

## 19th ANNUAL NAEM EHS MANAGEMENT FORUM

OCTOBER 19-20, 2011 | TUCSON, AZ

The EHS Management Forum is your gateway to the EHS marketplace. Introduce your products and showcase your business solutions at the largest annual gathering of EHS and Sustainability decision-makers.

# INVITATION TO EXHIBIT

Exhibitor Information

Sponsorship Opportunities

Who Will be There

General Conference Information



THE PREMIER ASSOCIATION FOR EHS MANAGEMENT

# Getting back to business

As we continue on a path to global economic recovery, businesses are recalibrating their EHS & Sustainability programs and budgets with sights set on reaching new goals and realizing more integrated EHS management systems. This was demonstrated at NAEM's spring EHS MIS Conference as over 50% of the attendees were tasked with identifying and procuring new management information systems to advance their function.

## The marketing opportunity of the year awaits you

The EHS Management Forum is guaranteed to connect you with EHS managers at the decision-making level.

The venue is an ideal atmosphere to exchange ideas with senior-level managers in the profession and enhance your existing relationships. The Forum's focus on the EHS management professional is the perfect strategic venue for you to market your products and services.

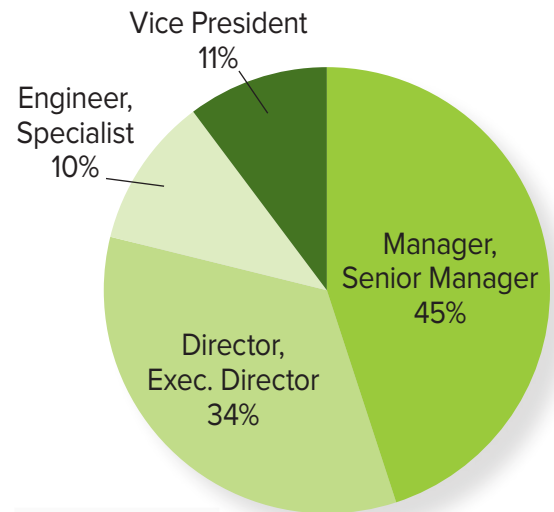
## Be surrounded by buyers - 75% of Forum participants are decision-makers

As the leading association dedicated to the advancement of EHS management, NAEM offers you exclusive access to corporate, business unit, and operational EHS managers at all levels. The EHS Management Forum draws more than 500 attendees and has increased every year for the past ten years.

Take advantage of this exclusive *Invitation to Exhibit* and Sponsor to:

- > Influence the buying decisions of leaders in global EHS and sustainability management
- > Reach a captive audience to demonstrate and showcase your products & services
- > Establish new, quality leads with executive leadership

**ATTENDEE TITLES**



**Send in your exhibitor/sponsor application today!**

## EXHIBIT SCHEDULE

### Tuesday, October 18

Exhibitor Move-in 12:00 – 6:00pm

### Wednesday, October 19

Exhibit Opens 7:15 – 8:00 am

*(continental breakfast is served)*

Morning Break 10:00 – 10:30 am

Luncheon 12:00 – 1:30 pm

Afternoon Break 3:00 – 3:45 pm

Exhibit Hall Reception 5:30 – 7:00 pm

### Thursday, October 20

Exhibit Opens 7:30 – 8:15 am

*(continental breakfast is served)*

Morning Break 10:00 – 11:00 am

Exhibitor's Business-to-Business Luncheon 12:30 – 1:45 pm

Exhibitor Move-out 11:00am – 4:00 pm

#### Exhibit Location:

The exhibits are located in the **Westin La Paloma's Canyon Ballroom** located on the ballroom level of the resort.



## NETWORKING OPPORTUNITIES

The Forum provides you with more than 10 hours of focused time to meet with these high-level “in-house” EHS managers, including the following exclusive events in the exhibit hall:

- > **Morning Breakfasts**
- > **Refreshment Breaks**
- > **Welcome Reception**
- > **Seated Business-to-Business Luncheon**

## OPENING RECEPTION

**Wednesday October 19, 5:30-7:00pm**

As the first day concludes and attendees are into the full swing of the conference, exhibitors are invited to meet attendees at their booths during a lively networking reception feature cocktails and light food. Following a day of learning, the opening reception is an excellent opportunity to meet attendees as they zero in on the products and service providers they hope to meet with.

