



Promotion & Planning 2010

The attached pages contain information and order forms to assist in your event planning and to help you maximize your promotional impact and return on investment.

Please review the pages herein as many have deadlines.

ITEM	DUE DATE
<input type="checkbox"/> Free Guest Invitations for your customers and prospects	ASAP
<input type="checkbox"/> Hotel, Travel and Parking information	ASAP, discounted rates cut off Feb 1
<input type="checkbox"/> Sponsorship Opportunities	ASAP
<input type="checkbox"/> Directory Ad Space Reservation	January 22
<input type="checkbox"/> Event Directory Listing	January 22
<input type="checkbox"/> Event Directory Logo Insertion	January 22
<input type="checkbox"/> Exhibitor Badges	January 25

If you have questions on this packet or other matters concerning your participation in NFMT 2010, please contact your account representative.

Mitch Pezanoski – Accounts A-I

Phone: 414-228-7701 ext. 449 • Fax: 414-228-1134

Email: mitch.pezanoski@tradepress.com

Liz Eaton – Accounts J-N

Phone: 414-228-7701, Ext. 464 • Fax: 414-228-1134

Email: liz.eaton@tradepress.com

Debbie Hanamann – Accounts O-Z plus

Building Automation, HVAC and Power

Phone: 414-228-7701, Ext. 305 • Fax: 920-330-9981

Email: debbie.hanamann@tradepress.com

Schedule at a Glance

EXHIBITOR INSTALLATION:

Sunday, March 14, 2010	8:00 am – 4:30 pm
Monday, March 15, 2010	8:00 am – 4:30 pm
Tuesday, March 16, 2010	8:00 am – 10:00 am

*All Exhibits must be fully operational by 10:00 am Tuesday, March 16th. After this hour no installation work will be permitted without special permission from Exhibit Management.

REGISTRATION HOURS:

Monday, March 15, 2010	1:00 pm – 5:00 pm
Tuesday, March 16, 2010	7:00 am – 5:00 pm
Wednesday, March 17, 2010	7:00 am – 5:00 pm
Thursday, March 18, 2010	7:00 am – 3:00 pm

EXHIBIT HOURS:

Tuesday, March 16, 2010	12:00 pm – 4:00 pm
Wednesday, March 17, 2010	11:00 am – 3:00 pm
Thursday, March 18, 2010	11:00 am – 2:00 pm

EXHIBITOR DISMANTLE:

Thursday, March 18, 2010	2:00 pm – 10:00 pm
Friday, March 19, 2010	8:00 am - 12:00 pm

REMOVAL OF EXHIBITS:

All freight not called for by 9:00 am, Friday, March 19th will be shipped by a carrier selected by the official drayage contractor at exhibitor's expense.

THE EXHIBIT HALL MUST BE CLEARED BY 2:00 PM FRIDAY, MARCH 19TH!

Reminder: No one under 18 years of age will be allowed to register for the conference sessions or admitted on the exhibit floor at anytime.

Free Guest Invitations

Use this form to order invitations for your customers and prospects. Quantities are unlimited and can be shipped to you and/or your distributor, representative, agent or affiliate. Invitations will be available as of December 7, 2009.

*Let us help you stretch your marketing dollars by mailing directly to your database of customers and prospects. All we need is your database and we'll ink jet your company name and booth number on the mailing panel of the invitation. We also offer an HTML template that can be customized to feature your corporate logo and personal invitation to NFMT 2010. For additional information please contact Bernice Alcantar, 1-630-271-8230 or balcantar@rocexhibitions.com

Please ship (qty.) _____ invitations to address #1 below.

Please ship (qty.) _____ invitations to address #2 below.

