



EXHIBIT SPACE APPLICATION & CONTRACT

EXHIBITOR INFORMATION – List company name **EXACTLY** as you wish it to appear on all lists, mailings, promotional materials, etc.

Company Name: _____ Indicate Country location of Corporate Headquarters: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Street Address (If PO Box is used above): _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____ Website Address: _____

PRIMARY CONTACT PERSON REGARDING SHOW INFORMATION

Mr. Ms. _____ First Name: _____ Last Name: _____ Title: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Street Address (If PO Box is used above): _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____ Direct Email: _____

MARKETING/PR CONTACT REGARDING SHOW INFORMATION

Mr. Ms. _____ First Name: _____ Last Name: _____ Title: _____

Email: _____

MEMBERSHIP AFFILIATION

Please check all groups your company belongs to and use the most favorable space rate.

- Association of Equipment Manufacturers (AEM)
- National Ready Mixed Concrete Association (NRMCA)
- National Stone, Sand & Gravel Association (NSSGA)
- International Pavilion Organizer
- Non-Member

EXHIBIT SPACE RATES

The exhibit space rates are determined by association membership and total square footage.

AFFILIATION	INDOOR (200 SF OR LESS)	INDOOR (201 SF OR MORE)	OUTDOOR
AEM	\$21.35	\$19.05	\$13.75
NRMCA, NSSGA	\$25.50	\$23.15	\$18.20
Int'l Pavilions	Not Applicable	\$27.20	\$23.00
Non-Member	\$34.50	\$32.00	\$27.00

EXHIBIT SPACE REQUEST – The maximum exhibit space sizes per company and division(s) are: 40,000 square feet indoor, 50,000 square feet outdoor or 60,000 square feet combined indoor/outdoor.

EXHIBIT STAND 1 Indoor Outdoor
_____ X _____ = _____ SF @ \$ _____ per SF = \$ _____

EXHIBIT STAND 2 Indoor Outdoor (Complete **ONLY** if you require 2 exhibit stands)
_____ X _____ = _____ SF @ \$ _____ per SF = \$ _____

PAYMENT SCHEDULE & INFORMATION

Exhibit Space Payment Information

A non-refundable deposit of 25% of the total cost of the exhibit space requested is required with this application and will apply to the cost of the space assigned. Applications are not valid without the required deposit.

- The second 25% must be postmarked on or before February 28, 2010
- Final 50% of your total assigned exhibit space must be postmarked on or before September 30, 2010

Applications received on or after September 30, 2010 must be accompanied by 100% payment of the exhibit space cost.

Payment Calculations

\$ _____ Exhibit Space Deposit
 \$ 99 Online Exhibitor Directory Listing (\$99)
 \$ _____ Equipment Data Associates (\$295) - OPTIONAL
 \$ _____ **Grand Total Enclosed**

Online Exhibitor Directory Listing (\$99) - MANDATORY

Includes complete company contact information, company logo, product category listing(s), and document sharing. For more information and listing upgrade options, contact the Exhibit Sales Department at 800-867-6060.

Equipment Data Associates (EDA) (\$295) – OPTIONAL

Obtain the financed buying history by company through the service EDA provides. EDA's market intelligence provides unmatched access to the detailed purchasing history of equipment buyers.

Make all checks payable to CONEXPO-CON/AGG 2011. Payments must be made in U.S. dollars with a check or bank draft payable through a U.S. bank. **Credit cards are not accepted.** The deposit along with a copy of this application should be sent to: **CONEXPO-CON/AGG 2011, Box 88773, Milwaukee, WI 53288-0773**

PRODUCT CATEGORIES – Rank the categories in which your product/service best fits (1 is highest, 5 is lowest). Show Management determines your space location based on this information.

- | | | |
|--|---|---|
| <input type="checkbox"/> Admixtures | <input type="checkbox"/> Concrete Mixers | <input type="checkbox"/> Lifting-Cranes |
| <input type="checkbox"/> Aggregates Processing | <input type="checkbox"/> Concrete Paving | <input type="checkbox"/> Light Equipment Asphalt |
| <input type="checkbox"/> Asphalt Production & Paving | <input type="checkbox"/> Concrete Products/Services | <input type="checkbox"/> Light Equipment Concrete |
| <input type="checkbox"/> Associations | <input type="checkbox"/> Drilling Equipment | <input type="checkbox"/> Lubricants |
| <input type="checkbox"/> Attachments | <input type="checkbox"/> Earthmoving | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Blasting Products | <input type="checkbox"/> Engines/Components | <input type="checkbox"/> Safety & Traffic |
| <input type="checkbox"/> Cement | <input type="checkbox"/> Government Agency | <input type="checkbox"/> Tires |
| <input type="checkbox"/> Compactors | <input type="checkbox"/> Heavy Duty Trucks | <input type="checkbox"/> Trenching & Shoring |
| <input type="checkbox"/> Computers | <input type="checkbox"/> Hydraulics | <input type="checkbox"/> Utility Equipment |
| <input type="checkbox"/> Concrete Batch Plants | <input type="checkbox"/> Industry Services | |
| <input type="checkbox"/> Concrete Finishing | <input type="checkbox"/> Lifting -Aerial | |

ACCEPTANCE – We the undersigned, hereby apply for a license to use CONEXPO-CON/AGG 2011 exhibit space. We understand that upon acceptance, this application becomes a contract upon terms and condition mutually agreed to by the parties. In making this application, we agree to exhibit under and comply with the CONEXPO-CON/AGG 2011 Rules and Regulations and any amendments thereto, and the terms in all space assignment letters sent to us, all of which are made a part of this agreement. This agreement shall bind the parties hereto, and their respective permitted successors and assigns. For Rules and Regulations visit www.conexpoconagg.com.

Exhibitor Signature: _____ Title: _____ Date: _____

Accepted by Show Management: _____ Date: _____