## BUSINESS-TO-BUSINESS LUNCHEON

**Thursday, October 20, 12:30-1:45pm**

Exhibitors will have the opportunity to invite conference participants to join them during this luncheon for roundtable discussions about their products and services. Platinum sponsors will have one reserved table (10 seats) for themselves and/or clients, Gold sponsors will have half of a reserved table (5 seats) for themselves and/or clients and Green sponsor will share tables with other exhibitors and conference attendees.

## CLOSING NETWORKING PARTY

**Thursday October 20, 6:30-10:00pm**

Event Description to follow

**Tickets: \$75 includes dinner and entertainment. Tickets sold separately**

# SPONSORSHIPS

## PLATINUM LEVEL SPONSORSHIP

Six (6) Platinum Level Sponsorships are Available. This unrivaled benefits package provides the highest level of visibility that includes:

**Estimated Value: \$26,450**

**Actual Cost: \$8,850**

- › One 8' x 10' booth space with special placement in the Platinum Sponsors Area of the exhibit hall
- › Three (3) full registrations (valued at \$5,535)
- › Platinum sponsors may register up to one (1) additional person\* for \$1,055 (NAEM Affiliates) or \$1,180 (non-Affiliates)
- › Booth identification sign (company name, city & state)
- › Company logo and listing in the final Forum program
- › Company logo included in minimum of six (6) electronic outreach announcements
- › Company logo placed on conference bags (*new in 2011*)
- › Opportunity to include a one-page piece of collateral in the on-site registration attendee bag
- › One (1) full-page advertisement in the final Forum program
- › 750-word article in the NAEM electronic newsletter
- › Sponsorship of a session on the final forum program with a printed logo; Platinum sponsors will have the opportunity to provide printed materials about their company during this session and will be introduced and recognized by the session moderator.
- › A Platinum Sponsor ribbon for all company representatives
- › Signage listing your company as a sponsor of the following events – Opening Night Reception; Continental Breakfast and Refreshment Breaks in Exhibit Hall
- › One reserved table (10 seats) during the Business-to-Business Luncheon
- › Inclusion in the “Featured Sponsors” email with company description and link to company website (*new in 2011*)
- › Attendee lists before and after the Forum (name, title, company and mailing address)

## GOLD LEVEL SPONSORSHIP

Gold Level Sponsorships include:

**Estimated Value: \$16,300**

**Actual Cost: \$5,250**

- › One 8' x 10' booth space with special placement in the Sponsors Area of the exhibit hall
- › Two (2) full registrations (valued at \$3,690)
- › Gold sponsors may register up to one (1) additional person\* for \$1,055 (NAEM Affiliates) or \$1,180 (non-Affiliates)
- › Booth identification sign (company name, city & state)
- › Half-page advertisement in the final Forum program
- › 750-word article in the NAEM electronic newsletter
- › Company logo and listing in the final Forum program
- › Company logo included in minimum of six (6) electronic outreach announcements
- › Opportunity to include a one-page piece of collateral in the on-site registration materials
- › Signage listing your company as a sponsor of the following events – Opening Night Reception; Continental Breakfast and Refreshment Breaks in Exhibit Hall
- › One half of a reserved table (5 seats) during the business to business luncheon
- › A Gold Sponsor ribbon for all company representatives
- › Attendee lists before and after the Forum (name, title, company and mailing address)

\* NAEM limits the overall number of exhibitor personnel to 3 per company, (4 for Platinum sponsors) in order to maintain the consistently high ratio of buyers to exhibitors. The intimate nature of the Forum provides exhibitors with full and easy access to attendees. We will monitor exhibitor registrations to ensure compliance.



