

Exhibitor Prospectus and  
Sponsorship Opportunities

# 2010 ISWM Conference & Expo

**May 19-21, 2010**

Atlantic City Hilton Casino Resort  
Atlantic City, NJ

**G**GROWTH  
**L**LEADERSHIP  
**O**OPPORTUNITIES IN  
**W**WEIGHING

**Priority Points Advance Deadline Monday, February 1, 2010**  
**Exhibitor Application Deadline Friday, April 16, 2010**



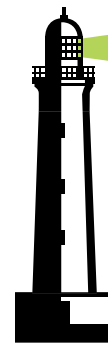
INTERNATIONAL SOCIETY OF WEIGHING & MEASUREMENT

# GET THE GLOW!

## Growth, Leadership and Opportunities in Weighing

Join the weighing industry's stars for the 2010 ISWM Conference & Expo in Atlantic City, New Jersey and get the GLOW—Growth, Leadership and Opportunities in Weighing! For three days in May, the best and the brightest will gather to improve their skills, make new contacts and prepare for the challenges and opportunities that lie ahead.

With easy access for three quarters of the ISWM members and reasonable hotel rates, Atlantic City promises to attract attendees from far and wide. So, don't delay! Exhibit space at the 2010 ISWM Conference & Expo is limited, so send in your application early and reserve your space. And set yourself apart from your competition by being a Conference Sponsor. Sign up today and get ready for the GLOW—Growth, Leadership and Opportunities in Weighing!

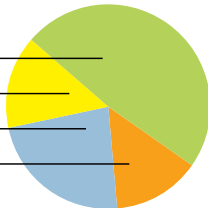


**G**GROWTH  
**L**EADERSHIP  
**O**PPORTUNITIES IN  
**W**EIGHING

### Expo 2010 brings you attendees with purchasing power ...

The ISWM membership includes:

Dealers/Distributors .....	45%
Independents .....	18%
Manufacturers .....	24%
Other .....	13%



### List of 2008 Exhibitors

- A&D Weighing
- ACells Corporation
- Anyload
- Cardinal Scale Manufacturing Corporation
- CAS Scale, Inc.
- CEC-Zemic USA, Inc.
- Changzhou Peak Electric Co., Ltd.
- Coti, Inc.
- DigiWeigh
- Dini Argeo SRL
- Excell Precision Co., Ltd.
- InSCO Metrology, Inc.
- Intelligent Weighing Technology, Inc.
- Intercomp Company
- Jenssen Scales, Inc.
- Kilotech, Inc.
- Massload Technologies
- Master K
- Ohaus Corporation
- Pennsylvania Scale Company
- Precise Instrument Corp.
- Radweg USA, LLC
- Rice Lake Weighing Systems
- Salter Brecknell Weighing Products
- Sentry Insurance
- Setra Systems, Inc.
- Spartan Systems
- SPX GSE
- Taiwan Scale Manufacturing Co., Ltd.
- Tiffin Loader Crane
- TOR REY Electronics
- Totalcomp Scales and Components
- Transcell Technology, Inc.
- Weighing and Measurement Magazine
- Western Weighing Technologies
- Yamato Corporation





# Exhibitor Information

## Location

Atlantic City Hilton Casino Resort  
3400 Pacific Avenue  
Atlantic City, NJ 08401  
(609) 347-7111 or  
(888) 224-4586

## Exhibit Hours

**Wednesday, May 19, 2010**

12 Noon – 5:00 pm

**Thursday, May 20, 2010**

12 Noon – 5:00 pm

**Friday, May 21, 2010**

9:00 am – 1:00 pm

## Move-In

**Tuesday, May 18, 2010**

1:00 pm – 5:00 pm

## Tear Down

**Friday, May 21, 2010**

1:00 pm – 7:00 pm

## Exhibitor Talk

**Friday, May 21, 2010**

1:15 pm – 2:00 pm

*We request that exhibitors refrain from packing exhibits or materials until 1:00 pm, Friday, May 21.*

## General Booth Info

Booth sizes available:

### 8' x 10'

- Includes one full registration to the 2010 ISWM Conference & Expo
- Includes one exhibitor staff registration.
- Each additional staff will need to purchase a full conference registration.
- Your exhibit cannot exceed your assigned booth area: 8' (depth) x 10' (length).

