



YES! I WANT TO BE A PART OF IT.

March 3 - 6, 2010 - Hotel Murano, Tacoma, Washington



EXHIBIT AND SPONSORSHIP PROSPECTUS

WHY EXHIBIT ?

Your competition will be here. Don't be conspicuous in your absence. Direct your new product rollouts and services to those with the authority to make purchase decisions.

Take advantage of the **Equipment Rodeo**. A special room adjoining the Exhibits Hall that has been specifically dedicated to vendors for presentations & demonstrations of their products and services.



A first rate line-up of nationally known speakers, a diverse technical program and name entertainment is expected to attract both Washington State and surrounding State attendees.

Numerous conference meal and events, specifically scheduled for the exhibits area, ensure a steady stream of buyers and users.

Everyone will be at Thursday evenings Exhibitors Reception. Remember 2009? It was packed.

Exhibiting at the LSAW conference gives you the opportunity to showcase your company's products and services to a high percentage and concentrated gathering of company owners, managers and decision makers from the private sector, government agencies and academia. During these tough times they'll be looking at the latest time-saving technology to make themselves more competitive.

Take advantage of numerous sponsorship opportunities to increase your company's profile to conference attendees for years to come.

Surveying & mapping companies and agencies buy and use:

Surveying instruments & accessories; **Data collectors**; Computers and software; **Office furniture and supplies**; Stakes and hubs; **Legal and accounting services**; Copiers, plotters, printers & scanners; **Roadway flagging services**; Trucks, cars and canopies; **Safety supplies and clothing**; Safety training; **Outdoor clothing and footwear**; Office & cellular phones & systems; **Two-way radios**; Maps and research services; **Reprographics and printing**; Title reports; **GIS software and services**; Aerial mapping & LIDAR services; **Contract drafting services**; General liability, auto, health and E&O insurance; **Utility locating services**; Laser scanning equipment & services; **Monuments and casings**; Magnetic locaters; **Survey caps, brass caps and shiners**. And so much more.



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EXHIBIT RULES AND REGULATIONS

In applying for exhibit space, please return a copy of the Application with payment to the Land Surveyors' Association of Washington (LSAW). LSAW reserves the right to decline any application or prohibit any exhibit. If the Application is accepted by LSAW, a notice indicating such acceptance will be emailed or faxed to you. Exhibitor spaces will be assigned based upon the order payments are received, and the amount of space available. LSAW reserves the right to limit the number of booths or tables purchased by any one company.

EXHIBIT SPACE FEES:

Premium Exhibit Booths (1 - 9)

- One Booth** **\$ 800**
- Two Booths** **(each Booth) \$750**
- Three Booths** **(each Booth) \$700**

- Maximum exposure
- 8' X 10' booth with 8' high back wall
- Draped 3' high side rails
- 500-watt electrical outlet
- One 7" x 44" exhibitor identification sign
- One 8' skirted table, contour chair and wastebasket

Regular Exhibit Booths (10 - 27) **\$ 650**

- 8' X 10' booth with 8' high back wall
- Draped 3' high side rails
- 500-watt electrical outlet
- One 7" x 44" exhibitor identification sign
- One 8' skirted table, chair and wastebasket

8-foot Display Table (28 - 31) **\$ 250**

- 8' skirted table

6-foot Display Table (32 - 36) **\$ 200**

- 6' skirted table with chair

CANCELLATIONS:

All cancellation must be in writing. No refunds will be provided for cancellations, however, we will work with you to find and transfer your exhibit rights to another vendor.

APPLICATION DEADLINE:

All applications must be received by LSAW by February 13, 2010. A map of the conference facility, exhibit booth layout and other conference information is attached for your review. A copy of booth assignments to-date will be periodically updated on

the LSAW website at www.lsaw.org. Please be sure your application contact information is correct and complete, including contact name, e-mail and street addresses with postal zip, telephone and fax numbers.