# SPONSORSHIPS

## GREEN LEVEL SPONSORSHIP

The Green Level Sponsorship includes:

**Estimated Value: \$7,600**

**Actual Cost: \$3,450 (NAEM Affiliate Members);  
\$3,650 (Non-Affiliate Members)**

- > One 8' x 10' booth
- > Two (2) full conference registrations (valued at \$3690);
- > All sponsors may register up to one (1) additional person\* for \$1,055 (NAEM Affiliates) or \$1,180 (non-Affiliates)
- > Booth identification sign (company name, city & state)
- > Company listing in the final Forum program
- > A Green Sponsor ribbon for all company representatives
- > Post-Forum attendee list for one-time use only provided as a PDF file (name, title, company name, mailing address only – post-conference list will be provided approximately 10 days after the Forum)



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## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### Opening Reception

Exclusive promotion at the Forum's premier networking event

**\$8,000**

- > Full-page ad in the on-site conference program
- > Recognition on conference signage and promotional collateral
- > Speaking opportunity during the reception
- > One-sheet insert placed inside conference tote bag
- > Top billing on Forum dedicated web site with hyperlink to company's web site
- > One (1) complimentary registration to conference

### Water Stations & Aluminum Water Bottles

**\$7,500**

- > Exclusive Company Logo Placement on aluminum water bottles for each attendee
- > Exclusive Company Logo Placement on signage at each water station
- > One-sheet marketing insert placed inside conference tote bag
- > One (1) Complimentary registration to conference

### Hotel Room Key Cards

**\$7,500**

- > Exclusive Company Logo placement on hotel sleeping room key cards for each attendee
- > One (1) complimentary registration to the conference

### Cyber Café

**\$5,000**

- > One-sheet marketing insert placed inside conference tote bag
- > Company Logo Placement on screensavers in Cyber Café
- > One (1) complimentary registration to conference

### Badge/Lanyard

**\$5,000**

- > Exclusive Company Logo placement on Name Badge Lanyards
- > One-sheet marketing insert placed inside conference tote bag

# TAKE A LOOK AT LAST YEAR'S SPONSORS & EXHIBITORS

3E Company  
AECOM  
Allegiant Global  
AMEC Earth & Environmental, Inc  
ARRCADIS & Malcolm Pirnie  
BEAC  
BNA  
BSI  
Bureau Veritas  
CDM  
CH2M Hill  
ChemicoMays, LLC  
CHWMEG, Inc  
Cintellate  
Citation  
Conestoga Rover & Associates  
Dakota Software Corporation  
Delta Consultants  
E2 Managetech  
Enablon  
Enhesa  
Enviance  
Environmental Protection Agency  
Environmental Resources Management  
(ERM)  
EQ The Environmental Quality Company  
ERSI  
Gannett Fleming Inc  
Geosyntec Consultants

Golder Associates Inc  
Haas Group International  
Hara, Inc  
Heritage Environmental Services  
Humantech  
I H S  
ICF International  
Intelex  
KMI  
MSDSonline  
Northstar Recycling Group  
Oakleaf  
Omni Resource Recovery, Inc  
ProcessMap  
Pure Safety  
Redshift Technologies, Inc  
RegScan  
SafeTec  
SAP Global Marketing, Inc  
Shaw Environmental, Inc  
SiteHawk  
Summit Energy  
The Student Conservation Association  
TRADEBE/Pollution Control Industries, Inc  
Trinity Consultants/T3  
US EPA's Green Power Partnership  
Veolia Environmental Services  
WSP

To reserve exhibit space, or for additional sponsorships opportunities, contact:

**MARY SANCHEZ-QUIGG**

Exposition Manager  
NAEM EHS Management Forum  
c/o Global Account Manager  
Conference Direct  
13518 Granite Rock Drive  
Chantilly, VA 20151  
Phone: 703.830.6920  
Cell: 703.623.7304  
Fax: 866.608.8062  
E-mail: [mary.quigg@conferencedirect.com](mailto:mary.quigg@conferencedirect.com)



Start your planning  
**NOW!**  
For more details, visit  
[www.NAEM.org](http://www.NAEM.org)

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# ADDITIONAL INFORMATION FOR EXHIBITORS

Please note that the exhibit hall will be carpeted. Each booth is provided with an 8' draped back wall and a 3' side draped wall, and a 7" x 44" ID sign with your company name, city and state. Tables, chairs, other furnishings and drayage (moving freight between dock & booth) must be ordered through our general contractor.

The exhibits are located in the Canyon Ballroom of the Westin La Paloma Hotel, Tucson, AZ.

A complete service kit with all pricing, order forms, etc. will be sent to you electronically in early August. You will be able to order what you need at that time.

