

May 19—21, 2011

John Q. Hammons Convention Center

Rogers, AR

Rogers, AR



Who's Attending:

Design Professionals
Consumers
Educational Institutions
Corporate / Retail
Government
Financial Institutions
Non—Profits
Product Manufacturers
Professional Associations
Real Estate
Utilities / Energy Co.
Contractors / Builders
and more.....

This conference is a collaborative effort to present a comprehensive view on sustainability and how to practice that concept in the real world. The conference portion will include seminars, interactive discussions and presentations to provide continuing education opportunities for professionals (AIA, USGBC, etc..) and sustainability strategies that can be implemented for your business or at home. The Expo will showcase several sustainable products, concepts and practices for all attendees. This is a regional event and includes participants from these states: AR,KS,MO,MS,TN and TX.

For more information

www.real-green.info

(launches Jan. 2011)



This document contains the following information about
REALgreen Sustainability Conference and Expo

Overview
Sponsor Information
Sponsorship Purchase Form
Exhibitor Information
Booth Purchase Form

REALgreen Sustainability Conference & Expo
Sustainability in the Real World
May 19-21, 2011
John Q. Hammons Convention Center
Rogers, AR



Audience

Building professionals (architects, engineers, contractors / suppliers, LEED AP) Business people in Building related fields (facility managers, school superintendents, developers, universities, manufacturers, local and state governments, etc) Sponsors/Exhibitors

For Building Professionals

Do you ever wonder how "green" fits into your practice? Do you have clients that want to do their part for the environment but don't want an iconic (and costly) building? REALgreen will show you how to deliver projects for your clients that balance sustainability and cost - the way green is delivered in the Real World - right here in middle America (South, Midwest, etc). You'll learn from practitioners, owners and other professionals through real-life examples

For Business People

Ever wonder how you can do your part to help the environment? Or have your customers asked the same question? REALgreen will show you how to use real-world application of sustainable principles in a workable business model that will drive your business/institution, etc. toward greater efficiency and/or profit (depending on the situation). You'll learn from practitioners, owners and other business people through real-life examples. . . .

For Consumers

Consumers can expect information and hands-on activities to help educate and impact their lives so they can become more responsible for their environment. REALgreen will feature exhibitors showcasing their "green" products and services. Come and connect with others, find resources, and get in on the latest green technologies.

For Sponsors/Exhibitors

REALgreen will be the first conference of its kind that takes the ambitious goals of LEED and the greater green movement and explores how it is being applied in real-life situations today. Green has become a main-stream way of doing business, with many of the largest companies and organizations in the world leading the way. REALgreen will attract hundreds of building professionals AND business people from around the region who own or operate buildings and want to know more about how green can be applied in their business, their practice and their lives. Green is no longer about iconic buildings - it is about real problems, real solutions and real people making it a part of their everyday life.



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EXHIBITOR INFORMATION

November 1, 2010 Exhibitor Booth Purchase Opens for AIA and USGBCAR members
 December 1, 2010 Exhibitor Booth Purchase Opens for all allied groups
 December 15, 2010 Exhibitor Booth Purchase Opens for all
 April 28, 2011 Exhibitor Booth Purchase Closes

2011 BOOTH FEES

Each 10'x10' booth purchased includes two working passes. Additional passes are \$100 each.

1st 10' x 10' Booth	\$600
2nd 10' x 10' Booth	\$400
3rd 10' x 10' Booth	\$250
4th 10' x 10' Booth	\$100
5th 10' x 10' Booth	\$100
6th 10' x 10' Booth	\$100

BOOTH UPGRADES

Corner 10' x 10' Booth	Additional \$200
Premium 10' x 10' Booth	Additional \$250

Note: *Only REALgreen Sponsors will be allowed to choose their actual booth locations.*

SPONSORSHIP INFORMATION

There are 12 different levels of sponsorships available. Please refer to the details on the back for benefits.

