



# Orlando

**Thursday, Aug. 6 -  
Sunday, Aug. 9, 2020**



**Hyatt Regency Orlando  
Orlando, Fla.**

**EXHIBITOR PROSPECTUS**



## Join professionals in the court reporting, captioning, and legal videography field at the 2020 NCRA Conference & Expo.

The annual NCRA Conference & Expo is the flagship NCRA networking event of the year. It attracts more than 1,300 industry leaders worldwide. Members, firm owners, and other industry professionals gather to exhibit, present, learn, and network.

Take advantage of this impressive gathering to showcase your products, services, and support of the industry to this captive audience by becoming a 2020 NCRA Conference & Expo sponsor or exhibitor!

With the right sponsorship opportunity, your company can showcase your tremendous leadership and market your brand in front of these highly regarded professionals.

### Sponsor and Exhibitor Deliverables

- |                 |  |
|-----------------|--|
| <b>April 30</b> | Conference registration opens; Hyatt hotel block rates in effect until July 14   |
| <b>June 22</b>  | Last chance to become a Conference sponsor or exhibitor and receive your benefits <ul style="list-style-type: none"> <li>• Last day to reserve your ad space for the printed program</li> <li>• Last day to select vendor showcase or podium time</li> <li>• Last day to reserve your tote bag insert; sample sent to NCRA for review</li> </ul> |
| <b>July 1</b>   | Last day for NCRA to receive ads for on-site program   |
| <b>July 20</b>  | Last day for NCRA to receive tote bag inserts  |
| <b>July 14</b>  | Hotel reservation cut-off date; rooming list is due by 5 p.m.  |

Once a contract is signed and all booths are chosen, additional information will be sent in the Exhibitor Information Packet.

### Hotel Registration

Take advantage of guest room discounts at the Hyatt Regency Orlando! Sponsors and exhibitors can take advantage of the NCRA group rate at the Hyatt Regency Orlando to get the best available room rates.

**Click here** to reserve your room online, available 24 hours. Or call Hyatt Hotels and Resorts Reservations at 402-593-5048. (Last day for room reservations is July 14.)



## NCRA Sponsorship

The NCRA sponsorship levels and benefits received within each level are listed below.

	Platinum \$50,000	Diamond \$35,000	Sapphire \$25,000	Gold \$15,000	Silver \$10,000
<b>Prominent speaking role at Conference</b>	7 minutes	5 minutes	4 minutes		
<b>Listed on NCRA website</b>	Home page	Home page	Home page	Sponsor page	Sponsor page
<b>JCR press quotes</b>	3	2	1	1	1
<b>Listing on NCRA promo materials</b>	✓	✓	✓	✓	✓
<b>Emails to members sent by NCRA*</b>	4	3	2		
<b>Listed on event signage</b>	✓	✓	✓	✓	✓
<b>Listing on event mobile apps</b>	✓	✓	✓	✓	✓
<b>Contribution to Foundation</b>	\$4,000	\$3,000	\$1,500	\$1,000	\$1,000
<b>Conference session</b>	Vendor Showcase or sponsor educational session	Vendor Showcase or sponsor educational session	Vendor Showcase or sponsor educational session	Three-minute speaking opportunity	
<b>NCRA social media mentions</b>	✓	✓	✓	✓	
<b>NCRA memberships</b>	5**	4	2	1	1
<b>Exhibit space at Conference</b>	Exhibit space**	Exhibit space	Exhibit space	Exhibit space	Exhibit space
<b>Conference registrations</b>	5**	3	3	2	1
<b>Tickets to Conference Member Recognition Gala</b>	5	4	3	2	1
<b>Exhibit-only passes for Conference</b>	5	4	3	2	2
<b>NCRF VIP Luncheon tickets at Conference</b>	3	3	1	1	1

\* Targeted emails will be available quarterly

\*\* Depends on Package chosen



For detailed information and the agreement form, see the *2020 Sponsorship Opportunities Brochure*.

## Exclusive Sponsorship Opportunities

As an NCRA Sponsor, you have first choice of branding opportunities for special events or conference gear. Whichever exclusive opportunity you choose to sponsor, Convention attendees from across the nation will recognize your company's commitment to promoting excellence in the court reporting and captioning professions.

### 1 - Member Recognition Gala (\$25,000) **EXCLUSIVE – ONLY ONE**

This celebratory party is the last networking event of the Conference and is a wonderful night of dinner, drinks, dancing, and celebration of the NCRA membership. In recognition of your support, a step-and-repeat style banner featuring your logo will be in place at the event entry for photo opportunities, giving your company prime placement long after the gala in photos from the event and up on the screens during the event. Also, a representative from your organization will be given the opportunity to speak before an audience at the NCRA Conference & Expo. In addition, your name will appear next to the event in the printed program, on Conference signage, on the NCRA website, and on the Conference mobile app to recognize your organization for sponsoring this flagship networking celebration.