## SPONSOR PERSONNEL

Platinum sponsorship includes three (3) full Forum registrations. Gold and Green sponsorships include two (2) full Forum registrations. All sponsors may register and pay for up to one (1) additional personnel for \$1,055 (NAEM Affiliates) or \$1,180 (non-affiliates).

**We limit the number of exhibitor personnel in order to maintain the consistently high ratio of buyers to exhibitors. The intimate nature of the Forum provides exhibitors with full and easy access to attendees. We will monitor exhibitor registrations to ensure compliance. Thank you for your cooperation.**

Personnel registration and housing materials will be provided to all exhibitors in July.

To reserve exhibit space, or for additional sponsorship opportunities, contact:

### **MARY SANCHEZ-QUIGG**

Exposition Manager, NAEM EHS Management Forum

Global Account Manager

Conference Direct

13518 Granite Rock Drive

Chantilly, VA 20151

Phone: 703-830-6920

Cell: 703-623-7304

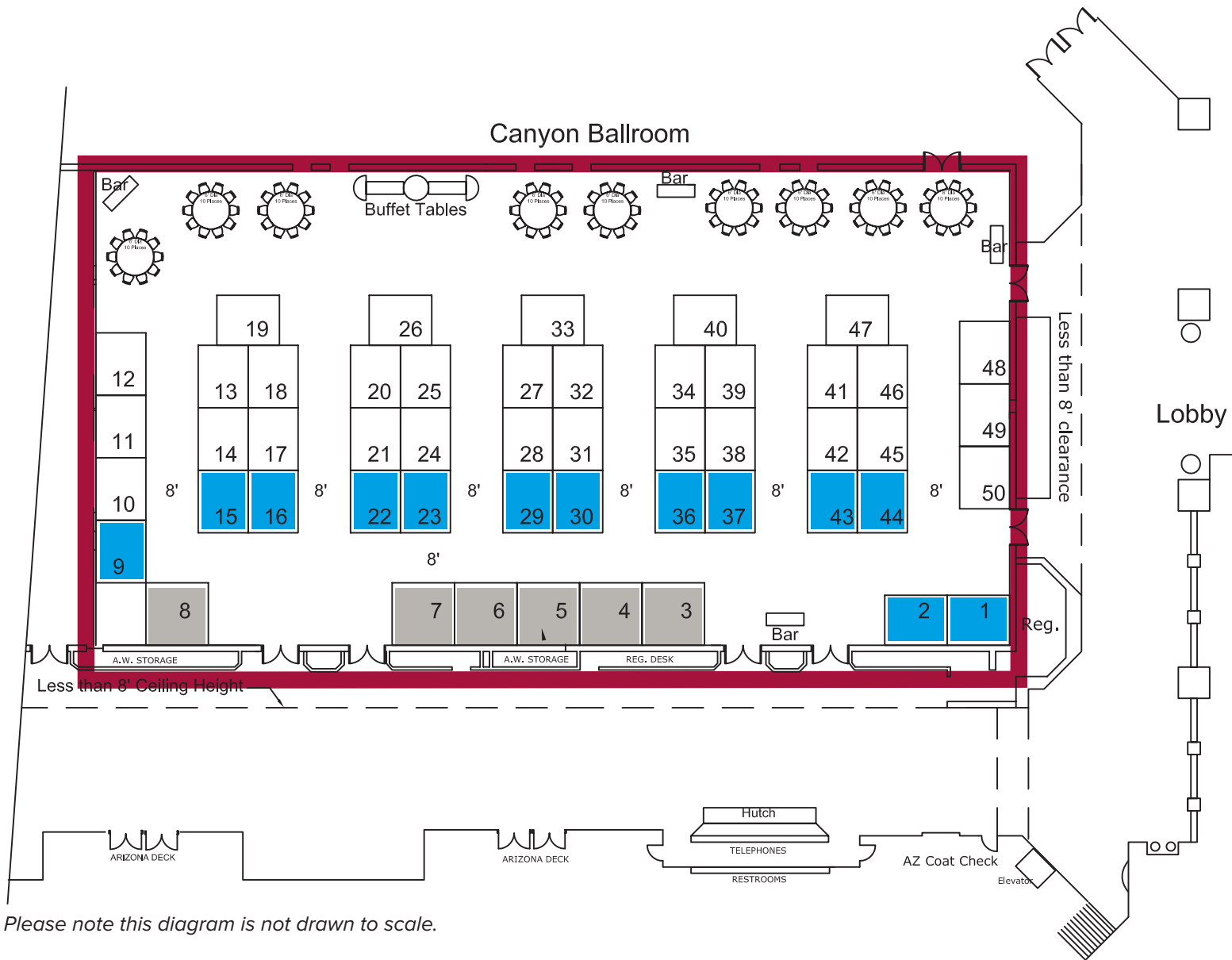
Fax: 866-608-8062

E-mail: [mary.quigg@conferencedirect.com](mailto:mary.quigg@conferencedirect.com)



# 2011 NAEM Forum Exhibitor Floor Plan

The diagram below denotes the **2011 Exhibit Hall layout**. Platinum and gold booth space is shaded according to the legend. The entrances to the hall will be at the doors marked in the Floor Plan.



Please note this diagram is not drawn to scale.

## LEGEND

- PLATINUM LEVEL: 10' x 10'
- GOLD LEVEL: 8' x 10'
- Other booths are 8' x 10'
- Canyon Ballroom





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## SPONSORSHIP AND EXHIBIT SPACE APPLICATION & CONTRACT

### All checks must be made payable to: NAEM

To reserve your space: Attach your deposit to this contract, properly executed, and mail, fax or e-mail to:

**MARY SANCHEZ-QUIGG**  
Exposition Manager, NAEM EHS Management Forum  
Global Account Manager  
Conference Direct  
13518 Granite Rock Drive  
Chantilly, VA 20151  
Phone: 703.830.6920/Cell: 703.623.7304/Fax: 866.608.8062  
E-mail: mary.quigg@conferencedirect.com

(Please print or type):

Company or Organization Name

