

HYATT REGENCY DEARBORN

## ***An Invitation to Exhibit***

# **2012 Directions in Engine-Efficiency and Emissions Research Conference**

**October 15-19, 2012 – Dearborn, Michigan**

**Hyatt Regency Dearborn**

## ***About DEER 2012***

Engage the market at the 2012 Directions in Engine-Efficiency and Emissions Research (DEER) Conference on October 15-19, 2012, at the Hyatt Regency in Dearborn, Michigan.

The annual DEER Conference is the premier event for professionals working on clean internal combustion engines. Providing an opportunity to gain visibility for your products and services and placing you in front of the experts in this field, DEER is the Conference that should not be missed.

Organized each year by the U.S. Department of Energy (DOE), the Conference showcases its cooperatively funded research and development (R&D) with its partners, national laboratories, the nation's automotive transportation industry, universities, and other national and international organizations.

## ***What can DEER offer you?***

This is the DOE primary conference designed to facilitate the public exchange of information on state-of-the-art clean internal combustion R&D. The conference will provide multiple opportunities to:

- Communicate directly with industry colleagues
- Gain distinction and demonstrate your company's research accomplishments
- Learn about innovative R&D results.

Through the years, DEER has grown from a small workshop of 150 to a 1,000+ industry-leading conference, providing not only state-of-the-art technical programming, but multiple opportunities for networking with industry experts. Our exhibitors are an integral part of these valuable networking events.

Please note that, due to a Federal agency regulation, DEER is prohibited from accepting sponsorships. In addition, this regulation requires that we charge a registration fee that is separate from the cost of the booth.

# EXHIBITOR OPPORTUNITIES

## *An Outline of Exhibit Opportunities*

### **10' x 10' Booth     \$1,500**

Companies may purchase 10' x 10' exhibit booths while space is still available. Poster Sessions will be held each evening in the Exhibit Hall to increase booth traffic.

Booth spaces are assigned on a first-come, first-serve basis.

All booth spaces are 10' x 10' (backwall 8', sidewall 3'), and the booth fee includes:

- (1) table and (2) chairs, and a wastebasket
- Unlimited Exhibit Hall-Only Booth Staff Passes for Set-up and Tear Down
- Listing in the Conference Program and Exhibitor Directory
- Pre -and Post-Show Mailing Lists
- Fully Carpeted Exhibit Hall
- One ID Sign with Company Name
- Online Exhibitor Services Kit
- Daily Cleaning of Common Exhibit Areas

*Please note that booth purchase does not include registration to attend DEER 2012. All attendees must purchase registrations separately from Exhibit Booth purchase due to government regulations. **Minimum of one full registration per booth is required.***

### **Exhibit Hours (subject to change)**

#### **Tuesday, October 16, 2012:**

8:00am – 2:00pm     Exhibitor Set-Up  
3:00pm – 7:00pm     Exhibits Open  
4:30pm – 7:00pm     Afternoon Break/Poster Session/Reception in Exhibit Hall

#### **Wednesday, October 17, 2012:**

10:00am – 7:00pm     Exhibits Open  
4:30pm – 7:00pm     Afternoon Break/Poster Session/Reception in Exhibit Hall