Presenting	\$25,000
Title	\$10,000
Media	\$5,000
Website	\$5,000
Continuing Education Classroom	\$2,500
Luncheon	\$2,500
On-Site Program	\$2,000
Happy Hour Food & Beverage	\$1,500
Recycle	\$1,500
Attendee Totebag	\$1,250 per day
Coffee	\$1000
Lanyard	\$1,000

CONTACTS

Registration: registration@real-green.info
 Sponsorship: sponsorship@real-green.info

CONFERENCE LOCATION

John Q. Hammons Convention Center
 3303 Pinnacle Hills Pkwy
 Rogers, AR 72758
 479-254-8400



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SPONSORSHIP BENEFITS

	PRESENTING	TITLE	MEDIA	WEB SITE	CEU CLASSROOM	LUCHEON	ON-SITE PROGRAM	HAPPY HOUR FOOD & BEVERAGE	RECYCLE	ATTENDEE TOTE BAG*	COFFEE	LANYARD*
Quantity Available	1	3	2	2	6	4	1	6	1	2	6	1
Booths Included	2	1	1	1	0	0	0	0	0	0	0	0
Press Release Recognition	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No
Website Banner Logo	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No
Website Sponsor Page Logo	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Main Entry Logo Recognition	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No
Back Wall Logo Recognition	Yes	Yes	No	No	No	No	No	No	No	No	No	No
Specific Sponsorship Area Recognition	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor Recognition in Booth	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
On-Site Program Feature Article	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No
On-Site Program Recognition	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
5 ft. x 8 ft. Product Display Area	No	No	No	No	Yes	No	No	No	No	No	No	No
Recognition Signage in Classroom	No	No	No	No	Yes	No	No	No	No	No	No	No
Registration Packet Stuffers	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No

* Requires giveaway items as outlined

CONFERENCE SCHEDULE

Thursday - May 19, 2011

7:30 am Registration
8:30 am - 5:30 pm LEED Workshop
12:00 pm - 6:00 pm Exhibitor Setup

Friday - May 20, 2011

7:00 am Registration
7:00 am Continental Breakfast
8:00 am - 9:30 am Opening Session
9:30 am - 10:00 am Break
10:00 am - 11:00 am Education Tracks
Track 1 - **REALgreen** Applications
Track 2 - **REALgreen** Economics
Track 3 - **REALgreen** Homes
Track 4 - **REALgreen** Consumers
11:00am - 5:00 pm **REALgreen** Expo Open
11:00am - 1:00 pm Lunch w/Exhibitors
12:00pm - 1:00 pm Demonstration in **REALgreen** Expo
1:00pm - 5:30 pm Education Tracks
Track 1 - **REALgreen** Applications
Track 2 - **REALgreen** Economics
Track 3 - **REALgreen** Homes
Track 4 - **REALgreen** Consumers
2:30pm - 3:00pm Refreshment Break
6:00pm - 6:45pm Reception with Exhibitors
7:00pm - 8:45pm Dinner with Keynote Speaker

Saturday, May 21, 2011

7:00am Registration Open
7:00am Continental Breakfast
8:00am - 3:00 pm **REALgreen** Expo Open to the Public
8:00am - 12:30 pm Education Tracks
Track 1 - **REALgreen** Applications
Track 2 - **REALgreen** Economics
Track 3 - **REALgreen** Homes
Track 4 - **REALgreen** Consumers
9:00am - 9:30am Break
1:30pm - 3:00pm Tours Options:
University of Arkansas Innovation Center Recap
Crystal Bridges
Coca-Cola Renovation
Green Valley
Fayetteville Public Library
University of Arkansas Interiors Studio
Beaver Lake Water District

Sponsorship Information

REALgreen Sustainability Conference & Expo Sustainability in the Real World



SPONSORSHIP GUIDELINES

Sponsors will be offered maximum exposure for Sustainability Conference by:

- Our new website will be operational as December 10, 2010 and it will reflect the 2011 sponsorships.
- The 2011 sponsorships are effective December 10, 2010 and will expire November 30, 2011.
- Each business represented is required to return a Sponsorship contract
- Each Sponsor obtaining booth(s) are asked to submit three prioritized selections in regard to booth preferences, based on the floor plan available on the website.
- Each Sponsorship opportunity is outlined on the website, including costs.

SPONSORSHIP MENU

Please note that *every* Sponsor will receive...

