

NJASLA 2012 Annual Meeting and Expo

Dear Exhibitors,

The New Jersey Chapter of the American Society of Landscape Architects is pleased to announce that the 2012 Annual Meeting will be held January 29 – 31, 2012 at the Trump Taj Mahal Casino Resort in Atlantic City, New Jersey.

In today's tough economic climate, it is more essential than ever to network and focus marketing efforts on targeted audiences. Exhibiting at the 2012 Annual Meeting will put you in contact with a target demographic of more than six hundred professionals who routinely specify your materials and solicit your services.

The 2011 show was another success and we thank all of you who helped make it possible. The 2012 expo promises to be even better, with the attendance of professionals from surrounding states coming for their required professional continuing education credits. Design professionals throughout the northeast know that the NJASLA conference offers the best value for obtaining credits approved by their individual State Boards. It is the premiere educational and social event in Landscape Architecture for the region. Here's how your company will benefit:

- The New Jersey ASLA Annual Meeting is one of the largest and most successful state shows in the country. Be a part of our outstanding event and share in our success!

- The two-day show includes two-hour exhibition-only blocks, plus networking time in between sessions, during breaks, and during breakfast.

- Multiple sponsorship and advertising opportunities are available to maximize your ability to reach your audience.

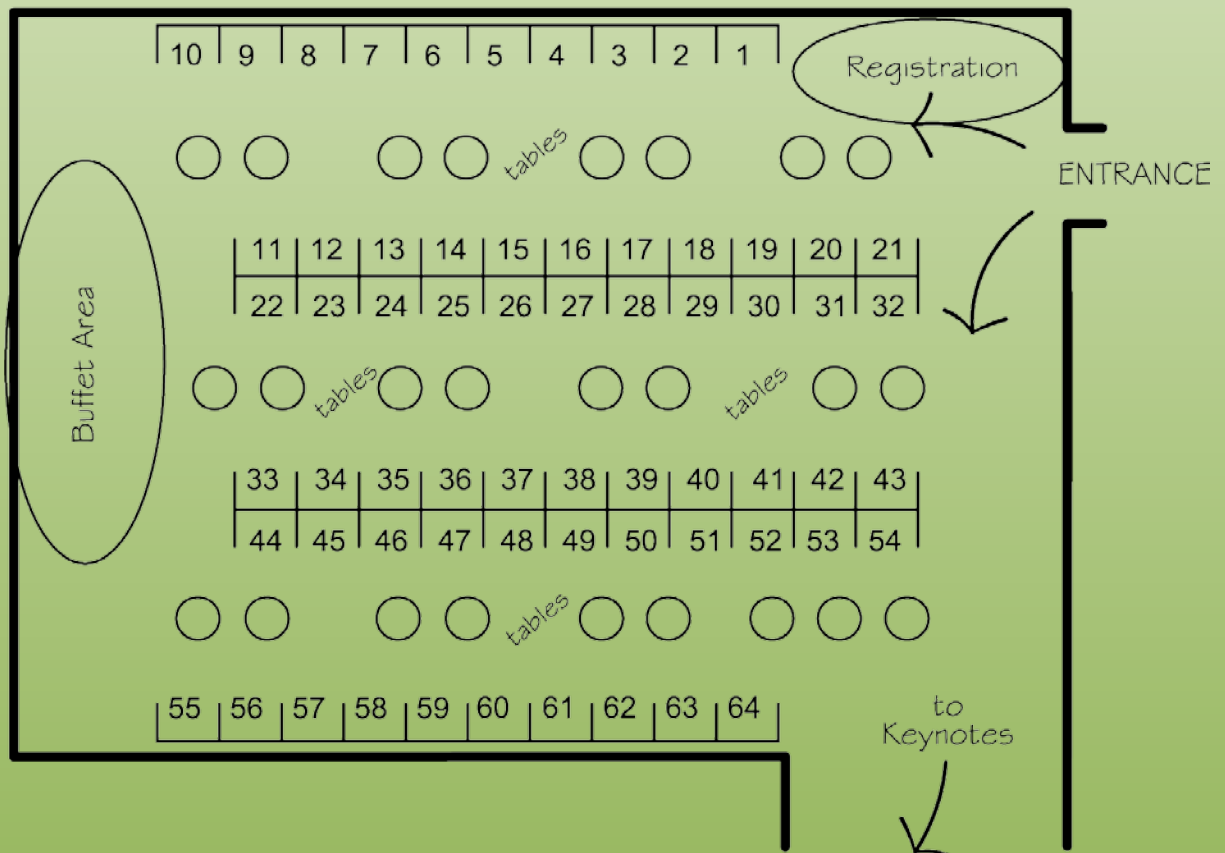
- Exhibitors socialize with attendees at the Mix-and-Mingle Cocktail Reception on Sunday evening.

- The professional audience is eager to learn about your latest products, equipment and services.

- NJASLA will host a Post-Awards Reception in the exhibition hall on Monday evening, with complimentary food, drinks, and prizes. This event will provide another opportunity for vendors to make and renew contacts while having fun in a relaxed atmosphere. Come have a drink on us!