## Exhibit Promotional Information

Describe in 50 words or less, exactly as you want it to appear in the official promotions, the products or services to be exhibited. Attach the description to this application or email it to Kate Fitzgerald at kfitzgerald@mgmtsol.com by Friday, April 16, 2010. Descriptions received after this date may not be included in the program material.

## Important 2010 Dates to Remember

Priority Points Advance Deadline	Monday, February 1, 2010
Exhibitor Early Registration Deadline	Monday, February 1, 2010
Exhibitor Service Kit E-Mailed	Monday, February 15, 2010
Exhibitor Application Deadline	Friday, April 16, 2010
Exhibitor Promotional Information	Friday, April 16, 2010
Last Day for Receipt of Warehouse Freight	Friday, May 7, 2010
Exhibitor Registration Opens/Move-In	Tuesday, May 18, 2010 1:00pm–5:00pm
2010 ISWM Conference	Tuesday–Friday, May 18–21, 2010
2010 ISWM Exposition	Wednesday–Friday, May 19–21, 2010
Exhibitor Talk	Friday, May 21, 2010 1:15 pm–2:00 pm
Exhibitor Teardown	Friday, May 21, 2010 1:00 pm–7:00 pm

## Included in the booth space rate:

- 8' draped backwall
- 3' draped siderails
- One (1) identification sign
- One (1) 6' skirted table and two (2) chairs

Additional signs may be ordered from the official decorator. All signs that are rigged above 8' require ISWM staff approval. Each exhibit should be installed so as not to obstruct the view of, or interfere with, the exhibits of others. Exhibitors shall not erect or maintain a backwall higher than 8' nor side walls over 3' in height. All solid opaque structures will be confined to within 3' of the back line of the exhibitor's space.

## Installation and Dismantling of Exhibits

At 5:00 pm on Tuesday, May 18, 2010, an inspection will be made of the Exhibit Hall. At that time, all exhibits, that are obviously not being worked on and have no representative present, will be assigned to the labor contractor to uncrate and erect in order to facilitate removal of crates and initial cleaning prior to opening. Charges will be billed to the exhibitor. Late setup on the morning of Wednesday, May 19, 2010 will be handled on a per request basis with 30-days advance written notice given to the ISWM staff.

The Hall will open from 9:00 am–11:00 am on Wednesday, May 19, 2010 for final preparations, such as lighting, powering of equipment, etc.

No exhibit may be erected during exhibit hours. Dismantling of exhibits and packing of equipment may not begin until 1:00 pm, Friday, May 21. Exhibitors who dismantle their booths prior to the announced closing risk losing their Priority Points and future exhibit invitations. All exhibits must be packed and ready for removal from the exhibit area no later than 7:00 pm on closing day.

## Space Assignment

Preference for space assignment will be given to previous exhibitors based on the ISWM Exhibition Priority Points List until February 1, 2010. After February 1, space will be assigned on a first-come, first-served basis to exhibitors submitting a completed contract and full payment. **Please note: Space is limited. Return your completed contract with full payment early to assure your exhibit space.**

Please indicate your preferred space assignment by listing your top six (6) choices on the application form on page 8 of this Prospectus. In the event all of your choices have been assigned, we

# Exhibitor Information

will contact you prior to assigning exhibit space. Applications received without full payment will not be processed. Payment must be received in U.S. dollars.

