



**Hollywood, Florida
February 16-21, 2012
Westin Diplomat Resort & Spa**

Register by Phone: 888 459-3111
Fax: 888 409-3222
Online: www.LaborAndManagement.org
NLMC Inc., Box 461, Northport, NY 11768



Our Attendees

Who: Over 400 Key Decision Makers

Attendance Profile:

- Labor Leaders (Local Presidents, District Council Officials, International Presidents, Secretary-Treasurers, Senior Staff)
- Labor Trustees of Taft-Hartley Health & Welfare Fund and Pension Funds
- Large Employer Senior Management (esp. Finance and Human Resources)
- Management Trustees of Taft-Hartley Health & Welfare Funds and Pension Funds
- Labor Lawyers, Fund Counsel and Advisors
- Labor Relations Professionals from Both Labor & Management
- Health & Welfare and Pension Plan Administrators

Representing employee groups ranging from:

Union Locals

with 1,500 to 2,500 members

International Unions

100,000 to 1 million members

The 35th Annual Conference focuses on

current problems and solutions facing the labor and management community. Following daily seminars, speakers and participants continue discussions informally in a variety of venues, supporting the reputation the National Labor & Management Conference has earned as a unique opportunity for constructive interchange and relationship building.

**Where: Westin Diplomat Resort & Spa
Hollywood, Florida**

February 16-21, 2012

(Presidents' Day Holidays)



QUESTION

Key Experts...Ask the Hard Questions

DISCUSS

Issues with Recognized Leaders

FOCUS

On Key Morning Sessions...
with Flexible Format Afternoons

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Premium Sponsorships

These highly recognized sponsorships ensure that The National Labor & Management Conference will continue its excellent tradition of service and education to the labor and management community. In acknowledgment of their support, sponsors receive benefits as outlined below.

Platinum Sponsor \$8,000 :: Our Highest Level of Support

- Prominent General Conference Signage and Banner, featuring company name and logo, displayed throughout the duration of the conference
- Your Company's Ad, featured on the back cover (outside back will be offered if available) of the National Labor & Management Conference Agenda
- Complimentary Exhibitor Table
- Six Complimentary Conference Registrations (*Employees Only*)
- Your literature displayed on the NLMC Brochure table for conference duration
- Inclusion of Your Company literature in the Conference Bag
- Acknowledgment of your sponsorship on NLMC website, displaying company name and logo, with link to your website, if desired
- Conduct Afternoon Break-out Session, if desired. Lunch to be provided at the option of Sponsor

Gold Sponsors \$5,000 :: Premier Level of Support

- Prominent general conference signage, featuring your company name and logo, displayed throughout the duration of the conference
- Full-page color ad in the National Labor & Management Conference Agenda
- Two Complimentary Conference Registrations
- Complimentary Exhibit Table
- Company literature displayed on the NLMC Brochure table for conference duration
- Inclusion of Company literature in the NLMC Conference Bag
- Acknowledgment of your sponsorship on NLMC website, displaying company name and logo, with link to your website, if desired

Silver Sponsors \$2,000 :: Auxiliary Level of Support

- Prominent conference signage featuring your company name displayed for conference duration
- Full-page color ad in the National Labor & Management Conference Agenda
- Company literature displayed on the NLMC Brochure table for conference duration
- Inclusion of Company literature in the NLMC Conference Bag
- Acknowledgment of your sponsorship on NLMC website, displaying company name and logo

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Premium Sponsorships — Continued

Refreshment Sponsorship Options

Breakfast Sponsorships are available beginning at \$8,000
 See attached.

Breakfast Sponsors:

- Are Invited to present for up to 15 minutes during the Event Welcome & Introduction
- Complimentary Exhibit Table
- Four Complimentary Conference Registrations (*Employees Only*)
- High Profile Exposure in The Labor & Management Conference Agenda
- Inclusion of your literature in the NLMC Conference Bag distributed to attendees
- High Profile Conference Signage/Recognition
- Your company literature distributed at every setting in general session room
- Opportunity to conduct Afternoon Break-out session, if available. Lunch may be provided at option of the sponsor.

Reception Sponsorship

The Cocktail Reception is a much appreciated environment for person-to-person networking and a high-profile demonstration of support of the labor & management community.

Sponsorships begin at \$12,975
 See attached.

Reception Sponsors:

- Are invited to present to the group during the reception if desired.
- Complimentary Exhibit Table
- One Complimentary Conference Registration
- High Profile Exposure in The Labor & Management Conference agenda
- Inclusion of your literature in the NLMC Conference Bag distributed to attendees
- High Profile Conference Signage/Recognition

Refreshment Breaks Sponsorship

This unique sponsorship opportunity covers *all four meeting days* of the conference, refreshing attendees mid-morning; a show of support to the Labor & Management community is appreciated by all. Breaks feature Freshly Brewed Starbucks Coffee, Decaffeinated Coffee, Select Teas, Soft Drinks - all served in hot cups bearing your *organization's logo* (provided by sponsor). Imagine the impact of four days exposure with your company's logo sitting in front of each audience member!
 7,500