You will also receive five extra tickets to the Gala to distribute to local business associates or clients.

### 2 - Opening Reception (\$15,000)

This event marks the first networking opportunity open to all attendees of the Conference and is the first event many will attend. In addition to appearing in the printed program next to the event, on Conference signage, on the NCRA website, and on the Conference mobile app. A representative from your company will be invited to make brief remarks at the mic. You will also receive five extra tickets to the reception to distribute to local business associates or clients.

### 3 - Premier Session & Keynote (\$10,000)

One of the highest-attended events of the Conference, the Premier Session & Keynote includes the installation of the 2020-2021 NCRA Board of Directors, the presentation of NCRA's Distinguished Service Award, and the keynote speech by a high-profile speaker. Your sponsorship includes recognition next to the event in the printed program, on Conference signage, on the NCRA website, and on the Conference mobile app. In addition, a representative from your company will be invited to introduce the guest speaker. Plus, enjoy special seating for you and up to 10 guests.

### 4 - Mobile App (\$7,500)

The mobile app is the guide for the Conference's 1,300 attendees, with schedules, maps, and the tracking to receive continuing education credits for the seminars attended. The mobile app is accessed by attendees many times over the course of the Conference, and your company will be front and center every time attendees open their mobile guide. Your organization will also be recognized in the printed program, on Conference signage, and on the NCRA website.

### 5 - Badges and Lanyards (\$5,000) **SOLD**

Imagine your company logo appearing on every Conference attendee for the duration of the event! This can be a reality for your company through sponsorship of the Conference lanyards that attendees will wear over the course of Conference, and many will save for years to come as a memento of the event. In addition, your company will be recognized in the printed program, on Conference signage, on the NCRA website, and on the Conference mobile app.

### 6 - Tote Bags: Two Opportunities (\$5,000)

Imagine your company logo appearing on the tote bag carried by every Conference attendee for the duration of the event – and forever after with this great take-home swag! This can be a reality for your company through sponsorship of the Conference



tote bag that every attendee receives at registration. In addition, your company will be recognized in the printed program, on Conference signage, on the NCRA website, and on the Conference mobile app.

## **Exclusive Sponsorship Opportunities,** *continued*

### **7 - National Speed Contest and Lunch (\$5,000)**

The prestigious National Speed Contest is steeped with tradition, with many prominent court reporters and captioners competing for bragging rights and the opportunity to add Speed Contest winner or qualifier to their résumés, websites, and more. Your organization will appear in press releases with the opportunity for additional exposure through media coverage, in the printed program, on Conference signage, on the NCRA website, and on the Conference mobile app.

### **8 - NCSA Reception (\$5,000)**

By sponsoring this invitation-only reception of the National Congress of State Associations, your organization will be in front of state leadership, many of whom will go on to serve in leadership roles on the national level. Your organization will appear in the printed program, on Conference signage, on the NCRA website, and on the Conference mobile app. You will also receive four tickets to attend this reception.

### **9 - Angels and Major Gifts VIP Foundation Appreciation Luncheon (\$5,000)**

More than 100 of the most engaged and passionate supporters of the National Court Reporters Foundation who have donated a minimum of \$1,000 over the course of a year gather to network with each other in this intimate luncheon. Enjoy recognition in the printed program, on Conference signage, on the NCRA website, and on the Conference mobile app. In addition, you will receive five tickets to attend and network with some of the most ardent supporters of the industry.

### **10 - Breakfasts: Choose Friday or Saturday (\$5,000 for one; \$8,000 for both)**

It's the most important meal of the day and an excellent opportunity for your company to start the day by building brand awareness with Conference attendees. In addition to recognition in the printed program, on Conference signage, on the NCRA website, and the Conference mobile app, and you will be able to network with Conference attendees.

### **11 - Awards Luncheon (\$5,000 per sponsor)**

This signature event celebrates the winners and qualifiers of the National Speed and National Realtime Contests and student scholarship recipients, as well as updates from NCRA and NCRF. In addition to recognition in the printed program, on Conference signage, on the NCRA website, and on the Conference mobile app, your organization will receive five tickets to attend and network with some of the most influential individuals of the industry.

### **12 - Coffee Break: Sponsor Opportunities (\$5,000 each day)**

"Where's the coffee?" is one of the most commonly asked questions during breaks, and your company can provide the caffeine pick-me-up that will get attendees through the day. In addition to signage at the coffee station, your company will be recognized in the printed program, on Conference signage, on the NCRA website, and on the Conference mobile app.

### **13 - Charging Station: Two Opportunities (\$2,000)**

Imagine your company logo appearing above the lifeline our participants have to the outside world and their desks back at the office – the Conference Device Charging Station! Like an oasis in the desert, your organization will be associated with the much-needed recharge attendees' active mobile phones and tablets will thirst for. In addition, your company will be recognized in the printed program, on Conference signage, on the NCRA website, and on the Conference mobile app.