Address

City/State/Zip

Company Web Site

Published Phone #

Published Fax #

Booth Coordinator (contact for logistics only)

Contact Telephone

E-mail

Title

Signature

Note: This form reserves your booth space only. We will send you exhibitor booth personnel registration forms in July.

### CONTRACT VALIDATION:

- > We enclose our deposit for 50 percent of sponsorship cost made payable to NAEM. The remaining 50 percent payment is due 90 days prior to the exposition (July 18, 2010).
- > Included in the sponsorship price are 3 conference registrations for Platinum Sponsors and 2 conference registrations for Gold and Green Sponsors.
- > The terms and conditions on the reverse side of this agreement are hereby incorporated by reference and Sponsor/Exhibitor agrees to be bound thereby.
- > We agree the space assigned to us shall be accepted by us unless we reject it within ten (10) days of your notice.
- > I/We request, and hereby authorize NAEM & Conference Direct to reserve and assign space by the booth numbers listed below.

### SPONSORSHIP REQUESTED:

- Platinum \$8,850
- Gold \$5,250
- Green \$3,450 (NAEM Affiliate Members)
- Green \$3,650 (Non-members)
- Other \_\_\_\_\_  
(Please specify from the list of Other Sponsorships)

### BOOTH NUMBER REQUESTED: (see Floor Plan on pg. 8)

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_  
3rd Choice \_\_\_\_\_ 4th Choice \_\_\_\_\_

**COMPANY DESCRIPTION:** (up to 75 words, attach a separate sheet or e-mail to mary.quigg@conferencedirect.com) — due by Friday, July 29, 2011)

### PLEASE SEPARATE US FROM THESE COMPETITORS:

(NAEM will do its best to accommodate your request)

### TYPE OF PAYMENT: (Please check one)

- VISA       MasterCard       AmEx
- Check (payable to NAEM in U.S. funds)

**TOTAL AMOUNT ENCLOSED:** \$ \_\_\_\_\_

Card Number

Expiration Date

Cardholder Name

Signature

### FOR OFFICE USE ONLY

Booth(s) assigned

Sponsorship assigned

Cost \$	Paid \$	Date	Check #
2nd payment \$		Date	Check #

NOTE: This form reserves your booth space only. You will be required to register exhibitor booth personnel in July.