Refreshment Breaks Sponsor:

- High Profile Conference Signage/Recognition

- Sponsor's brochures in the serving area highlight Sponsor status.
- Inclusion of your literature in the NLMC Conference Bag distributed to attendees.
- High Profile exposure in the Labor & Management Conference Agenda.
- Complimentary Registration
- Complimentary Exhibit Table
- Complimentary Full-page color ad in the Conference Journal
- Sponsor may provide hot cups with company logo to be used for breaks

Conference Bag Sponsorship:

Your company logo is featured on this attractive bag which will be used by conference attendees for years to come. Briefcase sponsors also receive:

- Complimentary Exhibit Table
- One Complimentary Conference Registration
- High Profile Exposure in The Labor & Management Conference Agenda

- Inclusion of your literature in the NLMC Conference Bag distributed to attendees

Sponsorship costs \$7,000

Conference Program:

Your advertisement will be featured prominently on the back cover of this agenda, which is distributed to all attendees. Additional benefits include:

- Complimentary Exhibit Table
- One Complimentary Conference Registration
- Inclusion of your literature in the NLMC Conference Bag distributed to attendees
- Complimentary back cover ad (if available, upon approval) in the agenda.

Sponsorship costs \$4,500

Conference Program: Advertising

Reach our participants by taking advantage of this advertising opportunity. We offer advertising pages in our conference agenda at the following rates:

| | |
|--------------------------------|---------|
| Inside Front/Inside Back Cover | \$1,450 |
| Full Page | \$ 850 |
| Back Cover (upon approval) | \$1,850 |

Break-Out Session Sponsor

Host your own session in the afternoon (1pm-3pm), immediately following the General Meeting. This session can accommodate up to 50 participants. Lunch may be provided at the option and expense of the sponsor.

Sponsorship costs \$2,000

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Sponsorship Participation Form

YES,

I would like to support the National Labor & Management Conference, 2012. I have indicated below my choice of sponsorship.



Premium Sponsorships

- Platinum Sponsor **\$8,000**
- Gold Sponsor **\$5,000**
- Silver Sponsor **\$2,000**
- Conference Bag Sponsorship **\$7,000**
- Reference Handbook Sponsorship **\$4,500**

Breakfast Sponsorships

- Sunrise Breakfast Buffet \$8,000**
 (Please Check Preferred Day – Choice of Days is awarded on a first-come, first-served basis*):
- Friday Saturday Monday Tuesday

- Beachcomber Breakfast Buffet \$10,000**
 (Please Check Preferred Day – Choice of Days is awarded on a first-come, first-served basis*):
- Friday Saturday Monday Tuesday

- Classic Breakfast Buffet \$12,000**
 (Please Check Preferred Day – Choice of Days is awarded on a first-come, first-served basis*):
- Friday Saturday Monday Tuesday

Reception Sponsorships

- The Hollywood Brand Host Bar \$12,975**
 (Please Check Preferred Day – Choice of Days is awarded on a first-come, first-served basis*):
- Thursday Evening Friday Evening Monday Evening

- The Premium Hollywood Brand Host Bar \$14,175**
 (Please Check Preferred Day – Choice of Days is awarded on a first-come, first-served basis*):
- Thursday Evening Friday Evening Monday Evening

- The Diplomat Brand Host Bar \$16,850**
 (Please Check Preferred Day – Choice of Days is awarded on a first-come, first-served basis*):
- Thursday Evening Friday Evening Monday Evening

Saturday Evening Event

If interested in sponsoring a dinner dance, casino night or some other event, please contact us and we will be happy to assist you.

- Refreshment Breaks Sponsor \$7,500**
 Sponsorship awarded on a first-come, first-served basis.

Additional Sponsorship

- Conference Bag **\$7,000**
- Conference Program **\$4,500**

Conference Program Advertising

- Inside Front/Inside Back Cover **\$1,450**
- Full Page **\$ 850**
- Back Cover (upon approval) **\$1,850**

** Subject to prior year's sponsor having right of "first refusal".*

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Sponsorship Participation Form

Please print

(Company Name) _____

agrees to sponsor the event on the preceding page at the cost indicated for the 2012 National Labor & Management Conference. I understand that the National Labor & Management Conference (NLMC, Inc.) is responsible to pre-pay all expenses with the hotel and therefore,

(Company Name) _____

agrees to pay the above amount to NLMC no later than December 15, 2011.

Agreed on behalf of

(Company Name) _____

_____ Date: _____

By: Authorized Company Representative

PLEASE FAX BACK TO 888-409-3222 TO RESERVE YOUR PLACE IN THE AGENDA

Payment may be made by: Check, payable to **NLMC, Inc.**, and mailed to:
The National Labor & Management Conference, PO Box 461, Northport, NY 11768.

Please bill the following credit card: Amex Mastercard Visa

Account Number: _____

Expiration Date: _____ Sec. Code _____

Billing Street Address: _____

Billing Zip Code: _____

Name on Credit Card: _____

Authorized Signature: _____

Subject to prior year sponsor having right of "first refusal".