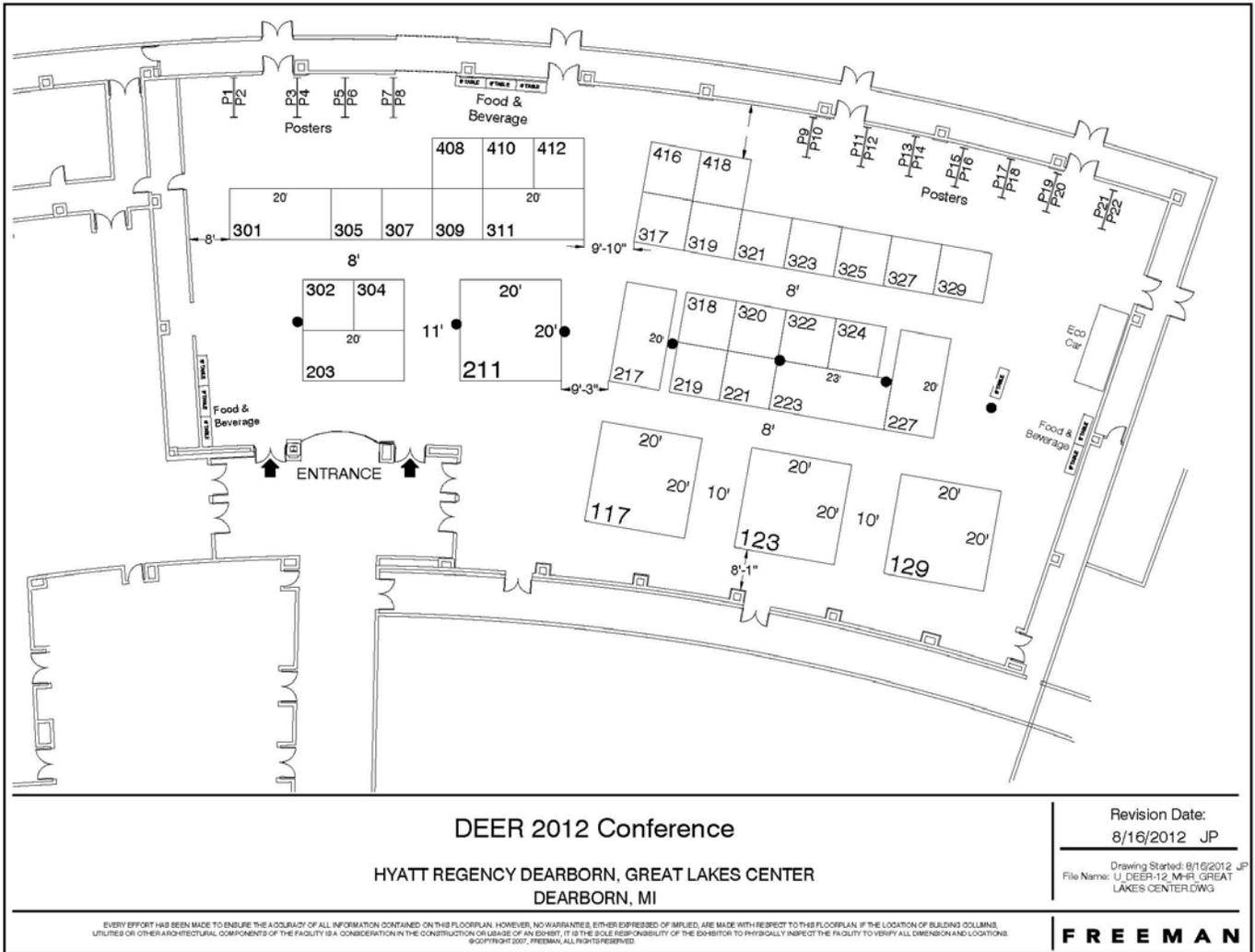
#### **Thursday, October 18, 2012:**

10:00am – 7:00pm     Exhibits Open  
4:30pm – 7:00pm     Afternoon Break/Poster Session/Reception in Exhibit Hall

#### **Friday, October 19, 2012:**

7:00am – 12:00pm     Exhibitor move out

# DEER 2012 FLOOR PLAN



An up to date floorplan can be found at:  
<http://www1.eere.energy.gov/vehiclesandfuels/resources/conferences/deer/index.html>

# DEER EXHIBITOR APPLICATION

Please complete all three sections and return your form with payment.

## Section 1: YOUR INFORMATION

Company Name to appear in materials: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_  
Street Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone: \_\_\_\_\_ URL: \_\_\_\_\_  
PRESS:  I would like to be contacted about Press Opportunities. RIDE & DRIVE:  I would like to provide a vehicle for the Ride & Drive.

## Section 2: EXHIBIT AND REGISTRATION OPTIONS

### EXHIBIT SPACE

Indicate the total number booth spaces needed:  
\_\_\_\_\_ @ \$1,500 per 10' x 10' booth space

Booth # Preference: 1<sup>st</sup> \_\_\_\_\_, 2<sup>nd</sup> \_\_\_\_\_, 3<sup>rd</sup> \_\_\_\_\_

Please note the Exhibits Manager will contact you regarding location options if the booth you choose is not available. All booth numbers & locations will be assigned by the Exhibits Manager.

### Full Conference Registration

Indicate the total number conference passes needed:  
\_\_\_\_\_ @ \$495 per registration

Please note all badges will display company name only, so they can be interchangeable amongst company employees.

\*Minimum purchase of one full registration per booth is required.\*

### Daily Conference Registration

Indicate the total number conference passes needed:  
\_\_\_\_\_ @ \$200 per registration

Please note all badges will display company name only, so they can be interchangeable amongst company employees. Daily registrations may be used for one day only. Please indicate the day(s) for which you will need registration.

\_\_\_ Tuesday \_\_\_ Wednesday \_\_\_ Thursday \_\_\_ Friday

## Section 3: PAYMENT INFORMATION

### PAYMENT INFORMATION (select preferred payment method):

All checks should be made out to "SRA" and mailed to the address below.