Points for the ISWM Exhibition Priority Point List are earned by exhibitors based on the number of continuous years exhibiting with the ISWM and the number of booths rented over the years. ISWM Exhibition Priority Point preference will only be given to exhibitors who return their contract and full payment by Monday, February 1. If two companies have the same number of points in the Priority Listing, booth space will be assigned according to the date the contract was received by the ISWM. Companies not on the ISWM Exhibition Priority Point Listing will be assigned booth space after the Priority Point Advance Deadline, according to the date their contract and payment are received.

Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should so indicate on their application. Careful consideration will be given to such requests. ISWM reserves the right to change assigned space allocations.

## Exhibit Staff Registration

Admission to the Exhibit Hall will be by badge only. Each exhibitor will receive one full registration and one exhibitor staff registration badge. All exhibitor staff must be registered. Additional exhibitor staff wishing to attend the program will need to purchase a Full Conference registration. Those who are attending the exhibits only should register under the “Expo only” category. Exhibitor staff registering on site must show proof of employment. Onsite registration for exhibitor staff will be open on Tuesday, May 18, 2010 from 1:00 pm – 5:00 pm.

## Daily Exhibit Passes

Each exhibitor will receive a limited number of “Daily Exhibit Passes” for distribution to their guests. Please contact the ISWM staff at [staff@iswm.org](mailto:staff@iswm.org) prior to the Conference to discuss your exhibit pass needs.

## Payment and Refunds

No booth assignments will be made until full payment and a completed Exhibit Space Application and contract have been received by the ISWM.

Cancellations must be submitted in writing to the ISWM, 9707 Key West

Avenue, Suite 100, Rockville, MD 20850 —Fax: (301) 990-9771. Cancellations received by Monday, February 1, 2010 will receive an 85% refund. Cancellations received after February 1, 2010 and before March 8, 2010 will receive a 50% refund. All Daily Exhibit Passes must be surrendered at the time of request for a refund. No refunds will be made after March 8, 2010. Please note: If the exhibitor reduces the space reserved, the cancellation clauses will apply to that portion of the space canceled.

## Attendee List

A listing of all Conference attendees will be supplied to each exhibitor upon request at the end of the Conference.

## Housing

Please call the Atlantic City Hilton Casino Resort to reserve your room at (609) 347-7111 or (888) 224-4586. Rates are \$85 single/double from Monday, May 17 to Thursday, May 20 and \$199 single/double for Friday, May 21 and Saturday, May 22. Please reference the “International Society of Weighing and Measurement” to obtain the group discounted rate. The group rate will be available on a first-come, first-served basis until Friday, April 16, 2010 or until the block has sold out.

## Exhibitor's Service Kit

A complete Exhibitor's Service Kit containing all the necessary order forms for drayage, electrical, furniture rental, carpeting, cleaning, etc. will be sent via e-mail to each exhibitor by AEX Convention Services, the general contractor/decorator, during the week of February 15, 2010. Orders should be submitted by Friday, May 7, 2010.

## Exhibitor Shipping Information

All shipping information for AEX will be included in the Exhibitor's Service Kit. **Please note: if you plan on carrying in your materials, the hotel limits the amount of materials to a total of four boxes not to exceed 50 pounds each. Materials in excess of 50 pounds will be subject to exhibit shipping fees.**



# Exhibitor Information



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## Hospitality Events

Exhibitors and Conference sponsors may request hospitality suites and meeting space for company events at the Atlantic City Hilton Casino Resort. There are a limited number of suites available. Hospitality suite requests will be honored on a first-come, first-served basis after ISWM staff approval. Affiliate events are not permitted during the ISWM's scheduled exhibit or technical session hours. Please contact Wendy Baten, Director of Hotel Sales and Marketing, at 609-340-7095 or [wbaten@hiltonac.com](mailto:wbaten@hiltonac.com) for additional information.

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## Exhibitor Giveaways/Drawings

Exhibitors are allowed to distribute giveaways at their booths. Exhibitors must confine their activities, including the distribution of printed materials, to the space for which they have contracted. Canvassing, distributing or advertising outside the exhibitor's own booth will not be permitted. Exhibitors may not serve or dispense food or beverage of any type from their booth or in the Exhibit Hall, without the prior approval of ISWM staff.