### **14 - Conference Add-to-the-Bag (\$500)**

Add your business giveaway to the NCRA Conference swag bag. Must be a business-oriented or non-perishable sealed food item.



## Conference Exhibitor Level Opportunity

# \$1,850

### Exhibit booth:

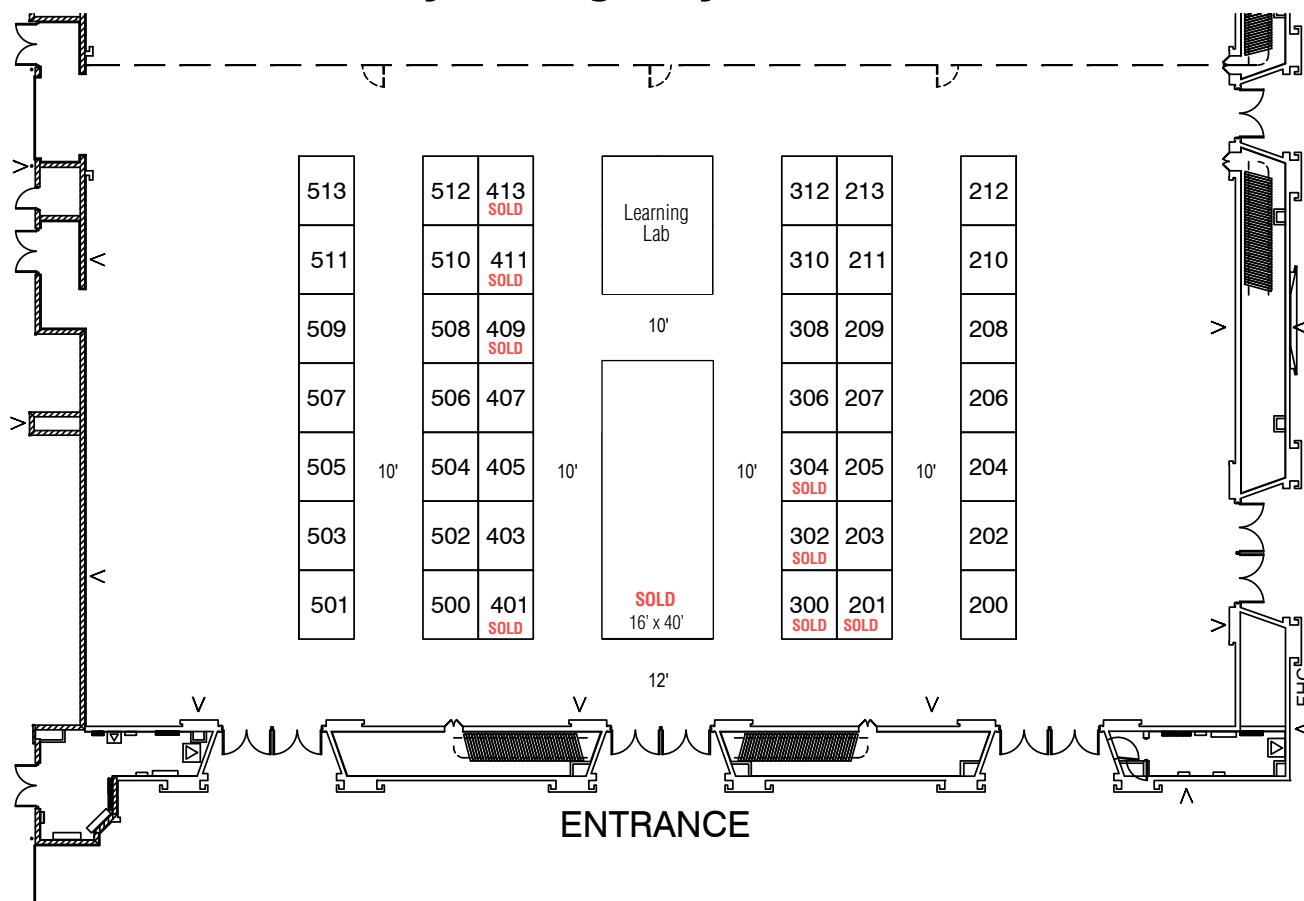
Enjoy a standard 8' x 10' booth to showcase your company or organization in the NCRA Conference & Expo Exhibit Hall!