All exhibit booth payments must be paid in full by September 21, 2012. A \$1,000 non-refundable deposit per exhibit booth is due with the application.

\_\_\_ CREDIT CARD: I authorize you to charge my credit card below in the amount of \$ \_\_\_\_\_ AMEX \_\_\_ VISA \_\_\_ MC \_\_\_

CARD NUMBER \_\_\_\_\_

Exp. Date \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

\_\_\_ CHECK: A check made out to SRA is enclosed in the amount of \$ \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

Signature affirms agreement to payment terms and all requirements, restrictions, and obligations set forth in the DEER 2012 Prospectus which accompanied this application and any other rules and directives which at any time are issued by DEER 2012.

RETURN COMPLETED FORM TO:  
DEER Conference 2025 M Street NW, Suite 800, Washington, DC 20036  
Phone: (202) 973-8605 Fax: (202) 331-0111 E-mail: [DEERConference@courtesyassoc.com](mailto:DEERConference@courtesyassoc.com)

# Exhibit Space Terms & Conditions

DEER Conference • Hyatt Regency Dearborn • October 16-19, 2012

## **OFFICIAL RULES & REGULATIONS GOVERNING EXHIBITS**

The 2012 Directions in Engine-Efficiency and Emissions Research Conference (DEER 2012) is presented by the U.S. Department of Energy's Energy Efficiency and Renewable Energy Vehicle Technologies Program (Sponsor). Courtesy Associates has been contracted for conference and expo management. The following rules and regulations will apply:

### **1. ASSIGNMENT OF BOOTH SPACE**

All booth requests will be handled on a first-come, first-served basis by the date and time of receipt of contract and \$1,000 nonrefundable deposit payment. No booth assignments will be confirmed until Courtesy receives a \$1,000 non-refundable deposit. Every effort will be made to assign the Exhibitor one of its stated preferences in booth locations; however, DEER cannot guarantee the preferred locations will be available. Registering and paying early will increase the possibility of Exhibitor receiving a preferred location. Should all Exhibitor's preferred locations be assigned, DEER reserves the right to assign exhibit booth space from available locations. The Sponsor and DEER further reserve the right to deny registration, without recourse, to any prospective Exhibitors they deem are not in the best interest of the event as a whole.

### **2. BOOTH CANCELLATION OR REDUCTION REFUNDS**

A \$1,000 non-refundable deposit must accompany completed application with the remaining balance due September 21, 2012. If assigned space is cancelled or reduced by Exhibitor before the close of business on September 21, 2012, all payments made minus the deposit of \$1,000 will be returned. Cancellations received after September 21, 2012, will result in a full forfeiture. Any Exhibitor who contracts and pays for exhibition space after September 21, 2012, will receive no refund for the cancellation or reduction of space, and/or full payment will still be due.

### **3. SUBLETTING OR SHARING SPACE**

Exhibitor may not assign, sublet, or apportion to others, the whole or any part of the space allotted, and may not advertise or display goods or services other than those produced or sold by Exhibitor in the regular course of its business. However, Exhibitor may use equipment or products of another Exhibitor or vendor in its booth(s) for the purpose of better presentation of Exhibitor's own products.

### **4. INSTALLATION OF EXHIBITS**

Installation of exhibits at the Hyatt Regency Dearborn is on Tuesday, October 16, 2012. If Exhibitor will be delayed in setting up its booth(s), Exhibitor must contact the DEER staff immediately to make other arrangements. Exhibitor must be fully operational by 2:30 p.m. on Tuesday, October 16, 2012. Any space contracted for and not occupied by 2:30 p.m. on Tuesday, October 16, 2012, with no prior notice being given to DEER, is subject to forfeiture of fees and use of the space by the Exhibitor, and may be resold or reassigned at the discretion of DEER.

### **5. REMOVAL OF EXHIBITS**

All exhibits will close at 7:00 p.m. on Thursday, October 18, 2012. Move out will begin at 7:00 a.m. on Friday, October 19, 2012. For safety reasons, as well as to maintain a professional and courteous atmosphere, no Exhibitors will close or leave their booths prior to this time. Exhibitor must surrender the occupied booth space in the same condition it was prior to occupation. Exhibitor will make arrangements for the removal of equipment, crates, and materials from the exhibit area according to instructions in the Exhibitor Service Kit. All exhibits must be dismantled and removed by 12:00 p.m. on Friday, October 19, 2012.