- final Attendee mailing list (excluding email addresses) at the conclusion of event
- recognition in the on-site program
- recognition on the Sponsor page of the official Sustainability Conference website from the initiation of sponsorship through November 2011
- recognition on show signage

PRESENTING SPONSORSHIP [\$25,000 - 1 available]

The presenting sponsorship affords both sweeping brand exposure over several months and one-on-one contact during the two-day event.

- 2 - 10' x 10' booths during the two-day event
- sponsor and introduce Keynote Speaker
- inclusion in all press releases regarding the event
- logo graphic and hyperlink on all static pages of the official website from the initiation of sponsorship through November 2011
- recognition on main entry and back wall signage as well as on all sponsor area signage
- sponsor recognition in booth
- feature article and sponsor logo in the on-site program
- distribution of collateral at event through registration packets (minimum of 500 pieces required)

TITLE SPONSORSHIP [\$10,000 - 3 available]

The title sponsorship affords both sweeping brand exposure over several months and one-on-one contact during the two-day event.

- 10' x 10' booth during the two-day event
- inclusion in all press releases regarding the event
- logo graphic and hyperlink on all static pages of the official website from the initiation of sponsorship through November 2011
- recognition on main entry and back wall signage as well as on all sponsor area signage
- sponsor recognition in booth
- feature article and sponsor logo in the on-site program
- distribution of collateral at event through registration packets (minimum of 500 pieces required)

MEDIA SPONSORSHIP [\$5,000 - 2 available]

A vital connection to all areas of the design industry is best accomplished through printed publications available to the association membership. Enable the conference to access this direct communication to both attendees and exhibitors by sponsoring the promotional information effort.

- 10' x 10' booth during the two-day event
- inclusion in all press releases regarding the event
- logo graphic and hyperlink on all static pages of the official website from the initiation of sponsorship through November 2011
- recognition on main entry signage as well as on specific sponsor area signage
- sponsor recognition in booth
- feature article and sponsor logo in the on-site program
- distribution of collateral at event through registration packets (minimum of 500 pieces required)

WEBSITE SPONSORSHIP [\$5,000 - 2 available]

All exhibitor and attendee pre-registration will be funneled through the site, and all press materials direct interested parties to the website for further information; therefore, traffic will be heavy and exposure constant.

- 10' x 10' booth during the two-day event
- logo graphic and hyperlink on all static pages of the official website from the initiation of sponsorship through November 2011
- recognition on main entry signage as well as on specific sponsor area signage
- sponsor recognition in booth
- sponsor logo in the on-site program
- distribution of collateral at event through registration packets (minimum of 500 pieces required)

CONTINUING EDUCATION CLASSROOM SPONSORSHIP [\$2,500 - 6 classrooms available]

Sponsor one of the six classrooms offered during the conference.

- logo graphic and hyperlink on sponsor page of the official website from the initiation of sponsorship through November 2011
- sponsor recognition in booth, if booth is purchased
- sponsor logo in the on-site program
- the option to set up a 5' x 8' product display area outside the designated CE classroom
- the option to provide additional signage to hang inside the designated CE classroom

LUNCHEON SPONSORSHIP [\$2,500 - 4 available]

Sponsor one of the two luncheons offered during the conference.

- logo graphic and hyperlink on sponsor page of the official website from the initiation of sponsorship through November 2011
- recognition on Luncheon signage for one of the days
- sponsor recognition in booth, if booth is purchased
- sponsor logo in the on-site program

ON-SITE PROGRAM SPONSORSHIP [\$2,000 - 1 available]

Sponsor the conference program provided to attendees during registration.

- logo graphic and hyperlink on sponsor page of the official website from the initiation of sponsorship through November 2011
- recognition on specific sponsor area signage
- sponsor recognition in booth, if booth is purchased
- sponsor logo in the on-site program

HAPPY HOUR FOOD & BEVERAGE SPONSORSHIP [\$1,500 - 6 available]

Sponsor the evening Happy Hour. The bar set-ups and food stations will be staggered among the tradeshow floor to encourage maximum attendee circulation.