#### Your exhibit booth includes:

- Two "booth staff" registrations that include the Opening Reception
- Two "expo only" passes for your customers and prospects
- ★ Your primary logo and company description on the 2020 NCRA Conference & Expo Mobile App
- ★ Your company listed in the printed on-site program
- ★ Company recognized on event signage and screens
- ★ Recognition on the NCRA website and in social media



## Exhibit Hall Hyatt Regency Orlando





# NCRA Exhibitor and Sponsor Rules and Regulations

The NCRA Exhibitor and Sponsor Rules and Regulations stated here constitute a bona fide part of the contract for exhibit space. NCRA reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the event. NCRA's decisions and interpretations shall be accepted as final in all cases. If a vendor is discharged by NCRA staff due to a vendor's inappropriate conduct or noncompliance with the exhibit contract, there is no refund nor reinstatement. It is the responsibility of the exhibiting company to be fully familiar with these NCRA Exhibitor and Sponsor Rules and Regulations and to see that all company representatives attending the event are familiar with them. All use of the term "Exhibitor" shall equally apply to NCRA sponsors.

*Note: Four slots below need to have the exhibitor's initials and date. By so doing, this confirms he or she will abide by all event rules and regulations. Thank you.*

## 1. Staffing of exhibit and exhibitor conduct and professionalism

In keeping with the business-like atmosphere of the exhibition, all booth personnel shall wear acceptable business attire or corporate identity uniforms. *Exhibitor personnel shall not be permitted to solicit business or promote products and services in aisles, at food stations, or in booths other than their own.* The distribution of business cards, invitations, samples, catalogs, pamphlets, souvenirs, publications, etc. is permitted only within the exhibitor's space. Throwing or distribution of souvenirs and literature or shouting or making any unnecessary loud noises, whether by human or mechanical means, to attract attention is not permitted. All aisle space belongs to NCRA; no exhibits, signage, or advertising material shall be allowed to extend beyond the booth space. Placement of literature, boxes, and/or other promotional items around the hall is strictly prohibited. No person, company, or organization not having contracted with NCRA for the occupancy of booth space will be permitted to display or demonstrate its products/services or distribute promotional materials in the exhibit area, public areas of the conference facility, or in hospitality suites. Any infringement of this rule will result in the prompt removal of the offending persons and/or promotional materials from the exhibit area and/or conference facility. Exhibitors may not deface or otherwise obstruct the logo or branding materials, or events sponsored by other companies throughout the conference, i.e., signs, badge holders, conference bags, etc. Each exhibitor is required to keep at least one attendant in its booth during all event hours.

Initial \_\_\_\_\_ Date \_\_\_\_\_

## 2. Exhibit area layout/location

Exhibitors should refer to the official floor plan for details about the specific location and layout of the exhibit area. All measurements shown on the floor plans are as accurate as possible, but they are not guaranteed; NCRA reserves the right to make modifications to meet the needs of exhibitors or the event.

## 3. Attendance

NCRA makes no representations or warranties with respect to the demographic nature and/or volume of exhibitors and/or attendees at any particular location at the event.

## 4. Exhibitor eligibility

NCRA reserves the right to determine the eligibility of prospective exhibitors for inclusion at its event. Eligibility will be determined following receipt of an exhibit space contract and prior to booth assignment. Acceptance of this contract should in no way be construed as an endorsement by NCRA of either an exhibiting company or its products or services.

## 5. Exhibit space contract and payment

Contracts for exhibit space must be signed and submitted along with the required payment before a space will be assigned. By signing the exhibit contract, each exhibitor warrants and agrees to accept, understand, and abide by NCRA's rules and regulations. NCRA expects high levels of customer service for its members and from those companies and individuals who participate in NCRA events. High levels of member complaints and/or negative feedback about a vendor may prevent NCRA from accepting future contracts from that vendor. In this vein, NCRA has final authority to refuse potential vendors, sponsors, and exhibitors. If a company does not occupy and exhibit in the designated space at the opening of the event, then NCRA shall have the right to use the exhibit space in such a manner as it may deem in the event's best interest; this does not relieve the exhibitor's obligation of paying the full rental fee.

## 6. Confirmation and booth assignment

Upon acceptance of the exhibit contract and assignment of space, the primary contact on the form will receive a confirmation email providing a booth assignment and other conference details. Returning NCRA exhibitors have the first choice of booth space. Contracts for space from new companies will be honored on a first-come, first-served basis after space assignments for the returning exhibitors have been completed. Every effort is made to accommodate an exhibitor's requested booth location, but we

cannot guarantee that companies will receive one of their preferred choices. Space is limited and will sell out early. When submitting a contract, exhibitors have the opportunity to list organizations they wish to avoid so that booths are not placed near their competitors. Every effort will be made to accommodate these requests, but no guarantees can be made. NCRA reserves the right to alter an exhibitor's assigned location and/or revise the floor plan at any time in its sole discretion if deemed in the best interests of the event. Before exercising its discretion, NCRA will consult with the exhibitor. NCRA's determination on assignment of exhibit space is to be binding for all parties. Exhibitors may not change the on-site booth location once assigned.

## 7. Subletting space

No exhibitor may assign, sublet, or apportion its space in whole or in part, nor exhibit any products or services other than those manufactured or handled in the normal course of his or her business, nor permit any agent or any exhibiting company to solicit business in his or her space. If special circumstances warrant an exception, permission must be obtained in writing from NCRA, which reserves the right to render final judgment.