### **6. CONTRACTOR SERVICES**

Exhibit Service Kits will be e-mailed out in September to registered exhibitors. DEER has designated Freeman Exposition Services as the official exposition services contractor. At the Exhibitor's expense, Freeman Exposition Services will provide all show services, material, and equipment, other than material and equipment owned by Exhibitor, to be used in the exhibit space.

### **7. BOOTH CONSTRUCTION AND ARRANGEMENT**

Booths will have a 8' background drape and 3' side divider drapes, draped table, 2 chairs, wastebasket, and 7" high by 44" long ID sign as standard provisions. Electric service, phone connections, or other services and equipment can be ordered and paid for by the Exhibitor by filling out the appropriate forms in the Exhibitor Service Kit, and sending them to either Freeman Exposition Services or the Hotel as indicated on the form. Since the exhibit hall is carpeted, no booth carpeting will be required. Any last minute needs can be ordered and paid for by the Exhibitor through Freeman Exposition Services Service Desk near the exhibition floor. No exhibition equipment or material can extend above the 10' height so as not to cause a distraction for adjoining booths. Placement of exhibition equipment must not block the visibility of neighboring exhibitors. Aisles must not be used for exhibit space or standing room. This will be strictly enforced. All exhibits must be done in a professional manner that will not detract from the exhibition. Only quality display equipment and materials should be used, with all surfaces and edges having a finished appearance. All displays and exhibits must conform to local building and fire department codes and regulations. DEER will inspect booths to ensure displays meet acceptable specifications. At DEER's discretion and determination, any booths requiring changes must be corrected immediately at the Exhibitor's expense. Exhibitor must maintain, clean, and keep its exhibits and contracted space in good order.

## 8. PROTECTION OF HYATT REGENCY DEARBORN PROPERTY

Nothing shall be pasted, tacked, nailed, screwed, or otherwise affixed to columns, walls, floors, ceilings, or other parts of building or furniture. If the premises are defaced or damaged due to acts of negligence or non-compliance by the Exhibitor, its agents, contractors, haulers, riggers, or guests, the Exhibitor shall pay the Hyatt Regency Dearborn for incurred damages to the Hyatt Regency Dearborn property.

## 9. FIRE REGULATIONS AND LOCAL LAW

Exhibitor must comply with all Michigan and/or Dearborn safety and fire codes. All electrical installations, equipment, and wiring must comply with the latest National and Local Electrical Codes.

- a. **HAZARDOUS MATERIAL:** Material Safety Data Sheets (MSDS) are required to be onsite and accessible for all approved hazardous materials brought into the facility. ALL hazardous materials shall be approved by the Hyatt Regency Dearborn prior to being brought into the facility. The following hazardous materials are PROHIBITED: LPG cylinders in excess of 2.5 pounds (1 kg) water capacity; Flammable compressed gases, such as acetylene; Flammable liquids, including but not limited to, gasoline, kerosene, cleaning solvents, thinners and other petroleum-based liquids except those allowed in section LIQUID AND GAS FUELED VEHICLES; Pool chemicals, pesticides, herbicides, poisons, and other such products; Explosive materials, unless approved by the Event Manager, such as pyrotechnic materials; Cryogenics (i.e. liquid nitrogen, liquid oxygen), unless approved by the Event Manager. Hydrogen tanks would also need to comply with the 1/4 requirement (gas or liquid). The emergency shut off for the tank will also need to be closed to prevent the escape of product.
- b. **LIQUID AND GAS FUELED VEHICLES:** Vehicle fires are a common type of fire that Fire Departments respond to on a daily basis. When outside, they present unique hazards to Firefighters. When inside buildings, they can be extremely dangerous not only to the Firefighters but to the attendees and structure as well. To help ensure that we adequately prevent the possibility of a vehicle fire in the Hyatt Regency Dearborn, the Hotel has requirements for the displaying of vehicles inside the building. The Hyatt Regency Dearborn will verify the inspections and vehicles conform to fire code. No Fire Department permit is required for vehicle displays. All fuel tank fill caps shall be self locking or taped in an approved manner to prevent tampering. Fuel in the fuel tanks shall not exceed one quarter of the tank capacity or five (5) U.S. gallons (18.9L), whichever is less. The battery's positive post must be disconnected.