- logo graphic and hyperlink on sponsor page of the official website from the initiation of sponsorship through November 2011
- recognition on Happy Hour signage
- sponsor recognition in booth, if booth is purchased
- sponsor logo in the on-site program

RECYCLE SPONSORSHIP [\$1,500 - 1 available]

Sponsor specially marked containers to emphasize the importance this activity.

- logo graphic and hyperlink on sponsor page of the official website from the initiation of sponsorship through November 2011
- recognition on signage for recycling containers
- sponsor recognition in booth, if booth is purchased
- sponsor logo in the on-site program

ATTENDEE TOTE BAG SPONSORSHIP [\$1,250 per day - 2 available]

Sponsor totebags to be distributed to attendees upon registration.

- logo graphic and hyperlink on sponsor page of the official website from the initiation of sponsorship through November 2011
- recognition on Registration area signage
- sponsor recognition in booth, if booth is purchased
- sponsor logo in the on-site program
- a minimum of 250 number of bags (to be provided by each sponsor)

COFFEE SPONSORSHIP [\$1000 - 6 available]

Sponsor coffee stations in various locations around the tradeshow floor. The price covers both mornings of the tradeshow.

- logo graphic and hyperlink on sponsor page of the official website from the initiation of sponsorship through November 2011
- recognition on Coffee Station signage
- sponsor recognition in booth, if booth is purchased
- sponsor logo in the on-site program

LANYARD SPONSORSHIP [\$1,000 - 1 available]

Promote your company to all attendees with your name and/or logo around their neck.

- logo graphic and hyperlink on sponsor page of the official website from the initiation of sponsorship through November 2011
- recognition on Registration area signage
- sponsor recognition in booth, if booth is purchased
- sponsor logo in the on-site program
- a minimum 500 lanyards (to be provided by sponsor)

For further information about these sponsorship opportunities and to purchase, please contact the Sponsorship Committee Chair:

David W. Perry AIA, LEED AP BD+C | RPPY Architects
Sponsorship Committee Chair
501.590.3283 | sponsorship@real-green.info

1. Payments for sponsorships may be made by credit card (Visa, MasterCard, AMEX) or by check (made out to "Arkansas AIA").
2. Two (2) or more companies may only share a sponsorship when a) all of the sponsoring companies are owned by one umbrella organization (not necessarily named as a sponsor), b) one of the sponsoring companies owns the additional sponsoring companies, or c) one of the sponsoring companies is distributing dealer of the other sponsoring company (ies).
3. Only one single payment will be accepted for sponsorships. For example, if Companies A & B go in together for a \$2,500 sponsorship, one payment in the amount of \$2,500 will be accepted, but two payments in the amount of \$1,250 each will not be accepted.
4. Sponsorships will be filled on a first come, first serve basis.
5. Sponsorships cannot be reserved. A sponsorship will not be considered valid until payment has been received (and cleared) in full. If, for some reason, a sponsor commits but does not fill its financial obligation within 30 days, then the sponsorship will be forfeited immediately, and the Sponsorship Committee will proceed to the next interested party on the waiting list.
6. To have a company logo used for both the program and signage, sponsors must provide a color-version vector-based file (.eps, or .ai) no later than April 15, 2011. If this requirement cannot be met, the sponsor's company name will simply be typeset.
7. Sponsors have the option of purchasing booth space along with their sponsorship. [NOTE: The only sponsorship levels where booth space is included are Presenting, Title, Media and Website levels.]

REALgreen Sustainability Conference & Expo

Sponsorship Purchase Form



Sponsorship Purchased: _____

Company Name(s): _____
If more than one company, describe relationship:

Printing and Publications – *Company name as it will be printed on all publications*

Key Contact Information *(please print clearly):*

Name: _____ Title: _____

Street: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Secondary Contact Information *(please print clearly):*

Name: _____ Title: _____

Street: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Payment

Payment Amount: _____ Payment Type (Circle One): CHECK MC VISA AMEX

Cardholder's Name: _____ Phone: _____

Billing Address: _____

CC #: _____ Security Code: _____ Exp. Date: _____

Cardholder's Signature: _____

For Office Use Only

Date Received: _____ Total Due: \$ _____ Amount Paid: \$ _____ Balance Due: \$ _____