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## Liability and Insurance

The International Society of Weighing and Measurement (ISWM), its officers, directors, volunteers, employees, agents and sponsors are not responsible or liable for the exhibitor's property, owned or rented, his personnel or invitees, or that of his employees or agents, from personal injury, fire, theft or any other causes.

Exhibitors are advised to secure insurance coverage at their own expense on personnel, products and exhibits. If coverage is not already in force, requesting a rider to the company's existing policy can usually provide such coverage.

Exhibitors shall be bound by the terms of the contract held by the ISWM with the Atlantic City Hilton Casino Resort. Exhibitor agrees to indemnify, hold harmless, and defend the ISWM, its officers, directors, volunteers, employees, agents and sponsors, and the Atlantic City Hilton Casino Resort and its respective members, officers, directors, agents, and employees from and against any and all liabilities, damages, actions, costs, losses, claims, and expense, including attorney's

fees, on account of personal injury, death, or damage to or loss of property or profits arising out of or resulting, in whole, or in part, from any act of omission, negligence, fault or violation of law or ordinance of exhibitor or its employees, agents, subcontractor, or invitees or any other person entering the facility with the implied or express permission of the exhibitor. Such indemnification by exhibitor shall apply unless such damage or injury results from the sole negligence, gross negligence, or willful misconduct of operator, its employees or subcontractors.

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## Age Requirements for Admittance to the Exposition

At all times during exhibit hours, child(ren) must be accompanied by a parent or guardian. The parent or guardian assumes all risk and responsibility for the safety of the child(ren). Children are not allowed in the Exhibit Hall during move-in or move-out.

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## Camera Policy

Cameras are not allowed in the Exhibit Hall. Only the ISWM authorized photographer and accredited press representatives will be permitted to take pictures in the exhibit area. Persons not complying with this policy will be escorted from the Exhibit Hall and not allowed to return. Anyone requesting an exception to this policy must contact the ISWM staff in advance of the Conference & Expo for permission.

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## Sound

Public address systems are not permitted. The noise level from any demonstrations or sound system should be kept to a minimum and should not interfere with others. Electrical or mechanical apparatus must be muffled so noise does not interfere with other exhibitors. The ISWM reserves the right to determine at what point sound constitutes interference with others.