We challenge exhibitors to provide timely information and innovative techniques about their products or services - we want to see 'the new stuff'. In return, before introducing each speaker, a committee member will encourage attendees to interact with you and to visit each and every booth.

EXHIBIT FLOOR PLAN




As experienced salespeople, you know that a chance to win a prize can help draw people into your booth. NJASLA will help too, by announcing the winners and the contributing vendors during exhibit hours. Prizes valued over \$100 will also be listed in the program booklet. Prize information can be entered on the Booth Registration form.

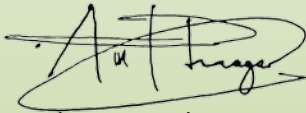
Enclosed is a complete exhibitor package including information on sponsorship and advertising opportunities. Booth assignments will be made on a first-come, first-served basis. So to secure your priority booth location, mail your completed form and payment today!

We thank the faithful exhibitors who have supported the NJ Chapter over the years. We extend a warm welcome to newcomers and invite you to become a part of the NJASLA Annual Meeting. If you have any questions or suggestions regarding this year's show, please do not hesitate to contact Patricia Brewer at association headquarters at 609-393-7500 x1133. We look forward to seeing you in January!

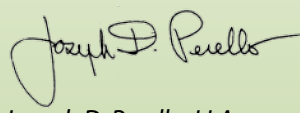
Sincerely,



Karen Harbeson
2012 Exhibits Co-Chair



Anthony Parziale, LLA
2012 Exhibits Co-Chair



Joseph D. Perello, LLA
2012 Exhibit Chair Emeritus

BOOTH RATES

BOOTH SPACE	BEFORE Dec. 16, 2011	AFTER Dec. 16, 2011
Single	\$ 995.00	\$ 1,200.00
Double	\$ 1,800.00	\$ 2,200.00
Triple	\$ 2,600.00	\$ 3,000.00
Quad	\$ 3,400.00	\$ 3,900.00

Tentative Exhibit Schedule:

Sunday, January 29, 2012

1:00 pm - 6:00 pm

Registration desk open

2:00 pm - 6:00 pm

Exhibitor booth setup

6:00 pm - 7:30 pm

Mix-and-Mingle Cocktail Reception

Monday, January 30, 2012

7:30 am - 5:30 pm

Registration desk open

7:30 am - 8:30 am

Continental breakfast

7:30 am - 11:30 am

Exhibitor booth setup

12 noon - 2:00 pm

Exhibit Hall open

5:30 pm - 7:00 pm

Post-Awards Reception in the Exhibit Hall
(Appetizers and cocktails will be served)

Tuesday, January 31, 2012

8:00 am - 1:30 pm

Registration desk open

8:00 am - 9:00 am

Breakfast Buffet in the Exhibit Hall

11:30 am - 1:30 pm

Exhibit Hall open
(Last session for exhibitors)

2:00 pm - 5:00 pm

Exhibits breakdown

Hotel Reservations:

Room reservations at the Trump Taj Mahal can be made by calling 800-825-8888. The group rate is \$75 per night single or double occupancy. The room block drop date is January 13, 2012. Specify that you are with the NJASLA Conference, and use the code ASLA12, to get the group rate. You can also reserve your room online at <https://resweb.passkey.com/go/Landscape2012>. Call early — don't be closed out!

2012 Exhibit/Display Information

Space allocation and booth assignments

shall be made based on the number of booths reserved and receipt of payment. All single booths are 6' x 10' (unless otherwise noted), with 8' backdrop, 3' side rails, and one 7" x 44" sign with exhibitor's name. Aisle space shall not be used for exhibit or demonstration purposes.

Booth rental includes registration, breakfast, lunch and receptions for two company representatives per booth, per day.

Taj Mahal staff will maintain the aisle and areas throughout the exhibit hours. Additional cleaning services can be contracted through the service desk. Additional equipment, at your expense, can be arranged through AEX Convention Services. Phone 609-272-1600. An AEX representative will be on hand during the scheduled setup hours.

Exhibitors can reserve space by completing the contract form. Mail original to the New Jersey American Society of Landscape Architects, 414 River View Plaza, Trenton, NJ, 08611-3420. Or fax the contract to 609-393-9891. You will receive information on drayage costs, electrical service and other services upon receipt of your completed contract. Space is assigned on a first-come, first-served basis. Every effort shall be made to give exhibitors their chosen locations. However, management reserves the right to assign exhibitors to the best alternate space, in the event their choices are unavailable, or for the betterment of the exhibition.

Registration at multiple-booth discount rates is only applicable to exhibitors of the same company registered under one (1) general business entity.