Please send an electronic PDF version for e-mail distribution to the following address:

Company Name: _____ Booth #: _____

Return this form to:
ROC Exhibitions, Inc.
Fax: 1-630-271-8234
1963 University Lane
Lisle, IL 60532

For ROC Use Only

Date Received: _____

Date Shipped: _____

Ship to Address #1

Attention: _____

Co: _____

Address: _____

City: _____

State: _____ Zip: _____

Telephone: _____

Ship to Address #2

Attention: _____

Co: _____

Address: _____

City: _____

State: _____ Zip: _____

Telephone: _____

Housing Reservation Form

Deadline Extended! The discounted rate has been extended to **March 10th, subject to availability.** Please read these instructions thoroughly before completing the form. Type or print clearly. For additional reservations, please duplicate this form.



Participating hotels and rates	
1	Baltimore Marriott Inner Harbor Hotel at Camden Yards Block Filled! \$201 Single / \$211 Double
2	*Hilton Baltimore Convention Center \$214 Single/Double *Headquarter hotel connected to convention center
3	Days Inn Inner Harbor Block Filled! \$144 Single/Double
4	Sheraton Inner Harbor Hotel \$195 Single/Double Block Filled!
5	Hyatt Regency Baltimore \$230 Single/Double
6	Renaissance Harborplace Hotel \$211 Single/Double
7	Baltimore Marriott Waterfront Hotel \$201 Single / \$211 Double
◆	Convention Center

EXHIBITORS: Interested in hosting a hospitality suite or networking function?
 Please complete a Networking Function form, included in the Promotion and Planning packet OR download a PDF online at www.nfmt.com. You can locate the form in the exhibitor resources section.

*To make reservations for 10 or more rooms, please call the NFMT Housing Reservation line at 800-282-6632

4 Ways to reserve your room

Online:
www.nfmt.com

Phone:
 800-282-6632
 410-837-4636
 M-F 8:30am-5:30pm ET

Fax:
 410-659-8398
 Fax this completed form

Mail: For Check Deposit ONLY:
 Mail completed form with check
 BACVA/NFMT Housing Bureau
 100 Light Street
 12th Floor
 Baltimore, MD 21202

Hotel Information

Please specify a different hotel for each choice. If the hotels you select are not available, you will be assigned a hotel according to your preference noted:

Comparable rate Close proximity to conference site

1st choice: _____ 2nd choice: _____ 3rd choice: _____

Hotel Room Type

Occupant Name	Room Type (Single/Double)	Arrival Date	Departure	# of Nights	Smoking	ADA
Room #1: _____	_____	_____	_____	_____	_____	<input type="checkbox"/>

Reservation Guarantee

All hotels require a credit card guarantee or check deposit of one night room rate plus tax with each reservation request. Housing forms received without a deposit or credit card guarantee will not be processed.

Check One: American Express Discover MasterCard Visa

Credit Card #: _____ Exp Date: _____

Name on card: _____ Signature: _____

Check enclosed payable to BACVA/NFMT Housing Bureau Mail to: BACVA/NFMT Housing Bureau, 100 Light Street, 12th Floor, Baltimore, MD 21202

Contact Information

Last Name: _____ First Name: _____ MI: _____

Email: _____ Phone: _____ Fax: _____

Company: _____

Address: _____ Address 2: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Send the reservation confirmation via Email Fax Mail

DO NOT SEND THIS FORM TO ROC EXHIBITIONS OR TRADE PRESS MEDIA GROUP. SEND TO THE BACVA/NFMT HOUSING BUREAU USING THE METHODS LISTED ABOVE. PLEASE USE ONE FORM PER ROOM. MAKE ADDITIONAL COPIES IF NECESSARY.

Confirmations
 The NFMT Housing Bureau will send you a confirmation. Review it carefully for accuracy. If you do not receive a confirmation within 14 days after sending request, please contact us at 800-282-6632.

Room Rates / Taxes
 In order to take advantage of the special convention rates, book by February 1, 2010. After this date, rooms are subject to availability and at the hotel's discretion to honor the discounted rate. All rates per room night are subject to a 13.5% tax (subject to change). Some hotels may charge additional fees.

Deposits
 All hotels require a credit card guarantee. If reserving with a check, deposit of one night room and tax with each room reservation request. Requests received without a credit card guarantee or check deposit will not be processed. Please fill out this form completely and provide the credit card information or mail the form with the check deposit.