SET-UP AND EXHIBIT HOURS:

Exhibit Hall Schedule:

Saturday, February 13, 2010

Booth application deadline

Wednesday, March 3, 2010

8 am to 12 noon	Decorator set-up
12 noon to 6 pm	Exhibitor move-in

Thursday, March 4, 2010

7 am to 9 am	Morning refreshments
7 am to 6 pm	Exhibits' open
12 noon to 1:15 pm	Lunch with exhibitors
5 pm to 6:30 pm	Exhibitors Reception

Friday, March 5, 2010

7 am to 9 am	Morning refreshments
7 am to 6 pm	Exhibits' open
Noon to 1:15 pm	Lunch with exhibitors
7 pm to 10 pm	Exhibitors move-out
7 pm to 10 pm	Decorator move-out

Morning coffee, mid-morning and afternoon break refreshments and lunch with the exhibitors will be in the Pavilion Rotunda.

Exhibit booths must be staffed by a minimum of one qualified exhibitor representative during all open exhibit hours and must remain intact from 7 AM Thurs. thru 6 PM Friday of the conference.

TERMS OF PAYMENTS:

Send a check or a charge to your credit card for the full amount of your requested exhibit space, Equipment Rodeo times, extra badges, if any and meals for your representatives. Once your application and payment is received and accepted by LSAW you will receive a confirmation notice and assignment of exhibit space.

All payments must be made in U.S. funds drawn on U.S. banks and payable to the Land Surveyors' Association of Washington. In the event your Application for exhibit space is declined, all monies submitted will be refunded to the applicant.



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EXPOSITION SERVICES PROVIDER:

To Be Determined

Exhibitors will be contacted directly by the provider with more information.

Additional exposition equipment &/or services may be ordered from the exposition provider.

ARRANGEMENTS OF EXHIBITS:

Exhibitors shall confine their display to their assigned space. Illuminated signs must be placed near the back wall of the booth. Any portion of an exhibit that obstructs the view, interferes with the privileges, light or space of other exhibitors, extends beyond the designated exhibit space or which, in the opinion of LSAW, for any reason becomes objectionable, must be modified or removed by the exhibitor.

EQUIPMENT RODEO:

Exhibitors may purchase one or more one-hour blocks of time (cost of \$200 per hour) to provide special presentations & demonstrations to showcase their products and services in a dedicated room adjoining the Exhibits Hall. Your presentations and demonstrations will be prominently advertised on the conference schedule and final program. You may also elect to provide refreshments or other enticements (at your own expense) to attract attendees to your program at your own expense.

Available Equipment Rodeo times:

Thursday	8 AM	to	9 AM
Thursday	9:30 AM	to	10:30 AM
Thursday	11 AM	to	12 noon
Thursday	1:30 PM	to	2:30 AM
Thursday	2:45 PM	to	3:45 AM
Thursday	4 PM	to	5 PM
Friday	8 AM	to	9 AM
Friday	9:30 AM	to	10:30 AM
Friday	11 AM	to	12 noon
Friday	1:30 PM	to	2:30 AM
Friday	2:45 PM	to	3:45 AM
Friday	4 PM	to	5 PM

Equipment Rodeo times can be reserved on a first-come, first served basis on the Exhibitors Application. An additional Equipment Rodeo room and times (same as above) may be added to meet demand.

IMPORTANT: We will need to know the title of your presentation, presenters name and bio, and a one-paragraph (min.) synopsis of your presentation **no later than February 13, 2010** in order to include your presentation in the final program.

STANDARDS OF CONDUCT:

Exhibits are to serve the interest of the conference attendees & are expected to operate in a manner that does not detract from other exhibits, the operation of the conference facility or the conference as a whole. LSAW reserves the right to refuse to admit or eject from the conference facility any exhibit &/or exhibit representatives it believes to be objectionable, undesirable or injurious to the spirit of the conference.

Public address, sound-producing or sound amplification devices that project sound including background music must be kept to a conversational level and must not interfere with other exhibitors, seminars or conference social functions. Any form of attention getting devices of presentation must be terminated whenever crowds obstruct aisles or infringe upon another exhibitors display. LSAW reserves the right to restrict the use of glaring lights, objectionable lighting effects or music which projects beyond the confines of the exhibitor's booth.