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## Smoking

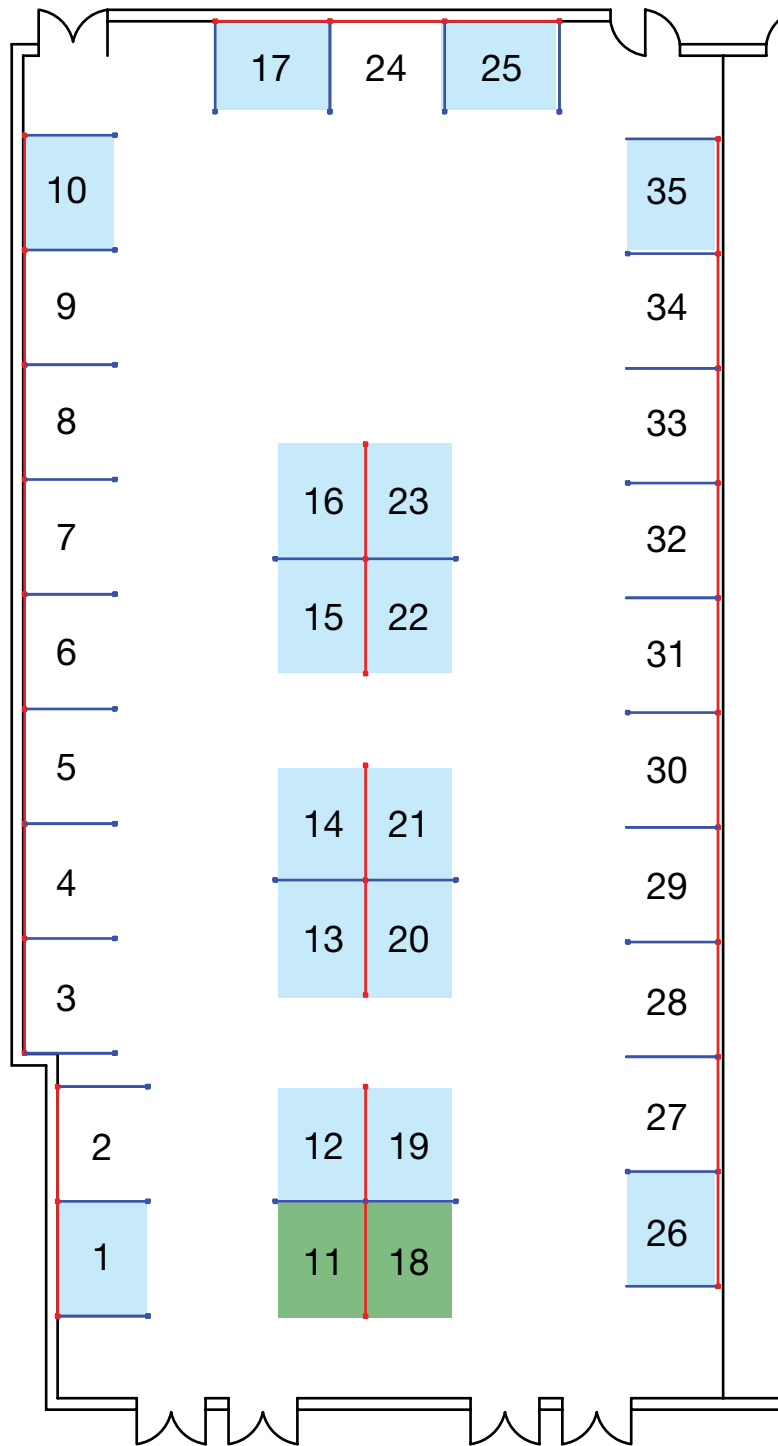
The ISWM does not permit smoking in the Exhibit Hall during installation, show days, and dismantling. Your cooperation is appreciated.



# ISWM 2010 Expo Hall



Atlantic City Hilton, Cambridge Hall B



Entrance



# Sponsorship Opportunities

Gain valuable exposure for your company as a 2010 Conference & Expo sponsor! Premiere sponsors' names will appear prominently on all Conference & Expo signage and publicity. In addition, Premiere Sponsors will receive special booth signage indicating their level of conference sponsorship, and preferred advertising placement in the official 2010 ISWM Conference & Expo Program.

## Premiere Sponsorship Levels

### Platinum: \$2,500

- Recognized sponsor of the 2010 Conference & Expo's President's Icebreaker Opening Reception. Sponsorship acknowledgment and appropriate signage at the Opening Reception of ISWM's 2010 Conference & Expo.
- Full-page ad in the 2010 ISWM Conference & Expo Program.
- Prominence on all sponsorship listing/signage.
- Distinctive identification badges for all company employees attending the 2010 Conference & Expo.

### Gold: \$1,750

- Recognized sponsor of the 2010 ISWM Conference & Expo.
- Half-page ad in the 2010 ISWM Conference & Expo Program.
- Prominence on all sponsorship listings/signage.
- Distinctive identification badges for all company employees attending the 2010 Conference & Expo.

### Silver: \$1,000

- Recognized sponsor of the 2010 ISWM Conference & Expo.
- Quarter-page ad in the 2010 Conference & Expo Program.
- Listing on all sponsorship signage.
- Distinctive identification badges for all company employees attending the 2010 Conference & Expo.