Changes/Cancellations
 Changes and cancellations can be made by contacting the NFMT Housing Bureau until March 9, 2010. **Cancellations made on/after February 16, 2010 will be charged a \$50 cancellation fee. Cancellations made on/after March 9, 2010 will forfeit one night's room rate and tax to the hotel.** Beginning March 10, 2010, please call the hotel directly for changes or cancellations.

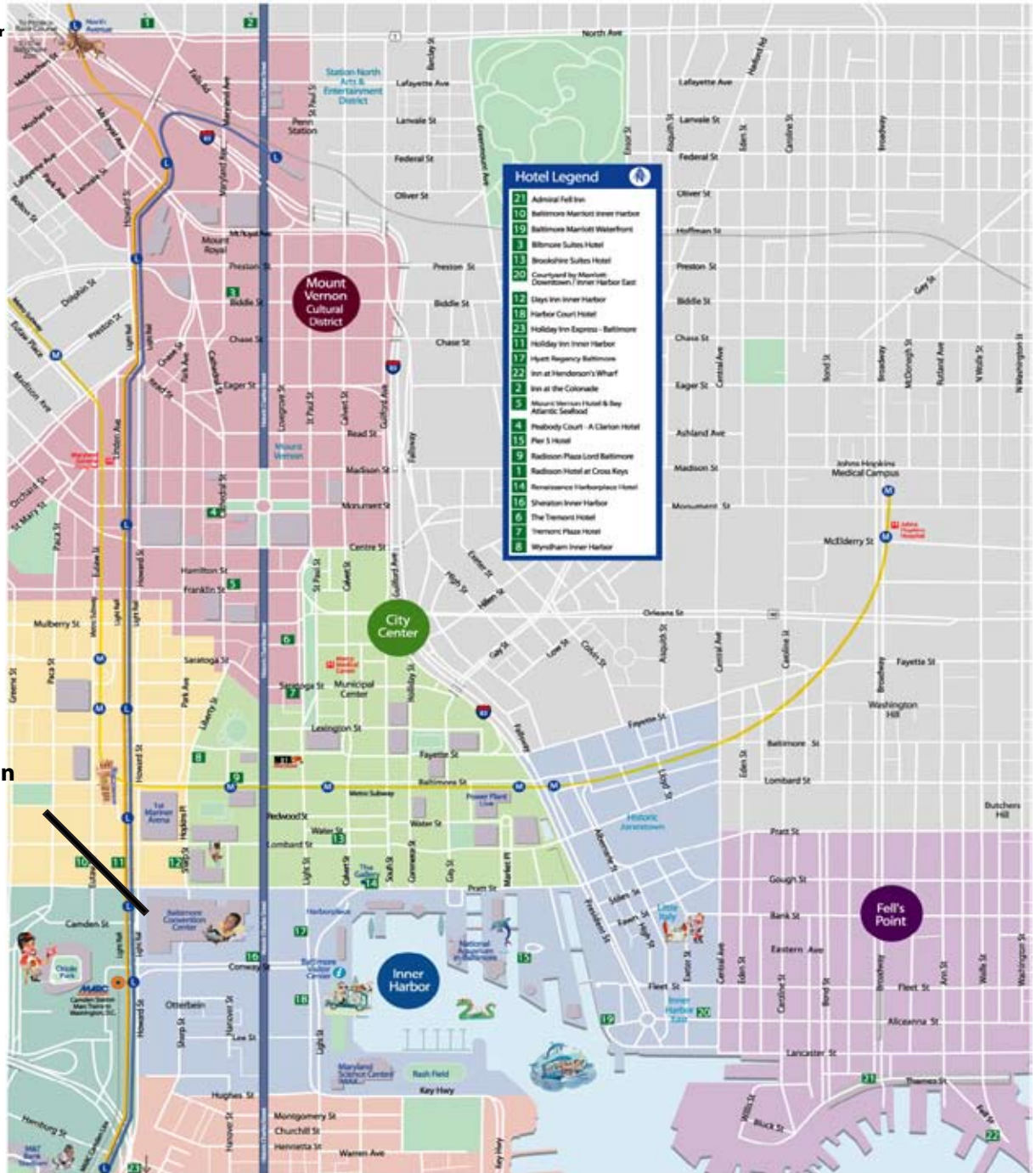
***Beware of Tradeshow Scam Artists**
 It has been brought to our attention that scam artists, fraudulent companies and vendors not contracted by show management have been targeting exhibitors participating in tradeshows across the country. Be careful of companies calling posing as vendors for NFMT - National Facilities Management & Technology Conference & Expo. Some scams include housing, directory listings, and onsite services. NFMT / MSX / GreenTech / Safe Buildings is produced by ROC Exhibitions Inc. and Trade Press Media Group. If you are contacted by any outside company you find suspicious, please contact your NFMT Account Representative to verify legitimacy. You can also visit our Web site to see a list of approved vendors.