# NAEM 2011 EXHIBIT HALL RULES & REGULATIONS

Sponsor/Exhibitor hereby agrees to be bound by all exposition rules and regulations. Sponsor/Exhibitor further agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations; (ii) any rule or regulations of the facility where the exposition is held (iii) the terms of all leases and agreements between NAEM, Conference Direct, and the managers or owners of said facility; (iv) the terms of any and all leases and agreements between NAEM, Preferred Expositions and any other party relating to the exposition. Sponsor/Exhibitor shall not, nor shall Sponsor/Exhibitor permit others to do anything to the booth or do anything in the facility which would cause a difference in conditions from those previously approved by the insurance carrier of NAEM, Conference Direct or the owners or managers of said facility, which will in any way increase premiums payable by any of said parties.

## Space Assignment:

Conference Direct shall use its best efforts to locate the booth in one of the locations designated by Sponsor/Exhibitor on the front side hereof, and to provide physical separation of the booth from the booths of those competitors from whom Sponsor/Exhibitor has requested such separations on the front hereof. Notwithstanding the above, Conference Direct reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

## Hospitality Suites & Private Parties:

Only exhibitors and sponsors shall be authorized to use hospitality suites in the Official Hotel. Hospitality suites and private parties shall not be open during regularly scheduled hours of meetings, exhibits or other NAEM functions. Sponsors/exhibitors who schedule private functions in conflict with official NAEM events will not be eligible to exhibit or sponsor anything at NAEM for two (2) years. This policy will be strictly enforced.

## Equipment:

Booth equipment provided by NAEM shall be returned to NAEM at the end of the term hereon, complete and in good condition, normal wear and tear excepted. Sponsors/exhibitors shall have no right, title or interest in such equipment, but only the right to use it under this lease. Sponsors/exhibitors shall provide all other equipment at their own expense. All booth equipment shall be flameproof. All booth equipment shall be in keeping with and consistent with all rules, codes, and regulations referred to under Codes & Agreements above.

## Exclusions:

NAEM and Conference Direct shall have the right to exclude or to require modification of any display or demonstration which, in its sole discretion, it considers unsuitable to or not in keeping with the character of the exposition and conference. NAEM and Conference Direct shall have the right to prohibit the use of amplifying equipment or music which, in its sole discretion, it considers objectionable. NAEM and Conference Direct shall have the right to demand modification of the appearance of dress of persons or mannequins used in connection with displays or demonstrations.

## Assignment and Sublease:

Sponsors/exhibitors shall not sublet the booth or any equipment provided by NAEM, nor shall Sponsor/Exhibitor assign this lease in whole or part without written notice to and approval from NAEM or Conference Direct.

## Cancellation of Lease:

Sponsor/Exhibitor shall have the right to cancel this agreement at any time by written notice to NAEM. In the event of such cancellation, received up to 120 days prior to the Exposition, NAEM shall refund in full (less a \$200 administrative fee) any rental payments already made by Sponsor/Exhibitor. NAEM shall refund 50% of booth space cost on cancellations received between 120-60 days prior to the Exposition. No refund will be made on cancellations received within 60 days of the Exposition and Conference. Under all circumstances, NAEM retains the right to resell any booth space cancelled by Sponsor/Exhibitor.

## Americans with Disabilities Act (ADA):

Exhibitors shall be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act, and shall hold NAEM harmless from any consequences of exhibiting companies' failure in this regard.

## The Exhibitor Shall Be Responsible For:

Securing any and all necessary licenses or consents for a) any performances, displays, or other uses of copyrighted works or patented inventions, and b) any use of any name, likeness, signature, voice or other impression and other intellectual property owned by any third party which may be used, directly or indirectly, by the exhibitor. This includes the photographing or videotaping of any portion of the NAEM Annual EHS Management Forum and Exhibit Hall floor. The exhibitor agrees hereby to indemnify, defend and hold NAEM harmless from and against any claim of liability and any incident or resulting loss, cost, or damage (including costs of lawsuit and attorney's fees) for failure to obtain these licenses or consents and/or for infringements or other violations of the property rights or the rights of privacy or publicity of any third party.