## 10. EXHIBITOR CONDUCT AND APPEARANCE

All employees and agents of the Exhibitors must register at the Expo Registration Desk at the main conference registration area and must display their badges at all times. Only people with badges will be allowed access to the exhibit area. An Exhibitor representative must be in the booth during all the operating hours that the Expo is open. Representatives will have a professional appearance and will provide suitable assistance to conference attendees to explain Exhibitor's products, services, and programs. While on the exhibition floor, Exhibitor's representatives are to conduct themselves in a manner commensurate with acceptable public behavior. At DEER's discretion, any Exhibitor who is deemed out of order will be required to leave the Expo area. All Exhibitor activities must be confined to its contracted space. Audiovisual, sound, and attention-getting devices and effects will be permitted only in those locations and in such intensity that, in the opinion of DEER, do not interfere with the activities of neighboring exhibitors. Operational demonstration equipment must not create noise levels or distractions objectionable to neighboring exhibitors. No smoking shall be allowed in the expo area.

## 11. LIMITATION OF USE OF RECORDED OR LIVE MUSIC

Exhibitor understands and agrees that it will not play, present, perform, or cause to be played, presented, or performed any live or recorded music at the Conference other than music that is original or exhibitor owned. Only if exhibitor has written permission and has paid the required royalties for the use of non-original recorded or live music will such music be permitted in the exhibition area. Any violation of this law may cause the immediate cancellation of your booth contract and removal of your exhibit from the floor. In such cases all monies will be forfeited.

## 12. SECURITY AND INSURANCE

Guard service will be provided in the exhibition area. Exhibitor is encouraged not to leave valuables in its booth. Exhibitor is solely responsible for the loss or damage of its goods, materials, displays, and equipment. Exhibitor is responsible for providing adequate insurance coverage to include, but not limited to, damage to personal property, damage to the Hyatt Regency Dearborn building or property, injury to persons, public liability, water, storm, and strikes.

## 13. LIABILITY

Exhibitor hereby releases DEER, the Hyatt Regency Dearborn, Freeman Exposition Services, and their agents, contractors, and employees from any and all claims, demands, causes of action or liability of any kind for injury or damages to persons or property that we may now or in the future have, known or unknown, arising directly or indirectly out of attendance at or participation in DEER 2012. Exhibitor further agrees to indemnify and defend DEER, the Hyatt Regency Dearborn, Freeman Exposition Services, and their agents, contractors, and employees and hold them harmless, no matter what the cause or claim, from and against any lawsuits, claims, actions or causes of action, arising out of, or in connection with, this waiver of liability or its participation in DEER 2012. This obligation includes, but is not limited to, the cost of defense, payment of any judgments and payment of any expenses for attorneys' fees and other costs that may be incurred by DEER, the Hyatt Regency Dearborn, Freeman Exposition Services, and their agents, contractors, and employees. Neither DEER, the Sponsor, the Hyatt Regency Dearborn, Freeman Exposition Services, and their agents, contractors and

employees shall be liable for injuries to any person or for damage to property owned or controlled by Exhibitor. In case any part of the exhibit area is destroyed or damaged, preventing DEER, the Hyatt Regency Dearborn, or Freeman Exposition Services from permitting an Exhibitor to occupy assigned space, securing any part or the whole of the set up or exhibition period, or in case occupancy of assigned space during any part or the whole of the set up or exhibition period is prevented by strikes, acts of God, national emergency, or other causes only for the period space was or could have been occupied by the Exhibitor, the Exhibitor hereby waives any claim against DEER, the Hyatt Regency Dearborn, Freeman Exposition Services, and their agents, contractors, and employees for losses or damages that may arise in consequence of such liabilities to occupy assigned space. No refunds will be provided.

#### **14. VIOLATIONS**

Violation of any of these regulations on the part of the Exhibitor or the employees or agents of the Exhibitor shall, at the discretion of DEER, annul the right to occupy exhibit space, and such Exhibitor shall forfeit to DEER all fees paid. Upon evidence of a violation of regulations, DEER may take possession of the space occupied by the Exhibitor and may have all persons and goods removed at the Exhibitor's risk and cost. The Exhibitor shall pay all such expenses and all damages that DEER may incur and shall forfeit all fees paid or due to DEER on account thereof. The Exhibitor waives any right to service or written notice of DEER's intention to terminate this agreement and repossess space occupied by the Exhibitor.

#### **15. GENERAL**

Exhibitor agrees to be bound by the terms of this Contract, as well as the Official Rules & Regulations Governing Exhibits for the Exhibition, which are incorporated into this Contract by reference. All matters not covered by the regulations are subject to the decision of DEER. DEER may amend these regulations at any time, and all amendments shall be equally binding on all parties affected by them as are the original regulations. All provisions of this agreement are severable. If any provision or portion thereof is determined to be unenforceable by a court of competent jurisdiction, then the rest of the agreement shall remain in full effect.