Parking

Baltimore Convention Center
1 W. Pratt Street
Baltimore, MD 21201
Tel: 410-469-7000

There are no parking facilities at the Baltimore Convention Center, but there are numerous public lots available in the area. Pricing varies by lot. Please visit www.bccenter.org for detailed information on parking and pricing.

Baltimore Convention Center



Travel Information

We've negotiated discounted rates with the following vendors to help make your travel plans to NFMT. Please call directly and be sure to mention the discount code for the event.

American Airlines

Promotion Code #A4330AK

Tel: 1-800-433-1790

Reserve online at www.aa.com, use 4330AK in the promotion code field

*\$20 paper ticket charge for telephone reservations

Discounted rates are valid for travel March 10 - 23, 2010

Avis Vehicle Rental

Avis Worldwide Discount (AWD) D006268

Tel: 888-754-8878

Reserve online at www.avis.com and enter the discount code D006268

Amtrak

Convention fare Code X86Y-967

Tel: 1-800-872-7245

Amtrak offers a 10% discount off the lowest available rail fare to Baltimore, MD between March 13, 2010 to March 21, 2010.

Be sure to check the event Web site www.nfmt.com for updated availability on hotels, travel information, along with entertainment and dining options, maps and more!



Event Directory Listing

All exhibitors receive a free listing in the NFMT 2010 event directory. To ensure your company information is included in the directory you must submit your listing by the deadline: January 22, 2010

Option #1: Go ONLINE to www.nfmt.com/eventdirectory/default.asp to use the electronic submission form.

Option #2: Complete this form and fax or mail to the following:
Fax: 1-414-228-1134
Sandy Mannix, NFMT
2100 W. Florist Ave., Milwaukee, WI 53209

Run your company logo with your listing
Cost of insertion is \$225
See order form on the following page

Please type or print clearly

Company Name: _____ Booth # _____

Address: _____ Address 2: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Telephone: _____ Fax: _____

E-mail: _____ Web Site: _____

Repeat 2009 company description

Type or print clearly, we reserve the right to edit submissions for space and content

Product Description (60 word maximum) _____

Check the Product Categories below that will be used in the Product Category Listing. You may select up to 4 product categories.