Distribution of advertising materials or souvenirs is permitted but must be confined to the exhibitor's space. LSAW reserves the right to terminate or disallow any materials it believes to be inappropriate. Canvassing or distribution of advertising materials beyond the confines of each exhibit space is strictly prohibited except for purchased sponsorships.

Exhibitors will be held responsible for any damage done to the building by them, their agents, or employees. Walls, woodwork, or floor of the building must not be defaced or altered in any manner whatsoever. Tacking, taping or nailing of signs, banners, etc., to any permanent walls or woodwork or beyond the limits of any exhibit space background is prohibited.

LSAW is committed to providing a professional association, free of unlawful harassment. Any harassment because of race, sex, religion, national origin or ancestry, physical or mental disability, medical condition, marital status, sexual orientation or any other basis protected by federal, state or local law is unlawful and prohibited. This policy applies to all

LSAW members in every category of membership,



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March 3 - 6, 2010 - Hotel Murano, Tacoma, Washington



EXHIBIT AND SPONSORSHIP PROSPECTUS

and to exhibitors &/or advertisers at our conferences and in our publications. A complete copy of our policy is available for viewing on the Association's website at www.lsaw.org.

TELEPHONE / COMMUNICATION SERVICE:

It shall be the exhibitor's sole responsibility to make arrangements with the Hotel Murano for any phone or other communication services required.

NON-PROFIT ORGANIZATIONS:

Non-profit organizations may purchase an exhibit booth (except premium booths) or display table at a 50% discount. This guarantees you a spot in the exhibit area.

Alternatively, non-profits will be provided with any unsold booths or display tables at no charge, on a first-come, first served basis. We, however, make no guarantee that there will be any unsold exhibit space or tables or that you will be accommodated within the exhibits area. To get on the non-profit waiting list contact lindym@plsincsurvey.com.

STORAGE:

The Hotel Murano does not have storage capabilities for materials arriving prior to **March 3, 2010**. Such materials will be redirected to the exposition services provider and will be subject to a handling fee. Materials should be shipped to the Hotel Murano to arrive on **Wednesday March 3, 2010**. Exhibitors are encouraged to make arrangements directly with the exposition services provider for storage or shipment of their materials.

HOSPITALITY SUITES / HOTEL ROOMS:

Exhibitors are responsible for making their own arrangements for hotel rooms, hospitality suites or other desired hotel services directly with the hotel.

Exhibitors agree to coordinate the date and time of any hospitality functions with the conference organizer's so as to avoid detracting from any conference social and meal events. The conference organizers specifically reserve the right to cancel without liability, any hospitality function considered to be detrimental to the conference.

FIRE, SAFETY AND HEALTH:

All exhibit displays, equipment and materials must be located within the assigned space. Exhibitor assumes all responsibility for compliance with all governmental agency ordinances and regulations covering fire, safety and health. Only fireproof materials may be used in displays. No combustible material may be stored in or around exhibit booths.

LIABILITY:

The Hotel Murano will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc... may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitor will indemnify and hold harmless against such claims. The exhibitor assumes all liability for any damage to the facility's floors, walls, lighting fixtures, etc... as a result of exhibitor negligence. Exhibitor agrees to abide by and observe all applicable laws, rules and regulations or ordinances of any governmental authority and of the Hotel Murano.

The exhibitor agrees to hold the conference organizers, The Land Surveyor's Association of Washington, harmless from any and all damages, loss or liability of any kind whatsoever resulting from injury to persons or property occurring within or at the conference facility occasioned by any act, negligence or wrongdoing of the exhibitor or any officers, agents, representatives, guest or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect the conference organizers against any and all such claims or demands.