## Liability:

This agreement shall not constitute or be considered a partnership, employer-employee relationship, joint venture or agency between NAEM, Conference Direct and exhibitor. Sponsor/Exhibitor hereby agrees to and does indemnify, hold harmless and defend NAEM and Conference Direct from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever (including but not limited to cost, interest and attorney's fees) which NAEM and Conference Direct may incur, suffer, be put to, pay or be required to pay, incident to or arising directly from any intentional or negligent act or omission by Sponsor/Exhibitor or any of its employees, servants, or agents. Sponsor/Exhibitor further agrees that NAEM and their respective agents and employees shall not be responsible in any way for (i) damage, loss or destruction of any property of Exhibitor or (ii) injury to Exhibitor or its representatives, agency, employees, licensees or invitees.

## Cancellation or Postponement of Exposition:

In the event that the Exposition and Conference are postponed due to any occurrence not occasioned by the conduct of NAEM, Conference Direct or Sponsor/Exhibitor, whether such occurrence be an act of God or the common enemy or the result of war, not civil commotion, sovereign conduct, or the act or conduct of any person or persons not party of privy to this lease, then the performance of the parties under this agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Exposition, the obligations of the parties under this agreement shall be automatically terminated and all rental payments made under this lease shall be refunded to Sponsor/Exhibitor, less a prorated share of expenses actually incurred by NAEM and Preferred Expositions in connection with the Exposition.

## Handling and Storage:

NAEM, Conference Direct and the owners or managers of the facility where the Exposition is to be held shall not accept or store display materials or empty crates. Sponsor/Exhibitor shall make its own arrangements for shipment, delivery, receipt and storage of such materials and empty crates. Such arrangements may be made through the official general contractor, and Sponsor/Exhibitor shall in any event provide the general contractor with copies of all bills of lading. All shipments and deliveries to the Exposition shall be prepaid. Sponsor/Exhibitor shall not incur any obligation to the official general contractor merely by reason of providing copies of any bills of lading here under.

## Security:

NAEM shall provide guard service throughout the hours of installation, show and dismantling, and exercise reasonable care for the protection of the Sponsor/Exhibitor's materials and display. Beyond this, NAEM, Conference Direct, the show facility and any officer or staff member thereof will not be responsible for the safety of the property or the Exhibitor, his agents, or employees, from theft, damage by fire, accident or any other cause. Sponsor/Exhibitor is required to provide all insurance and/or policy writers to cover all booth contents.

## Arrangements of Exhibits:

All booths are 8'x10' feet in size (except for the Platinum booths which are 10'x10' with a height limit of 10 feet). Standard booth backgrounds and side rails, decorated with bengaline curtains and uniform one-line signs are provided without charge. Booth backgrounds are 8' in height and divider rails are 3' in height. In the area 4' forward from the rear background of each booth, display materials may be placed up to a height not exceeding 8' from the building floor. In any portion of the booth beyond 4' from the rear background of the booth, all parts of the Exhibits shall be placed not to exceed 4' from the building floor. Exhibits not conforming to these specifications, or which in design, operation, or otherwise, are objectionable in the opinion of the management, will be prohibited. All other equipment and utilities must be rented from the official contractors. All demonstrations and displays shall be contained to the booth space rented.

## Give-Aways:

Exhibitors must advise Conference Direct of any give-aways they plan to distribute from their booth. If there is any question about the appropriateness of the item(s), Conference Direct may request a sample for final approval. Each Platinum sponsor will have the opportunity to provide the NAEM registration desk with one (1) item for distribution to all Forum registrants. Conference Direct will coordinate with the Sponsor to see that all registration give-aways are received and distributed appropriately.

## Sponsor Registrations:

With the purchase of a Platinum sponsorship, the exhibitor shall receive three (3) complimentary full conference registrations. Gold and Green sponsorships include two (2) complimentary full conference registrations. All sponsors may register up to one (1) additional personnel for \$945 (NAEM Affiliates) or \$1075 (non-Affiliates). (This does not affect company personnel registered as speakers, which are handled separately through NAEM.)

## NAEM Forum Attendance Lists

(name, title, organization, and address only as PDF only):

Green sponsors will receive a post-Forum list of all participants. Only Gold and Platinum sponsors will receive both the pre- and post-Forum lists. The Platinum sponsors have the opportunity to do one (1) mailing to the entire NAEM membership. All lists are provided with authority for one (1) mailing only. Any exhibitor in violation of this will not be allowed to exhibit at the following two (2) NAEM Forums.