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Acoustical Solutions | <input type="checkbox"/> Doors/Door Hardware | <input type="checkbox"/> Internet Services/E-Commerce | <input type="checkbox"/> Safety Products |
| <input type="checkbox"/> ADA Products | <input type="checkbox"/> Drain Cleaning | <input type="checkbox"/> Insulation | <input type="checkbox"/> Security/Access Control |
| <input type="checkbox"/> Air Systems | <input type="checkbox"/> Electrical Distribution | <input type="checkbox"/> Landscape/Grounds Care | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Architectural/Engineering Services | <input type="checkbox"/> Elevators/Escalators | <input type="checkbox"/> Lifts/Ladders | <input type="checkbox"/> Snow & Ice Removal Products |
| <input type="checkbox"/> Audio/Visual | <input type="checkbox"/> Energy Management Systems | <input type="checkbox"/> Lighting | <input type="checkbox"/> Software |
| <input type="checkbox"/> Bird/Pest Control | <input type="checkbox"/> Energy Monitoring | <input type="checkbox"/> Maintenance Products/Services | <input type="checkbox"/> Sustainable Interior Products |
| <input type="checkbox"/> Boilers/Water Heaters | <input type="checkbox"/> Energy Products and Services | <input type="checkbox"/> Material Handling/Storage | <input type="checkbox"/> Timekeeping Systems |
| <input type="checkbox"/> Building Automation/Systems Integration | <input type="checkbox"/> Environmental Services | <input type="checkbox"/> Motors/Drives | <input type="checkbox"/> Training/Education |
| <input type="checkbox"/> Building Restoration | <input type="checkbox"/> Exit Signs | <input type="checkbox"/> National Distributors | <input type="checkbox"/> Uniform and Work Clothes |
| <input type="checkbox"/> Burners | <input type="checkbox"/> Exterior Building Systems | <input type="checkbox"/> Operational Support Services | <input type="checkbox"/> Utility Vehicles |
| <input type="checkbox"/> Carpet/Carpet Fiber/Carpet Care | <input type="checkbox"/> Filtration | <input type="checkbox"/> Paints and Coatings | <input type="checkbox"/> Water Treatment |
| <input type="checkbox"/> Ceilings | <input type="checkbox"/> Fire Safety | <input type="checkbox"/> Pest Control | <input type="checkbox"/> Windows/Window Technology |
| <input type="checkbox"/> Chemicals: Maintenance/Cleaning | <input type="checkbox"/> Fleet Management | <input type="checkbox"/> Plumbing | <input type="checkbox"/> Wiring and Cabling |
| <input type="checkbox"/> Communications Technology | <input type="checkbox"/> Flooring | <input type="checkbox"/> Portable Heating/Cooling | |
| <input type="checkbox"/> Construction Support Services | <input type="checkbox"/> Furniture/Furnishing Materials | <input type="checkbox"/> Power and Hand Tools | |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Generators | <input type="checkbox"/> Power Distribution/Generators | |
| <input type="checkbox"/> Control Systems | <input type="checkbox"/> Housekeeping Products/Equipment | <input type="checkbox"/> Publications | |
| <input type="checkbox"/> Defibrillators | <input type="checkbox"/> HVAC | <input type="checkbox"/> Pumps | |
| <input type="checkbox"/> Detection/Diagnostic Equipment | <input type="checkbox"/> IAQ Products | <input type="checkbox"/> Rental Companies | |

Form Submitted by:

Name: _____ Title: _____ E-mail: _____



Directory Logo Insertion

As an exhibitor in the NFMT 2010 Conference/Expo you have opted to include your company logo with the FREE company listing that will run in the official event directory.

**The cost of running your logo in the directory is \$225
Please follow the payment procedure outlined below.**

Questions? Please call Adrienne Brown at 414-228-7701, ext 463.

Complete this form and fax or mail to the following:

Adrienne Brown
Fax: 1-414-228-1134
NFMT
2100 W. Florist Ave.
Milwaukee, WI 53209

Remit payment of \$225 and make check payable to:

Trade Press Media Group Inc.
2100 W. Florist Ave.
Milwaukee, WI 53209
Attn: Adrienne Brown
Fax: 1-414-228-1134

Deadline for logo insertion:

January 22, 2010

Send your company logo in EPS, PDF or
JPEG format by the deadline to:
adrienne.brown@tradepress.com

Please type or print clearly

Company Name: _____ Booth #: _____

Address: _____ Address 2: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____

Payment by Credit Card, accepted cards VISA, MasterCard and American Express

The credit card listed below will be charged \$225 and will appear as Trade Press Media Group Inc.

VISA MasterCard American Express

Card #: _____

Name on card: _____ Exp Date: _____

Authorized Signature: _____

Sponsorship & Promotional Program Contract

YES! My company would like to participate in the Sponsorship & Promotional Program at NFMT 2010.