Booth Rates:

Single booth:	\$995.00 before 12/16/11 \$1,200.00 after 12/16/11
Double booth:	\$1,800.00 before 12/16/11 \$2,200.00 after 12/16/11
Triple booth:	\$2,600.00 before 12/16/11 \$3,000.00 after 12/16/11
Quadruple booth:	\$3,400.00 before 12/16/11 \$3,900.00 after 12/16/11

Exhibit Restrictions: No construction in the exhibit space shall exceed eight feet in height and any construction in excess of four feet in height must be kept within three feet of the back line of the exhibit space. The management reserves the right to remove or eliminate any objectionable exhibits, persons, advertisements, souvenirs, or any other feature or action which might harm or injure the high standards of the conference.

Security: After show hours the exhibit area will be secured: NJASLA will not be responsible for any items left in the exhibition area before, during or after the conclusion of the show. The exhibitor must have an attendant in charge of his/her exhibit each day during the hours the exhibit area is open.

Cancellation Policy: Refunds for cancellation must be received in writing prior to December 16, 2011. A non-refundable administrative fee of \$95 will be deducted from the refund amount. No refunds will be given after the stipulated date.

Trump Taj Mahal Exhibit Services:

Electrical: Arrangements shall be made directly through the Taj Majal: electrical order forms should be completed and returned to the Convention Services Office at the Taj (100 Boardwalk at Virginia Avenue, Atlantic City, NJ 08401). Prices vary depending on your needs. The Taj Mahal requests final payment 30 days in advance of the show.

Orders made on-site (without prior arrangements with the Taj) are subject to late fees equaling twice the listed rate. Rates include only the bringing in of power lines to the booth and the primary connection of these lines to a piece of equipment that is already wired in the booth. Should wiring or connections beyond this primary connection be required, such wiring can be completed at a rate based on time and material. To avoid delay in installation, all equipment should be tagged and wired with full information as to the kind, current, voltage phase, cycle, horsepower, etc. ready for connection.

Telephone Service: Arrangements can be made through the Taj Mahal. More detailed exhibits information will be sent to confirmed exhibitors, inclusive of the telephone services contract form.

Food Service: Please be advised that Trump Taj Mahal is the only licensed entity to provide food and beverages on our premises. All food and beverages must be supplied by the hotel. Any food and alcoholic beverages delivered or brought to the hotel will be refused without further notice. Food and beverages may be purchased directly from the Catering Department with advance notice.

Non-Flammable Materials: All materials used in the exhibit hall, ballroom or any other room of the hotel must be non-flammable to conform with the Fire Regulations of the State of New Jersey and City of Atlantic City. Electrical wiring and equipment installation must conform to the National Electrical Code and Electrical Code of Atlantic City. Non-conforming materials will be removed immediately at the exhibitor's expense. Operation of engines, motors or any other equipment must have the consent of the Convention Services Manager at the hotel.

Special Notices: No nails or bracing wires used in the erection of displays may be attached to the building without the written consent of the Convention Services Manager at the hotel. All property destroyed or damaged by exhibitors must be replaced to its original condition by exhibitor or at the exhibitor's expense.

Liability: The hotel and show management will not be responsible for any injury, loss, or damage to the exhibitor, the exhibitor's employees or property, or to any other person prior to, during, or subsequent to the period covered by the exhibit contract; provided said injury, loss or damage is not caused by the willful negligence or wrongful act of an employee of the hotel. Each exhibitor expressly releases the hotel and show management against any and all claims for such injury, loss or damage.

Insurance: Exhibitors are required to carry the appropriate insurance on their exhibits and equipment.

Storage: Trump Taj Mahal will not accept packages (of ANY weight or size) addressed to any convention attendees/exhibitors. Package storage and fees are arranged strictly through AEX Convention Services. Please consult AEX Convention Services regarding their fees for services.

Material Handling/Arrival and Departure Procedures: Please contact AEX Convention Services regarding the shipping of material; there is a fee for their services. No freight will be accepted at the Taj Mahal in advance of the show date(s). NJASLA has hired AEX Convention Services. They will be available to assist; they can be reached by phone at 609-272-1600.

Installation and Dismantling: All exhibitors are required to load in and out through the Pennsylvania Avenue Loading Dock. Under no circumstances will exhibitors be allowed to move exhibits through the hotel lobby or porte cochere area. All Installation and dismantling of exhibits will be in accordance with the enclosed schedule. EXHIBITS MAY NOT BE ERECTED WHILE THE EXHIBITION AREA IS FORMALLY OPEN. EXHIBITS MAY NOT BE DISMANTLED UNTIL THE TRADE SHOW IS FORMALLY CONCLUDED. All materials must be removed by the exhibitor at the conclusion of the show. The show management reserves the right to remove any materials left at the conclusion of the show at the expense of the exhibitor.

Counsel fees clause: In the event that NJASLA is required to commence any legal action in order to enforce any of the terms of this Agreement, in the event that NJASLA prevails or enters into a favorable settlement of such action, in addition to any award made by the Court, NJASLA shall be entitled to and the exhibitor shall pay to NJASLA its reasonable counsel fees, Court costs and other expenses incurred in pursuing such action.

Choice of Forums Clause: Any legal action by and between the parties to this Agreement shall be filed in the Superior Court of New Jersey, Mercer County, NJ.