## Education Session Coffee Break Sponsor

### \$500 sponsorship for one day. Three sponsorships available.

Who wouldn't love the company that brought them a hot cup of coffee to combat the morning slump! Make your company the hero of the ISWM 2010 Conference as a Coffee Break sponsor at the 2010 education sessions.

You will be identified as the Coffee Break sponsor with signage bearing your company name and logo, and you will also be entitled to set up a table top display in the education session hallway at the time of your sponsored Coffee Break. Also, your company will be acknowledged in the 2010 ISWM Conference & Expo Program for its sponsorship.



The Historic Absecon Lighthouse, located in Atlantic City, is the country's third tallest lighthouse.

# Exhibit Space and Sponsorship Application



## APPLICATION/PAYMENT DEADLINES

Exhibitor Priority Points Deadline: February 1, 2010  
 Exhibitor Application Deadline: April 16, 2010

### 1. Mail Exhibitor Correspondence to (please print):

Exhibiting Company \_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

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

Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

If company exhibited at ISWM under a different name, what was it?  
 \_\_\_\_\_

### 2. Booth Fees

Includes one full Conference & one exhibitor staff registration. We understand that space will be rented according to the following fee structure (check one)

BY FEBRUARY 1, 2010	Members	Non-Members
8' x 10'	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,800
8' x 10' End Cap	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,200
8' x 10' Priority End Cap (for booth 11 or 18)	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
AFTER FEBRUARY 1, 2010	Members	Non-Members
8' x 10'	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$2,000
8' x 10' End Cap	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,400
8' x 10' Priority End Cap (for booth 11 or 18)	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$2,700

Total Booth Fees \$ \_\_\_\_\_

### 3. Booth Selection

Select space as shown on the floor plan. List only one number per choice.

1st choice \_\_\_\_\_ 4th choice \_\_\_\_\_  
 2nd choice \_\_\_\_\_ 5th choice \_\_\_\_\_  
 3rd choice \_\_\_\_\_ 6th choice \_\_\_\_\_

### 4. Booth Separation

Companies from which we desire booth separation (identify by company name, NOT by products displayed). Booth separation is not guaranteed. Should booth separation supersede location requested?  Yes  No

1. \_\_\_\_\_  
 2. \_\_\_\_\_

### 5. Exhibit Promotions

Official Exhibit Information: Describe in 50 words or less, exactly as you want it to appear in the official promotions, the products or services to be exhibited. Attach description to this application or email it to Kate Fitzgerald at kfitzgerald@mgmtsol.com by Friday, April 16, 2010.

### 6. Sponsorship

Please indicate your sponsorship level:

**Premiere:**

Platinum - \$2,500  Gold - \$1,750  Silver - \$1,000

**Additional Sponsorship Opportunities:**

Education Session Coffee Break Sponsor - \$500/day

Sponsorship Total \$ \_\_\_\_\_

### 7. Payment

Booth Fees Total \$ \_\_\_\_\_

Sponsorship Total \$ \_\_\_\_\_

**TOTAL AMOUNT DUE** \$ \_\_\_\_\_

Check (U.S. funds only, payable to ISWM)

Visa  Mastercard  American Express

Account # \_\_\_\_\_ Exp Date \_\_\_\_\_

Name On Card \_\_\_\_\_

Billing Address \_\_\_\_\_ Security Code \_\_\_\_\_

City/State \_\_\_\_\_

Authorized Signature \_\_\_\_\_

### 8. Authorization

I am an authorized representative of the company with the full power and authority to sign and deliver this application. The company listed on this application agrees to comply with all policies, rules and regulations contained in the Exhibitor Prospectus, and all policies, rules and regulations adopted after publication of the prospectus, which we accept as part of the agreement.

Company \_\_\_\_\_

Authorized Name \_\_\_\_\_

Authorized Signature (Required) \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

### 9. Return signed application and payment to:

ISWM Telephone: +1 301-258-1115  
 9707 Key West Avenue, Suite 100 Fax: +1 301-990-9771  
 Rockville, MD 20850 USA Email: staff@iswm.org