SECURITY:

LSAW will contract for security guard services and protection during non-exhibit hours. LSAW and the Hotel Murano make no warranty, expressed or implied, that security measures will avert or prevent occurrences that may result in loss or damage to the property of the exhibitors or their representatives or employees from theft, fire, accident or other causes.

LABOR:

Rule and regulations for union labor, if applicable, are made by local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary to comply with these regulations. Skilled labor should be arranged through the exposition services provider.



Land Surveyors' Association of Washington 2010 Annual Conference

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March 3 - 6, 2010 - Hotel Murano, Tacoma, Washington



EXHIBIT AND SPONSORSHIP PROSPECTUS

EXHIBITOR PERSONNEL REGISTRATION:

Exhibitor representatives must pre-register with the conference and will be provided with and be required to wear a conference-issued name badge at all times.

Two conference exhibitor identification badges are included with each exhibit booth space.

One identification badge is included with each display table.

Exhibit badges entitle the exhibit representative entry to the exhibits and complimentary conference events. Seminars are not included.

Name badges for additional exhibitor representatives, as well as conference meals for exhibit representatives, may be purchased using the Exhibit and Display Table Application included as part of this packet.

LSAW reserves the right to refuse entry and / or request the removal of any unregistered exhibitor representatives.

LSAW EXHIBITS CONTACT:

Lindy MacManiman - Phone: 425-313-9378 Fax: 425 - 313 - 9379 or lindym@plsincsurvey.com

EXHIBIT AND SPONSORSHIP PACKET:

Your exhibitors' packet includes:

- Exhibitors Prospectus (5 pages)
- Exhibit Hall Layout Map (1 page)
- Exhibit Booth Application (1 page)
- Exhibitor's Meal Order Form (1 page)
- Sponsorship Opportunities (2 pgs.)
- Sponsorship Payment Form (1 pg.)

* Includes registration for exhibitors' representatives and extra representatives.

LODGING AT THE HOTEL MURANO:

The Hotel Murano is located at:

1320 Broadway Plaza
Tacoma, WA 98402

To book room nights at the Hotel Murano at the special conference rate visit:

https://resweb.passkey.com/Resweb.do?mode=welcome_gi_new&groupID=1589023



or call for reservations at:

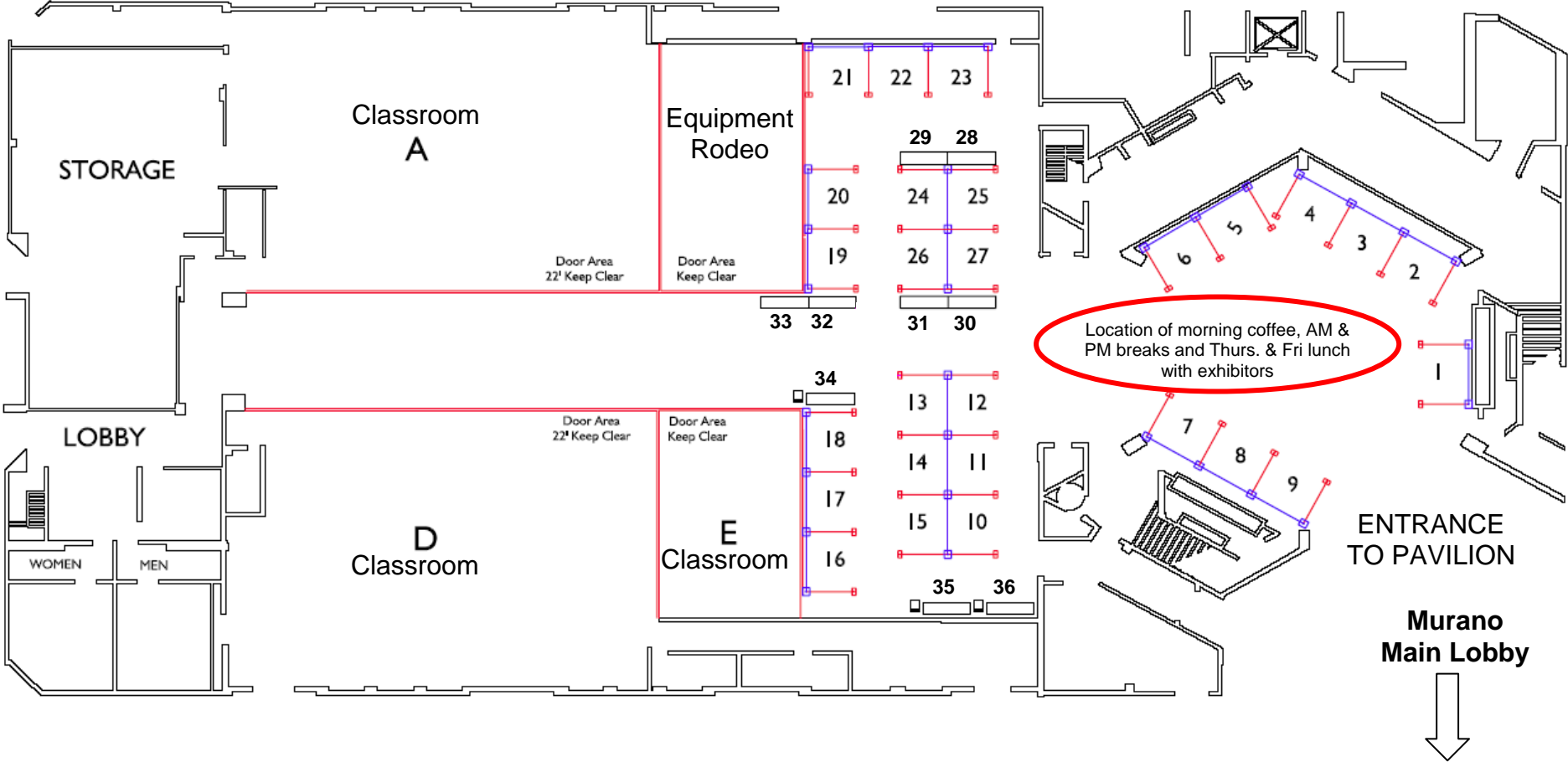
(888) 862 - 3255
(253) 238 - 8000 Local

Be sure to mention that you are with the Land Surveyors' Association of Washington.

Need a ride from the airport? Visit the Capital Aeroporter Airport Shuttle website to make a shuttle reservation or call them at (253) 927 - 6179.

<http://capair.hudsonltd.net/res?USERIDENTRY=HOTELMURANO&LOGON=GO>

**HOTEL MURANO - BICENTENNIAL PAVILION
EXHIBIT BOOTHS AND TABLETOP DISPLAYS**



Booths 1 - 9	(8' X 10')	\$ 800 ea.	Premium booths
Booths 10 - 27	(8' X 10')	\$ 650 ea.	Regular booths
Tabletops 28 - 31	(8' tables)	\$ 250 ea.	Ideal for recruitment & displays
Tabletops 32 - 36	(6' tables w/ chairs)	\$ 200 ea.	Ideal for recruitment & displays



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EXHIBIT, DISPLAY TABLE & EQUIPMENT RODEO APPLICATION

Company Name: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Contact Person: _____
 Phone: _____ Fax: _____ E-Mail: _____
 Company Website: _____
 Signature: _____ Date: _____

I, the above-signed, in applying for exhibit space acknowledge that I have received, reviewed and agree to observe and abide by the Conference Exhibit Rules and Regulations.

BOOTH &/OR DISPLAY TABLE SELECTION:

Premium Booths:	No. of booths: _____	X	\$ 800 ea.	=	\$ _____
Regular Booths:	No. of booths: _____	X	\$ 650 ea.	=	\$ _____
8' Display Tables:	No. of tables: _____	X	\$ 250 ea.	=	\$ _____
6' Display Tables:	No. of tables: _____	X	\$ 200 ea.	=	\$ _____

Booth 1st choice(s): _____ 2nd choice(s) _____
indicate preferred booth number(s) indicate preferred booth number(s)

Table 1st choice(s): _____ 2nd choice(s) _____
indicate preferred table number(s) indicate preferred table number(s)

Please do not place our booth next to >>>> _____

BOOTH REPRESENTATIVES: (for badges)

REMEMBER: Exhibitors are allowed 2 representatives per paid booth and 1 per paid table.