## 8. Space reduction

Space reduction requests must be in writing. A fee of \$500 will be charged on any space reductions requested until 60 days prior to the event. Exhibitors will be responsible for the entire cost of the originally assigned exhibit space, regardless of any space reductions, if requests are made on or after 60 days prior to the event.

## 9. Conference & Expo exhibit booth package

Each 8' x 10' exhibit booth includes an 8' high backdrop and 3' high side drape in show colors, one six-foot skirted table, two chairs, one wastebasket, and one ID sign with company name and booth number. All additional requirements, including power strips, internet access, phone lines, and audio/visual equipment, must be ordered directly through the hotel. NCRA will send the necessary forms and information prior to the event to the signer of the contract.



**10. Carpet**

NOTE: The 2020 Expo Hall is carpeted at no cost to exhibitors. Exhibitors have the option of working with Alliance, the specified NCRA vendor, to install carpet for branding purposes, at the exhibitor's expense.

**11. Installation/dismantle**

Booths must be completely installed at least two hours prior to the opening of the event. NCRA reserves the right to reassign any space not installed at that time. Full payment must be made and processed in advance of exhibitor on-site move-in. Any exhibitor who fails to make full payment waives all rights in and to the use of assigned space. Boxes, storage crates, and trash will be moved from the exhibitor's space to maintain a professional appearance. No installing, dismantling, rearranging, repairing, servicing, removing, or supplementing of exhibits will be permitted during the exhibit area hours. Disposal of trash, empty boxes, etc. must take place during non-peak hours of the event. Exhibitors may not dispose of trash and other items in the exhibit area aisles. Aisle space belongs to NCRA. No packing or dismantling of exhibits will be permitted prior to the official closing of the exhibition. Any infraction of this rule may jeopardize the exhibitor's participation in future NCRA events. The installation and dismantling of displays may be done by full-time exhibitor personnel, the official decorator/general service contractor, or an exhibitor-appointed contractor. Exhibitors who plan to have an exhibitor-appointed contractor other than the official decorator/general service contractor install or dismantle their exhibits must abide by the rules provided in the exhibitor service kit.

*Please note: Children under the age of 18 are strictly prohibited from the exhibit area during booth installation and dismantle.*

**12. Exhibit staff admissions**

NCRA will have sole control over all admissions of persons into the exhibit area. All exhibit staff must be bona fide company representatives, and all must be registered and wearing official conference identification badges at all times in the exhibit area.

**13. Outside activities**

Exhibitors agree not to exhibit or showcase products and services outside the exhibit area during the event. The exhibitor also agrees not to extend invitations; hold or host meetings, seminars, workshops, receptions, or hospitality events; or otherwise encourage the absence of attendees from the exhibit area, seminars and workshops, competitions, and/or business meetings during the hours of the event or official conference activities. The exhibitor agrees to notify NCRA of any meetings or hospitality events that take place during the conference, even after conference events have ended.

**14. Meeting space/suite rental**

All requests for meeting rooms, hotel suites, and special event space within the official conference hotel(s) must be approved by NCRA. If interested in acquiring

a suite or meeting room during the conference, exhibitors should contact ConferenceDirect at via email at [mary.quigg@conferencedirect.com](mailto:mary.quigg@conferencedirect.com) or [michael.quigg@conferencedirect.com](mailto:michael.quigg@conferencedirect.com). There may be a charge for meeting/function space rental. Exhibitors agree not to publicize meetings, receptions, and/or suite hours, etc. during exhibit hours except from the exhibitor's assigned booth.

**15. Official decorator/general service contractor services**

NCRA will have an official decorator/general service contractor for each of its events. All exhibitors will be required to use this contractor for services. The service contractor will send each confirmed exhibitor an exhibitor service kit containing all of the necessary forms for ordering carpet, booth furnishings, plants, decorations, electricity, phone lines, internet connections, signage, etc. The exhibitor service kit also contains information on shipping, drayage, and labor union regulations. The exhibitor shall provide only the material and equipment that is owned and is to be used in the exhibit space. All other items used in the booth are to be provided through arrangements with the official service contractor. Charges and payment for services provided by the general service contractor to the exhibitor is the sole responsibility of the exhibitor. Exhibitors shall indemnify and hold NCRA harmless and from any liability arising from installation, servicing, and/or dismantling of any ordered services.

**16. Material handling**

Exhibitors may hand carry only what they can manage by themselves (one person) in one trip, using no equipment. The use or rental of dollies, flat trucks, and other mechanical equipment is not permitted. The official decorator/general service contractor will control access to the loading docks in order to provide for a safe and orderly move-in/out. Only full-time employees of the exhibiting company will be allowed to hand carry items.