Authorization:

I _____ am approved to make commitments on behalf of _____
Print Name Company Name

Signature: _____

Send form and payment (check made out to "Arkansas AIA") to:
REALgreen, c/o Be Seen, LLC, 1384 Shannon St, Grapevine, TX 76051

Exhibitor Information

REALgreen Sustainability Conference & Expo Sustainability in the Real World



2011 EXHIBITOR REGISTRATION SCHEDULE

- November 1, 2010 (12:01am) Exhibitor Booth Purchase opens for the following groups only:
- AIA, USGBCAR
- December 1, 2010 (12:01am) Exhibitor Booth Purchase opens for the groups listed above, PLUS all allied groups
- December 15, 2010 (12:01am) Exhibitor Booth Purchase opens to the groups listed above PLUS all non-affiliated vendors.
- April 28, 2011 (6:00pm) Exhibitor Booth Purchase CLOSES.
If all exhibit space sells out prior to this date, then exhibitor registration will close then.

As volunteers from AIA and USGBCAR organizations, our goal is to make REALgreen a great experience for all our exhibitors and attendees. Please read the following information carefully and contact us at info@real-green.info if we can further assist you.

NOTE: REALgreen Sponsors have the first option on booths before all booths go on sale December 1, 2010. Only REALgreen Sponsors who purchase booths will be allowed to choose their actual booth locations. All other exhibitors who purchase booth space do NOT have the option to choose the location of their booth(s). Exhibit space will be assigned on a first come, first serve basis. Exhibitor requests for assignments will be considered, but cannot be guaranteed. Booths will be assigned as per the following criteria: REALgreen sponsorship status, registration date/time, and mutual requests made during registration.

2011 BOOTH FEES

Maximum of 6 booths can be purchased for a total of 600 square feet of space. Booth purchase includes up to two (2) staff passes for each 10'x10' booth purchased. If additional passes are needed, they may be purchased for the price of \$100 each up until Friday, April 29, 2011 @ 6:00 pm or for \$125 on-site at the Exhibitor Registration Desk.

1 st 10' x 10' Booth	\$600
2 nd 10' x 10' Booth	\$400
3 rd 10' x 10' Booth	\$250
4 th 10' x 10' Booth	\$100
5 th 10' x 10' Booth	\$100
6 th 10' x 10' Booth	\$100

BOOTH UPGRADES

Corner Booth \$200 additional per 10'x10' booth
REALgreen is offering Corner booth locations located on the corners/end of rows. They are available for an additional \$200 per 10'x10' booth space, regardless of base booth price.

Premium Booth \$250 additional per 10'x10' booth
REALgreen is offering Premium booth locations located on the main aisles. They are available for an additional \$250 per 10'x10' booth space, regardless of base booth price.