Name: _____
 Name: _____
 Name: _____
 Name: _____
 Name: _____
 Name: _____

EXTRA BOOTH REPRESENTATIVES: (for badges)

NOTE: No extra representatives are allowed for display tables.

Name: _____ X \$ 40 = \$ _____
 Name: _____ X \$ 40 = \$ _____

EQUIPMENT RODEO ROOM RENTAL:

See Exhibitors Prospectus for available times.

Day: _____ Time: _____ X \$ 200 = \$ _____
 Day: _____ Time: _____ X \$ 200 = \$ _____
 Day: _____ Time: _____ X \$ 200 = \$ _____

ORDER SPECIAL EVENT TICKETS AND MEALS ON ACCOMPANYING FORM

TOTAL: = \$ _____

If using a credit card fax this form to (425) 313 - 9379

Card No. _____
 Exp. Date: _____ V-Code: _____
 Name on card: _____
 Cardholder ph. No. _____
 Signature: _____
 Amount charged will be total above.

If paying by check please mail this form to:
LSAW
PO Box 1778
Issaquah, WA 98027



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March 3 - 6, 2009 - Hotel Murano, Tacoma, Washington



EXHIBITOR'S SPECIAL EVENT AND MEAL TICKET ORDER FORM

Company Name: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Contact Person: _____
 Phone: _____ Fax: _____ E-Mail: _____
 Company Website: _____
 Signature: _____ Date: _____

**I DON'T WANT MY REPRESENTATIVES TO STARVE!!!
I WANT TO ORDER SOME SPECIAL EVENT AND MEAL TICKETS**

CONFERENCE MEAL AND SPECIAL EVENT TICKETS FOR EXHIBITOR REPRESENTATIVES:

		Number of tickets					
Wed.	WSS-ACSM Dinner	_____	X	\$	45	=	\$ _____
Thu.	Lunch with John Keister	_____	X	\$	15	=	\$ _____
Thu.	Box lunch with exhibitors	_____	X	\$	8	=	\$ _____
Fri.	LSAW Past-Presidents Breakfast	_____	X	\$	20	=	\$ _____
Fri.	LSAW Awards Lunch	_____	X	\$	15	=	\$ _____
Fri.	Box Lunch with exhibitors	_____	X	\$	8	=	\$ _____
Fri.	Conference Banquet with Helen Thayer	_____	X	\$	45	=	\$ _____
Sat.	LSAW Historical Society Breakfast	_____	X	\$	20	=	\$ _____
						TOTAL:	= \$

If using a credit card fax this form to (425) 313 - 9379

Card No. _____
 Exp. Date: _____ V-Code: _____
 Name on card: _____
 Cardholder ph. No. _____
 Signature: _____
Amount charged will be total above.

If paying by check please mail this form to:
LSAW
PO Box 1778
Issaquah, WA 98027

NOTE: Special event and meal tickets will be held at the conference registration desk and provided to the primary exhibitors representative for distribution to their personnel.

We strongly recommend purchasing box lunch tickets for your on-site exhibitor representatives.



Land Surveyors' Association of Washington 2010 Annual Conference

YES! I WANT TO BE A PART OF IT.

March 3 - 6, 2010 - Hotel Murano, Tacoma, Washington



SPONSORSHIP OPPORTUNITIES

Exhibitors at the **2010 Let's Be Frank** conference can choose from a variety of high profile, and exclusive opportunities to help get your message to industry decision makers and buyers. Sponsorship opportunities are on a first come, first served basis.