Please print or type clearly.

Company Name: _____ Booth #: _____

Address: _____ Address 2: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____

Telephone: _____ Fax: _____

E-Mail: _____ Web Site: _____

Authorized Signature: _____ Date: _____

(Please indicate your preferred method of payment)

Check (please make check payable to: ROC Exhibitions)

Please charge my credit card \$ _____ VISA MasterCard American Express

Credit card number _____ CCV Code _____ Expiration date _____

Name of cardholder (please print) _____

Credit Card Authorization Signature _____

Credit Card billing address: Same as above

Address: _____

City: _____ State: _____ Zip Code: _____

Sponsorships

- Keynote Speaker \$25,000
- "Walking the Green Talk" Exhibit \$25,000
- Totebags **SOLD!** \$17,000
- Opening Night Reception
 - full sponsorship \$16,000
 - co-sponsorship (2 available) \$10,000
- Grand Prize Giveaway **SOLD!** \$12,000
- Test Your Sustainability IQ \$12,000
- Badge Holders/Wallets **SOLD!** \$10,000
- Educational Session CD \$8,000
- Cyber Station with Screen Saver \$7,000
- Pocket Size Schedule at a Glance \$6,000
- Audio/Visual Services \$5,000
- Program at a Glance Signage \$4,000
- Luggage Tag Sponsor \$4,000
- Coat and Baggage Check \$3,500
- Exhibitor Locator Signage **SOLD!** \$3,500
- Today at NFMT Signage (3 signs available) \$3,500
- Exhibitor Lounge \$3,000
- Attendee Lunch Coupons (3 available) .. **1 SOLD!** .. \$3,000

- Aisle Banner .5 **SOLD**, Only a Few Left!.. \$2,750
- Attendee Update Emails
 - Mid-January \$1,000
 - Early February **SOLD!** \$1,500
 - Mid-February \$1,500
 - Late February \$2,000
 - Early March \$2,500
 - Post Event \$2,500
- NFMT.com Rotating Banner Ad \$1,000

Exhibitor Packages



- Red** (10 x 10 booth, full page 4 color Directory Ad* and Directory listing logo) \$4,797
- White** (10 x 10 booth, 1/2 page 4 color Directory Ad* and Directory listing logo) \$4,510
- Blue** (10 x 10 booth, 1/4 page 4 color Directory Ad* and Directory listing logo) \$4,215

*Premium ad positions not included

• Packages available for all booth sizes. Contact your Account Executive for pricing.

To secure your sponsorship contact your account representative:

Mitch Pezanoski – Accounts A-I
 Phone: 414-228-7701 ext. 449 • Fax: 414-228-1134
 Email: mitch.pezanoski@tradeexpress.com

Liz Eaton – Accounts J-N
 Phone: 414-228-7701, Ext. 464 • Fax: 414-228-1134
 Email: liz.eaton@tradeexpress.com

Debbie Hanamann – Accounts O-Z plus
Building Automation, HVAC and Power
 Phone: 414-228-7701, Ext. 305 • Fax: 920-330-9981
 Email: debbie.hanamann@tradeexpress.com



2010 Event Directory Advertising Rates

Event Directory Ad Rates*

- Inside Front Cover, 4C \$2,370
- Inside Back Cover, 4C \$2,370
- Center Spread, 4C \$4,295
- Full Page, 4C \$2,145
- Full Page, B/W \$1,545
- Half Page, 4C \$1,650
 - Horizontal Vertical
- Half Page, B/W \$1,005
 - Horizontal Vertical
- 2nd Color \$430 Additional (Red, Yellow, Cyan)
- Back Cover \$2,575

**Deadline for Ad Reservation:
January 22, 2010**

*Rates non-commissionable

Advertising mechanicals, terms and conditions

Trim Size: 7⁷/₈" x 10³/₄"

Bleed Page: 8¹/₈" x 11"

Spread Bleed: 16" x 11"

1 Page: 7" x 10"

Half Page Horizontal: 7" x 4⁷/₈" **Half Page Vertical:** 3³/₈" x 10"

Preferred Materials: Electronic submission, contact production manager for requirements (414-228-7701 ext. 453) or go to www.tradepress.com/eads.