**17. Storage**

Exhibitors must make arrangements with the official decorator/general service contractor or the hotel if there is no official decorator/general service contractor for storage of crates and other packing materials. Combustible materials such as brochures, literature, giveaways, etc. within exhibit booths are limited to a one-day supply. Nothing may be stored behind booths. All packing containers, wrapping material, carrying cases, etc. must be stored off the exhibit floor.

**18. Character of exhibits**

Exhibits are subject to the approval of NCRA. NCRA reserves the right to prohibit any exhibitor from displaying or distributing literature and/or promotional materials which it deems offensive. NCRA also reserves the right to control, prohibit, or physically remove any or all parts of any exhibit that, in NCRA's opinion, is not suitable, in keeping with the policies of the Association or the character of the event, or which, because of liability, noise, methods of operation, or

other reasons, becomes objectionable. Displays must not include items, services, or food and beverage similar to those provided as part of NCRA's sponsorship program. Distribution of alcoholic beverages (opened or unopened) in the exhibit area or conference facility by an exhibitor, sponsor, or conference attendee is strictly prohibited. Balloons may not be included in any exhibit display and may not be distributed. The use of demonstrators, gimmicks, mimes, magicians, robots, Segways, scooters, etc. in aisles is prohibited. Use of these attractions within the assigned booth space must have prior approval from NCRA. Exhibit staff, special characters, and/or entertainers are not allowed to perform, distribute giveaway items, or direct attendees to an exhibitor's booth. If for any reason an exhibit and/or its contents and/or the exhibitor are deemed objectionable by NCRA, the exhibitor will be required to remove or correct the situation or to leave the exhibit area. In the event such a restriction is enforced, NCRA will not be liable for refund of exhibit space rental fees, exhibit equipment rental fees, or any other fees.

**19. Arrangement of exhibits**

All exhibits must be arranged so that they do not project beyond the space allotted or obstruct the view of, hide, or interfere with other exhibits. NCRA will have sole decision-making authority to determine degree of obstruction. Peninsula booths must consist of at least two sets of back-to-back booths (four booths total). Booth rental pricing for islands may vary. In-line booths are 8' x 10' linear booths or multiples thereof arranged in a straight line. The back-wall construction, display, and signage for any booth cannot exceed more than 8' in height. Material extending into the exhibit area by more than 3' from the back wall cannot exceed 3' in height. No partitions other than the side rails will be allowed, unless specifically approved by NCRA. Boxes and crates may not be stored behind an exhibit display if they cause the display to protrude in front of other displays within the same aisle. Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. NCRA may (at the exhibitor's expense) direct revisions of any exhibit that does not comply with the above guidelines.

**20. Noise and sound**

Exhibitors are strictly prohibited from operating noise-creating devices such as bells, horns, or amplifying systems, which interfere with other displays. Equipment will only be permitted if tuned to conversational level and is not objectionable to neighboring exhibitors. Each exhibiting company must have the opportunity to meet and talk with buyers unimpeded by excess noise from another exhibitor. NCRA reserves the right to determine the acceptable sound level for working exhibits.

**21. Care of property**

Exhibitors are liable for any damage caused by fastening signs, displays, or other fixtures to the building floors, pillars, walls, or standard booth equipment. The use of thumbtacks, tape, nails, screws, bolts, tools, or materials that could mark the floors or walls is prohibited. Any

damage to the hotel or conference facility property caused by an exhibitor or its employees or agents must be paid for by the exhibitor causing such damage.

**22. Performances of music/copyrights**

No copyrighted music, if published via ASCAP or BMI, may be played in the exhibit area at any time during the hours of the event. This applies whether the music is live or recorded. Unpublished original music, such as used in promotional video/audio tapes, is not subject to this rule. Exhibitors must advise NCRA if they plan such performances.

**23. Americans with Disabilities Act**

Exhibitors must be in full compliance with the Americans with Disabilities Act.

**24. Union rules and regulations**

Please refer to the exhibitor service kit (provided with confirmation) for information regarding union rules and regulations.

**25. Fire regulations**

All exhibits must conform to the fire laws, health regulations, electrical codes, and other local, state, and federal laws and regulations. All materials are subject to the inspection of the local fire department, and its regulations shall govern. All materials and decorations used in the exhibit area must be flameproof, non-combustible, and fire resistant. Crepe paper, corrugated paper, and/or flammable fluids or substances are prohibited. All packing materials such as excelsior, cardboard cartons, etc. must be removed from the booth prior to the opening of the event. Exhibit materials may not be stored in the area behind the assigned booth. Hazardous chemicals and materials, including pesticides, fungicides, insecticides, caustics, corrosives, oxidizers, flammables, poisons, and toxins, are prohibited inside the building. Volatile or flammable fluids or substances, prohibited by city fire department or insurance authorities, are not permitted. Any exhibits or parts thereof found not to be safe or fireproof will be ordered dismantled.