Conference sponsors will be recognized:

- At the conference via announcements, banners & signs
- Acknowledgement in the final conference program provided to every attendee

Sponsors make select one or more of the following opportunities:

Conference Registration Desk - Every attendee will visit the registration desk. Make your company name and logo the first thing attendees see. Guaranteed exposure. Sponsorship includes your company logo on a welcome banner plus the exclusive right to display your company brochures during registration and the opportunity to provide cookies or other refreshments (sponsor to provide) to attendees as they register. Your company will be the first one they see and thank. **\$ 500 / all three days.**

Continuing Education Journal - Attendees will receive a passport-size journal to track their education hours. These will be kept for years to come. Sponsor receives the exclusive right to include their company name and logo on each Continuing Education (CE) Journal. **\$ 400**

Neck Wallets / Badges - Sponsor gets the exclusive right to include their company name and logo on the front of a neck wallet that attendees use to hold their event tickets, mini-schedule and continuing education log. **\$ 500**

Final Program Ads - Insure that your company's message is delivered to every attendee by way of an ad in the final conference program. Include your company logo, a product ad, a discount coupon or business card. Ad must be ready to print. Ad rates are only:

- | | | | |
|--------------------|---------------|----------------|---------------|
| • Business card ad | \$ 50 | • 1/2 page ad | \$ 150 |
| • 1/4 page ad | \$ 100 | • Full page ad | \$ 200 |



Land Surveyors' Association of Washington 2010 Annual Conference

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March 3 - 6, 2010 - Hotel Murano, Tacoma, Washington



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Wednesday **Welcome Reception** - Sponsor gets an acknowledgement banner, official recognition and the exclusive right to distribute company materials. **\$400**

Thursday **Lunch with John Keister**, a Northwest Favorite, best known for hosting Seattle's own 'Almost Live'. Sponsorship includes acknowledgement banner and official recognition. **\$500**

Thurs. **Box Lunch with the Exhibitors** - Sponsorship includes acknowledgement banner, official recognition and exclusive right to display and distribute company material. **\$400**

Thursday **Reception & Buffet** - Sponsorship includes acknowledgement banner and official recognition. **\$500**

Friday **Box Lunch with the Exhibitors** - Sponsorship includes acknowledgement banner, official recognition and exclusive right to display and distribute company material. **\$400**

Friday **Conference Banquet with Helen Thayer**, Named "One of the Great Explorers of the 20th Century" by National Geographic and National Public Radio. Sponsorship includes acknowledgement banner and official recognition. **\$500**



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March 3 - 6, 2010 - Hotel Murano, Tacoma, Washington



SPONSORSHIP OPPORTUNITIES

MAIL OR FAX THIS FORM TO CLAIM A SPONSORSHIP OPPORTUNITY

Company Name: _____

Address: _____

City, State and Zip: _____

Contact Person: _____

Phone: _____ Fax: _____

E-Mail: _____

Mail your check to:
LSAW
PO Box 1778
Issaquah, WA
98027
or
use your credit card
below

- Conference Registration Desk (3 days) - \$ 600
- Continuing Education Journal – \$ 400
- Neck Wallets / Badges - \$ 500
- Final Program - Bus. card ad - \$ 50
- Final Program - 1/4 page ad - \$ 100
- Final Program - 1/2 page ad - \$ 150
- Final Program - Full page ad - \$ 200
- Wednesday Welcome Reception \$ 400
- Thurs. Lunch w/ John Keister - \$ 500
- Thurs. Box Lunch w/ Exhibitors - \$ 400
- Thurs. Reception & Buffet - \$ 500
- Friday Box Lunch with Exhibitors - \$ 400
- Friday Conf. Banquet w/ Helen Thayer - \$ 500

Questions ?
Call Lindy at (425) 313 - 9378 or e-mail lindym@plsincsurvey.com

Paying by Credit Card ? Fax to (425) 313 - 9379 (circle one) VISA Mastercard Amex

Card No.: _____ Exp. Date: _____ V-Code: _____
(3-digit code on the back)

Printed Name: _____ Cardholder Ph. #: _____

Signature: _____ Amount charged will be the amount checked in boxes above.