Space Deadline: January 22, 2010

Materials Due: January 29, 2010

Payment Terms: Net 30 from invoice date, non-commissionable

Eligible Advertisers: Exhibitors Only

Send ad materials by January 29:

Bobbie Reid
NFMT Directory
2100 W. Florist Ave.
Milwaukee, WI 53209
Tel: 414-228-7701 ext. 453

Upload files to
www.tradepress.com/uploads

Insertion Order

Please print or type clearly

Please reserve the advertising page as indicated above. If second color is selected, indicate preference here: _____

Name _____ Email _____

Company _____

Street _____

City _____

State _____

Zip/PC _____

Country _____

Telephone _____ Fax _____

Signature _____

Return this form by January 22, 2010 to:

Bobbie Reid
NFMT Directory
2100 W. Florist Ave. Milwaukee, WI 53209
Fax: 1-414-228-1134
Email: bobbie.reid@tradepress.com

Please photocopy this form for your records



— I N C L U D I N G —

Request for Networking Function

If you would like to host a networking function during the week of NFMT, please complete this form and we will submit your request to the selected hotel/venue.

- Only companies exhibiting in NFMT will be considered for networking functions.
- The networking function and hours must be approved by Event Management before it is submitted to the hotel/venue of your choice. The hours must not interfere with the exposition, conference or other event activities.
- Exposition hours are as follows:

Tuesday, March 16	12:00pm - 4:00pm
*Opening Networking Reception	4:00pm - 5:00pm
Wednesday, March 17	11:00am - 3:00pm
Thursday, March 18	11:00am - 2:00pm
- Once your function request is approved it will be sent to the hotel/venue you selected and a representative will contact you to assist in planning your function.

Fax this completed form to:

1-630-271-8234

Your request will be reviewed and when approved we will send it to the venue you selected.

Company Name: _____ Booth #: _____

Address: _____ Address 2: _____

City: _____ State: _____ Zip Code: _____

Tel: _____ Fax: _____

Contact: _____ E-Mail: _____

Type of function: _____ (networking, meeting, training, etc.)

Who will be attending? _____ (staff, clients, prospects, etc.)

Date preferred: _____ Time preferred: _____ Number of people: _____

Room set: _____ (theater, classroom, hollow square, etc.) Audio/Visual needs: _____

Catering needs: _____

Please check the hotel which you are interested in:

- Baltimore Marriott Inner Harbor
- Baltimore Marriott Waterfront Hotel
- Days Inn Inner Harbor
- Hilton Baltimore Convention Center
- Hyatt Regency Baltimore
- Renaissance Harborplace Hotel
- Sheraton Inner Harbor Hotel

Other Options

- Restaurants and local Baltimore attractions or venues
- *A representative from the Baltimore Area Convention and Visitors Association

Request received at ROC: _____
Request approved by: _____
Date sent to hotel/venue: _____

Internet Banner Ads

These banners can be placed on your Web site to promote your participation in the event.
Please link the banner ad to <http://www.nfmt.com>

We can personalize any Web banner to accommodate your specific dimension needs or message,
please contact us for more details.

These banner ads are available for download at www.nfmt.com

120 pixels width by 60 pixels height



234 pixels width by 60 pixels height



468 pixels width by 60 pixels height



For more information please contact your account representative:

Mitch Pezanoski – Accounts A-I

Phone: 414-228-7701 ext. 449 • Fax: 414-228-1134
Email: mitch.pezanoski@tradepress.com

Liz Eaton – Accounts J-N

Phone: 414-228-7701, Ext. 464 • Fax: 414-228-1134
Email: liz.eaton@tradepress.com

**Debbie Hanamann – Accounts O-Z plus
Building Automation, HVAC and Power**

Phone: 414-228-7701, Ext. 305 • Fax: 920-330-9981
Email: debbie.hanamann@tradepress.com