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Exhibitor Information & Application Form

Exhibiting provides your company with a highly visible presence at the Conference and is a great way to reach our attendees. Standard booth fee is \$2,295, a double booth costs \$2,895. Booth fee includes one conference registration. Additional conference registrations may be purchased at a cost of \$945 each.

Exhibit booth hours for the 2012 conference are:

Booth set-up: Thursday, February 16 from 3pm-6pm

Exhibit Area Open:

Friday, **February 17** from 7:30am-1pm

Saturday, **February 18** from 7:30am-1pm

Monday, **February 20** from 7:30am-1pm

Tuesday, **February 21** from 7:30am-1pm

Booth breakdown may take place on **Tuesday, February 21** from 10:30am-1:30pm

Applicant Contact Information

Organization:

Primary Contact:

Address:

City:

State:

Zip:

Office Tel:

Office Fax:

E- Mail: (For Conference Updates)

What product or service do you provide?

Assignment of Space: To be determined on a first come, first served basis based upon receipt of application form with payment. Access to Conference Sessions/Meals/Events/Exhibit Area is restricted to paid registrants at a cost of \$945 each. Exhibitor must pay a registration fee for all staff present.

Exhibit fee includes one conference registration; all additional staff present must pay a registration fee of \$945 per person.

Agreement

The undersigned agrees on behalf of their organization to abide by all terms/regulations of the NLMC National Labor & Management Conference (attached). This application does not constitute a contract until counter-signed by a representative of the Conference sponsor (NLMC Inc.) and returned to the applicant. All fees must be paid prior to acceptance, must accompany this application and are non-refundable.

Date

For the Applicant:

For the Conference (NLMC, Inc.):

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Conference Terms & Regulations

Access to Exhibit Area is limited to paid registrants, per exhibit booth contract, for the term of the conference.

Access to Exhibit Area: A maximum of three specific individuals (paid registrants, designated in advance) are permitted in the exhibit area per exhibit booth contract for the term of the conference. This status is not transferable among individuals.

Installation & Dismantling: The Sponsor will notify the exhibitor in writing of the assigned times for installation and dismantling. Installation must occur only during the hours specified. **All displays must remain intact until the end of the conference and are only to be dismantled during the hours so specified.**

Security, Risk of Loss, Liability and Insurance: Unless otherwise notified in writing by the Sponsor, exhibitors are responsible for any security precautions at their own expense including private security and/or insurance. The exhibitor agrees to indemnify and hold harmless the Sponsor and the hotel at which the conference is held against any and all claims for loss, damage or injury by reason of the exhibitor's occupancy and use of the exhibition premises or a part thereof or attendance at the conference. The exhibitor agrees to protect, save and keep the Sponsor, its agents and the hotel harmless from any damage or charges imposed for violation of any law, ordinance, whether occasioned by the negligence of the exhibitor and its agents and employees or those holding under the exhibitor, as well as to strictly comply with the applicable terms and conditions contained in the agreement between the Sponsor and the hotel regarding the conference premises.

Safety: Any signs, decorations, or similar materials must be flame retardant. All governmental safety and health regulations must be complied with by all exhibitors including maintaining appropriate access and egress in the exhibit area.

Assignment, Sharing and Subletting of Space is not permitted in whole or part. No two companies can occupy a single or double booth. A company shall be defined as a single business entity and can only involve a single line of business.

Conference and/or Exhibit Termination: If for any reason including but not restricted to acts of God, natural disaster and strike, the conference or the exhibition is cancelled then this contract may be terminated by the Sponsor. In such event, the exhibitor waives any and all damages and claims for damages and agrees that the Sponsor is solely liable for a refund of the exhibit fee to the exhibitor.

Acknowledged and Agreed to By Exhibitor:

Date:

Accepted by Conference Sponsor (NLMC, Inc.)

Date:

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Exhibitor Payment Form

FORM OF PAYMENT:

Standard Booths (8' skirted table) - Booth Fee of \$2,295 (includes one conference registration) _____

Double Booths (Two 8' skirted tables) - Booth Fee of \$2,895 (includes one conference registration) _____

Additional Conference Registrants (Exhibitors) x Registration Fee of \$945 = _____

Total _____

Exhibit space includes two chairs and a wastebasket on carpeted floor. All exhibitor representatives must be paid registrants.

Please list names of all registrants _____

Enclosed is my check payable to: "NLMC Inc."

Please bill the following credit card: Amex Mastercard Visa

Account Number _____

Expiration Date _____ # Security Code _____

Billing Address _____

Zip Code _____

Street Address _____

Name on Credit Card _____

Authorized Signature _____

PAYMENT OPTIONS:

Mail to: Conference, Box 461, Northport, NY 11768

Phone to: (888) 459-3111 – Toll Free

Fax to: (888) 409-3222

All fees must be paid prior to acceptance, must accompany this application and are non-refundable.

Hotel Reservations: Reservations may be made by calling the Diplomat Resort & Spa at 1-888-627-9057, or by going online: <http://www.starwoodmeeting.com/Book/NLMC2012>. Ask for the National Labor & Management Conference rate.