**26. Security**

Personnel will be stationed at the entrance of the exhibit area during the official exhibit hours. Security will be provided to guard exhibits at night, beginning the first day of setup and continuing each night through the completion of the event. NCRA undertakes no duty to exercise care, nor assumes any responsibility, for the protection and safety of the exhibitor; its officials, agents, or employees; or the protection of the property used in connection with the exhibit from theft, loss, injury, or damage of any kind. The exhibit area is never completely secure; do not leave valuable items within easy reach at any time. Never leave valuables (computers, briefcases, audio/visual equipment, raffle items, software, tools, etc.) unattended. NCRA strongly encourages exhibitors to carry insurance covering any loss or damage to their exhibit materials during the event.

**27. Conformity with exhibit area lease**

The contract for exhibit space and these rules and regulations are subject to NCRA's agreement with the

exhibit area, and in the event of any conflict between the rights and obligations of the exhibitor under the contract or these rules and regulations and the agreement with the exhibit area, the latter shall prevail.

**28. Indemnification/hold harmless clause**

The exhibitor agrees to indemnify, hold harmless, and defend NCRA, the hotel(s), and the conference host city and their respective members, officers, directors, managers, subsidiaries, affiliates, agents, and employees (indemnities) from and against any and all (without limitation) liabilities, damages, actions, losses, claims, and expenses on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any act, omission, negligence, fault, or violation of a law or ordinance by the exhibitor or its employees, agents, contractors, patrons, and invitees. The exhibitor hereby waives each and every claim that arises, or may arise, in its favor against any one or more of the indemnities for any and all losses of damage covered by valid and collectible insurance.

**29. Exhibitor insurance**

NCRA requires all exhibitors and their exhibitor-appointed contractor (if applicable) to carry appropriate liability insurance against personal injury and damage to property of others for the duration of the event, including move-in/move-out dates. The certificate of insurance must provide a minimum coverage of \$1,000,000 for each occurrence with a \$1,000,000 aggregate and name NCRA and the convention hotel(s) as additional insureds. The certificate of insurance must be provided to NCRA prior to move-in/booth installation. Should the exhibitor not carry liability insurance, NCRA reserves the right to purchase coverage on the exhibitor's behalf and at the exhibitor's expense. It is the responsibility of each exhibiting company to ensure the safety of its own exhibit materials from the time they are placed in the exhibit area until the time they are removed. The exhibiting company agrees that NCRA, the hotel, the official decorator/general service contractor, and all of their agents and/or employees will not be held responsible for any damage to or any loss or destruction of the exhibitor's property or any injuries to the exhibitor and its representatives, agents, or employees. All claims for any such damage, destruction, and/or injury are expressly waived by the exhibitor. Exhibitors are advised to obtain their own appropriate theft, fire, comprehensive general liability, property damage, automobile (including non-owned and hired vehicles), workers' compensation, and employers' liability insurance to cover their own losses and possible claims against them.

**30. Exhibitor sales tax**

Sales tax varies from state to state, and each conference carries different tax reporting requirements. Each exhibitor is responsible for obtaining, reporting, and paying the sales tax to the state in which the NCRA Conference & Expo is being held.

**31. Cancellation by NCRA**

The exhibitor's space may be canceled by NCRA for failure to make payments when due or failure to comply with NCRA regulations. NCRA will notify the exhibitor

in writing if the Association cancels the space. Should NCRA cancel an exhibit or cancel or reschedule the entire event for any reason, the exhibit space contract will terminate, and the exhibitor will waive any claim for damages. NCRA's liability shall be limited to the monies paid by the exhibitor as exhibit booth rental, less a proportionate share of all expenses incurred by NCRA for the exhibit. If, for any reason, the location of the event is changed, no refund will be made, but NCRA must be able to assign exhibitors space in lieu of original space.

**32. 2020 NCRA Conference & Expo exhibitor cancellation and refund policy**

NCRA hopes every exhibitor who registers for our 2020 Conference will be able to attend; however, NCRA understands there could be extenuating circumstances.

The 2020 NCRA Conference & Expo exhibitor cancellation and refund policy will be as follows:

- A. Exhibitor registration canceled on or **before Mon., June 22, 2020** is fully refundable.
- B. Exhibitor registration canceled **between Tues., June 23, 2020 and Tues., July 6, 2020** is refundable but subject to a \$250 administrative fee.
- C. Registrants canceling **on or after Tues., July 7, 2020** will not receive a refund. The refund and cancellation policy will not be waived.
- D. If NCRA must cancel the conference due to unforeseen circumstances, NCRA will refund the full exhibit fee to the exhibitor. However, NCRA does not assume responsibility for additional costs, charges, or expenses; to include, charges made for travel and lodging.

**33. Other matters**

All matters and questions not covered by the contract for exhibit space or these rules and regulations are subject to the decision of NCRA.