2011 EXHIBITOR RULES

1. Except for REALgreen Sponsors who purchase booths prior to the initiation of online registration, all exhibitor booth registration is to be completed online at www.real-green.info.
2. Except for REALgreen Sponsors who purchase booths prior to the initiation of online registration, all exhibitor booth fees are to be paid with a credit card payment (Visa, MasterCard, AMEX) online at www.real-green.info.
3. Local chapter Sponsors will be allowed to complete hard copy registrations beginning November 1, 2010.
4. REALgreen will do its best to turn off the premium and corner booth sales feature as soon as the booths are sold out. However, if the occasion arises where an exhibitor purchases premium booth space and there is no premium booth space left, the exhibitor's premium booth upgrade portion of the payment will be refunded in full.
5. By completing the registration process and purchasing a booth(s), the exhibitor acknowledges complete understanding and full acceptance of the EXHIBITOR TERMS & CONDITIONS.
6. Except for REALgreen Sponsors, Exhibitors do NOT have the option to choose the location of their booth(s). Exhibit space will be assigned on a first come, first serve basis. Exhibitor requests for assignments will be considered, but cannot be guaranteed. Booths will be assigned as per the following criteria: REALgreen sponsorship status, association sponsorship status, registration date, and mutual requests made during registration. ALL BOOTH ASSIGNMENTS ARE FINAL and will be published via the EXHIBITOR page of www.real-green.info in the weeks subsequent to close of Exhibitor Registration.
7. Booths are sold as single 10' x 10' spaces. Exhibitors may purchase up to a maximum of six (6) booths - for a total of 600 square feet of adjoining space.
8. Each booth will include an 8'-high back drape, 3' high side dividing drapes, one wastebasket, and an identification sign. Two folding chairs can be requested for each booth for no additional fee. If multiple adjoining booths are purchased, the side dividing drapes will not be included. Not all chairs have to be accepted.
 - BOOTH CONSTRUCTION: Booths will comply with REALgreen standards or be removed prior to the opening of the show. Booths will be 10'x10' in size and may be rented to a maximum of 6 per manufacturer's brand. Each booth will include an 8' high back drape, 3' high side dividing drapes, option of two folding chairs, one wastebasket, and an identification sign. If multiple booths are consecutive, the side dividing drapes will not be included. Exhibitors may not affix any item to the wall, floor or ceiling in or outside the building or outside of the rented booth space. If an exhibitor wants to deviate from these specifications, they must get a waiver to do so. Deviation requests should be emailed to (latrelle@be-seen.net).
9. Exhibit area has carpet. It is not required to purchase additional carpet.
10. Exhibit height is limited to 8' and may not restrict the side view of neighboring exhibits. Exhibitors may petition the REALgreen Executive Committee to go beyond this height restriction. Email Wallie Sprick - REALgreen Exhibits Committee Chair, at exhibitor@real-green.info
11. Amplified sound may not be used except by written prearrangement received from the exhibit floor manager.
12. Security will be on-site from move-in until move-out.
13. All exhibits must be staffed during show hours:
 - Friday, May 20, 2011 - 9:30 am - 7:00 pm
 - Saturday, May 21, 2011 - 7:30 am - 12:00 pm
14. As a safety requirement, BOOTHS MAY NOT BE DISMANTLED PRIOR TO THE CLOSE OF THE SHOW FLOOR on Saturday, May 21, 2011. If an Exhibitor begins dismantling before the end of show, the following penalties will be strictly enforced:
 - Exhibitors will be fined \$100 for every half-hour before 12:00 pm that he/she begins the dismantling process.
 - The invoice with penalty fees will be mailed to the exhibitor's home office
 - Move-in: Thursday, May 19, 2011; 8:00 am - 7:00 pm
 - Move-out: Saturday, May 21, 2011 from 12:00 pm - 6:00 pm

All exhibitor materials must be removed from the exhibit facility by Saturday, May 21, 2011 at 6:00 pm or the exhibitor will be fined \$100 for every half hour past the deadline. In addition, exhibitors will be liable for storage and handling charges resulting from failure to remove materials at the end of installation and dismantling periods. The invoice with penalty fees will be mailed to the exhibitor home office.

16. Only carry-in objects may be brought into the exhibit hall area either day of the tradeshow. No dollies or rolling carts will be allowed during tradeshow hours.
17. NO ALCOHOL Policy: Exhibitors are prohibited from serving alcohol during show hours. Please contact the REALgreen Sponsorship Chairperson (sponsor@metrocon.info) if your organization would like to purchase a Specialty Drink Sponsorship during the evening event Cocktail Party.

18. Starting Thursday, May 19, 2011 at 8:00 am, Exhibitors may pick up their packets at the Exhibitor Registration Desk. Packets will contain badges, staff passes, and additional relevant information and instructions. At the time of packet pick-up, Exhibitors must inspect their packets for accuracy. If items are missing or information is incorrect, it immediately needs to be brought to the attention of the registration manager of the Exhibitor Registration Booth.
19. Exhibitors may have up to two (2) staff passes for each 10'x10' booth purchased. If additional passes are needed, they may be purchased for the price of \$100 each up until Friday, April 29, 2011 @ 6:00 pm or for \$125 on-site at the Exhibitor Registration Desk.
20. Exhibitors will receive the list of all Attendees' names, addresses, and emails unless attendee chooses to opt-out.
21. Exhibitors found fraudulently claiming non-employees as staff will be required to pay a \$125 fine per false badge and risk being removed from the tradeshow floor. This practice of providing non-association member attendees' free entry onto the tradeshow floor takes needed funds away from the Associations organizing the event and will not be tolerated.
22. During the event, all Exhibitors will be required to enter the tradeshow space through the designated Exhibitor Entrance. NO EXCEPTIONS. *All exhibitors, including their setup crew, will need to register first and get their badges before entering the show floor.*
23. Industry members who have not purchased booth space or a sponsorship for this year's show MUST gain entry to the tradeshow by registering as an attendee via the REGISTRATION page or on-site during the two-day event. Member versus Non-Member tradeshow floor fees will apply.
24. If any industry member who has not purchased booth space or a sponsorship for this year's show is found to be promoting their products or services in such a way found unacceptable to REALgreen Committee members will be removed from the tradeshow premises - either by security guards or members of the REALgreen Committee - and asked not to return during the remaining portion of the two-day event. This practice is unfair to paying exhibitors and tradeshow sponsors and will not be tolerated.
25. Only industry members who 1) have purchased booth space, 2) have purchased a sponsorship for this year's show, AND/OR 3) have actively volunteered for the REALgreen Committee in some fashion for the current year's event will be allowed to volunteer for on-site volunteer positions coordinated by REALgreen Committee.
26. For additional information or questions regarding eligibility, deadlines, payment, move-in/out, etc. contact the REALgreen Committee volunteer in charge of Exhibitor issues by sending an email to exhibitor@real-green.info.

EXHIBITOR TERMS & CONDITIONS

REFUND POLICY:

All monetary transactions are to be conducted in U.S. dollars. All cancellations must be made in writing to registration@real-green.info. 100% refund available until February 18, 2011. No refunds given after this date.

CANCELLATION: Cancellations will be honored only when presented in writing before 2/18/11. After that date, the exhibitor is responsible for payment of all fees. All payments made to REALgreen are not refundable. REALgreen Committee reserves the right to cancel this agreement at any time, if it learns that the exhibitor has made any material false or misleading statements, has omitted any material information in obtaining this contract, or has violated any of the terms and conditions of this agreement. No refunds will be made in the event of cancellation by REALgreen Committee.

ADDITIONAL FUNCTIONS: No Exhibitor or group of Exhibitors may sponsor a meeting or present information as part of a planned attendee program any time prior to or during exhibit hours of the event without prior written approval of the REALgreen Committee. Exhibitor may not have food or beverages in the exhibit space, nor may Exhibitor host cocktail parties or similar functions in the exhibit space without prior written approval.

ADMITTANCE DURING NON-SHOW HOURS: Booth representatives are not permitted to enter the exhibit hall until one (1) hour before the scheduled opening time of the event and will not be permitted to remain in the hall after show hours with the exception of move-in and move-out activities.

AUXILIARY EXHIBIT SPACE / TRAILERS: No vendor - whether officially exhibiting at REALgreen or not - will be allowed to set up an exhibit space that is auxiliary to their designated booth space without prior written approval from REALgreen Committee. This restriction applies to mobile / walk-in exhibit trailers, pop-up / pre-fabricated units, etc. anywhere on the event premises, whether on the interior and exterior.

ATTORNEY FEES: The exhibitor agrees to pay any fees, including attorney fees associate with any dispute with REALgreen Committee or the meeting facility.

BOOTH REPRESENTATIVE: Exhibitor booth representatives must be a minimum of 18 years old and shall be restricted to a total of three exhibiting company employees per booth space. They must wear badges provided by the event staff at all times and booths must be staffed during the show hours. All Exhibitors' staff other than those

working in the booth must register as attendees to attend the event. Representatives will conduct themselves in a businesslike, professional manner at all times.

COSTUMES, PROMOTIONS: Booth representatives wearing distinctive costumes, carrying banners or signs separately, or as part of their apparel, must remain in their booth. Demonstrations and discussions are limited to the booth space only. Booth representatives found to be wearing inappropriate clothing will be asked to change or leave.