**34. NCRA Code of Professional Ethics**

The exhibitor agrees to abide by the NCRA Code of Professional Ethics if applicable to the exhibitor's business. For information about the NCRA Code of Professional Ethics, please visit [NCRA.org/Ethics](http://NCRA.org/Ethics).

**35. NCRA Sponsor logo policy**

On occasion, NCRA may opt to use a sponsor's logo in print, online, or in collateral materials. Please keep in mind that, due to size restraints on various NCRA collateral pieces, only official sponsor logos will be accepted for print and online marketing materials related to NCRA events (Conference & Expo, Business Summit, Boot Camp, other meetings, and special events), or for publication in NCRA editorial. Logos that include company descriptions, taglines, extended text, or contact information such as website addresses and telephone numbers often appear difficult to read and are better suited for inclusion in advertising materials created by the company, when a logo can be enlarged.



# Reservations and Payment Information

OFFICE USE ONLY

Date received at NCRA: \_\_\_\_\_

Booth # reserved: \_\_\_\_\_



Hyatt Regency Orlando | 9801 International Drive | Orlando, FL 32819 | Aug. 6–9, 2020  
Exhibit Hall open Aug. 5–8

## EXHIBITOR LEVEL RESERVATION

Today's Date: \_\_\_\_\_

COMPANY NAME

ADDRESS

CITY

STATE

ZIP

PHONE

URL

**PRIMARY CONTACT:** Information on conference updates will be emailed to the *primary contact*. This includes the final booth assignments and exhibit confirmation, invoice, Alliance Nationwide exhibitor service kit, shipping deadlines, etc.

NAME

EMAIL

PHONE

Are you a current NCRA member?  Yes  No ID #: \_\_\_\_\_

Will the primary contact attend Convention?  Yes  No

Is this the contact for billing purposes?  Yes  No If no, add that info on last page.

**PRODUCT/SERVICE DESCRIPTION to publish in the mobile app, part 1:** Please type in below a brief description (25 words max) of your company's products and services. Keep description in paragraph form (no bullets). You may mention promotions that you plan to conduct at your booth. NCRA reserves the right to edit and revise the description as needed:

### PRODUCT/SERVICE DESCRIPTION, part 2:

Email your company logo in a high resolution .jpg file to [adssupport@ncra.org](mailto:adssupport@ncra.org) no later than June 14.

## Select booth # preferences:

EXHIBIT BOOTH	EXHIBITOR 8' x 10', inline, 80 sq. ft.	Additional 8' x 10' spaces \$1,500
1st choice booth #	#	#
2nd choice booth #	#	#
3rd choice booth #	#	#
4th choice booth #	#	#

## NEXT STEPS to reserve your exhibit booth

- PROVIDE PAYMENT INFORMATION, whether paying by check or credit card
- SIGN AND RETURN THE COMPLETED FORM WITH PAYMENT TO:
  - By email: Jill Parker Landsman at [jlandsman@ncra.org](mailto:jlandsman@ncra.org)
  - By mail: National Court Reporters Association  
Attn: Conference Finance  
12030 Sunrise Valley Dr., Suite 400  
Reston, VA 20191-3484

I understand that payment is due in full before booth reservations can be confirmed.

## PAYMENT INFORMATION

A signature on this application indicates understanding of and agreement to: Comply with policies, rules, regulations, and terms and conditions herein others issued by NCRA; abide by the payment policy; and agree with NCRA rules and regulations are an integral and binding part of this contract.

Exhibitor level price **\$1,850** + additional space price \_\_\_\_\_ = \_\_\_\_\_

Attached is a check for a total of \$\_\_\_\_\_ payable to NCRA (Fed. Tax ID: 36-2213239)

I understand that my exhibit and advertising assignments cannot be confirmed until my payment is received.

Charge my credit card information provided below.

\_\_\_\_\_  
AUTHORIZED SIGNATURE

\_\_\_\_\_  
TODAY'S DATE

American Express     Discover     MasterCard     Visa

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

\_\_\_\_\_  
EXPIRATION DATE

\_\_\_\_\_  
SECURITY CODE

\_\_\_\_\_  
CARDHOLDER NAME

\_\_\_\_\_  
BILLING ZIP CODE

\_\_\_\_\_  
CARDHOLDER SIGNATURE

**OPTIONAL BILLING CONTACT INFORMATION:** Complete this if billing contact *is different* from the primary contact.

\_\_\_\_\_  
COMPANY NAME

\_\_\_\_\_  
BILLING CONTACT NAME

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY

\_\_\_\_\_  
STATE

\_\_\_\_\_  
ZIP

\_\_\_\_\_  
EMAIL ADDRESS

\_\_\_\_\_  
PHONE

**National Court Reporters Association**, 12030 Sunrise Valley Drive, Suite 400, Reston, VA 20191-3484

**Questions?** Contact Jill Parker Landsman at 703-584-9052 or [jlandsman@ncra.org](mailto:jlandsman@ncra.org).

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