DAMAGE TO PROPERTY: Exhibitors are liable for any damage caused by them or their agents to the building or property of other Exhibitors. Exhibitors may not apply paint, lacquer, adhesive or other coating to building columns and floors or to standard booth equipment. Exhibitors may not affix any item to walls, floors or ceilings.

ELIGIBLE EXHIBITS: Exhibits are limited to companies whose products and services are of specific interest to the attendees. **REALgreen** Exhibitor Committee has the right to determine eligibility of a company or product for inclusion and may reject any or all applications. **REALgreen** Committee may prohibit, close, correct, remove or eliminate an exhibit or any part of an exhibit that it determines is not suitable to, or in keeping with, the event's character.

EXHIBITOR APPOINTED CONTRACTORS: Exhibitors may, with prior approval, hire outside contractors for installation and dismantling of booths. Exhibitors must employ members of appropriate trade unions where required.

INSURANCE: Exhibitor shall, at its own expense, secure and maintain through the period of the exhibition, inclusive of move-in and move-out days, the following insurance: Comprehensive general liability providing coverage with a minimum per occurrence limit of \$2 million for bodily injury and property damage with an aggregate limit of \$2 million and automobile liability limits of \$1 million combined single limits. Exhibitors must provide Be Seen, LLC with a copy of its Certificate of Liability Insurance. The certificate shall name Be Seen, LLC as an additional insured, shall provide the policy may not be cancelled or materially altered until at least thirty (30) days prior written notice has been given to Be Seen, LLC and shall cover occurrences on any part of the hotel (to be specifically named) property. Failure to provide said certificate to Be Seen, LLC does not relieve Exhibitor of the responsibility to obtain this coverage, and may subject the Exhibitor to preclusion or expulsion from the show. The insurance carriers providing such insurance shall have no less than an "A" rating according to A.M. Best's rating and shall be authorized to do business in the State of Arkansas.

SHOW CLOSING: Exhibits must be removed from the building at the end of the event no later than the time indicated by **REALgreen** Committee. Exhibitors will be liable for storage and handling charges resulting from failure to remove materials at the end of installation and dismantling periods. *In addition, there will be a \$100 charge for every half-hour past the deadline.* The invoice with penalty fees will be mailed to the exhibitor home office. Any exhibitor that attempts to disassemble their exhibit during published show hours 1) (on Friday) will be removed by security and not allowed to reenter until the exhibit space has closed on the final day of **REALgreen**; and 2) (on Saturday) will be fined \$100 for every half-hour before end of show time. *The penalties will be strictly enforced. The invoice with penalty fees will be mailed to the exhibitor's home office.*

SHOW RULES: Any matters not specifically addressed shall be subject solely to the decision of **REALgreen** Committee members.

SPECIAL NEEDS: Exhibitors shall notify **REALgreen** Committee of any special requirements pertaining to their booth.

UNION LABOR: Exhibitors must employ members of appropriate trade unions where required for all installation and dismantling work.

VENUE: If any legal action is brought to enforce this agreement, venue will be in Little Rock, AR, USA.



REALgreen Sustainability Conference & Expo

Booth Purchase Form



Tradeshow Sponsor? YES NO

If YES, what is the Sponsorship: _____

CONTACT INFORMATION:

Key Contact Person: _____ Title: _____

Phone: _____ Email: _____

Street: _____ City: _____ State: _____ Zip: _____

Secondary Contact Person: _____ Title: _____

Phone: _____ Email: _____

Street: _____ City: _____ State: _____ Zip: _____

EXHIBIT INFORMATION *as it will be printed in publications and the website:*

Company Name: _____ Website: _____

Phone: _____ Fax: _____

Street: _____ City: _____ State: _____ Zip: _____

Products to Exhibit: _____

Booth Selection:

Booth #'s	1st Regular Booth:	_____ X \$600	= _____
1 st Choice _____	2 nd Regular Booth:	_____ X \$400	= _____
2 nd Choice _____	3 rd Regular Booth:	_____ X \$250	= _____
3 rd Choice _____	4 th Regular Booth:	_____ X \$100	= _____
	Corner Booth Upgrade	_____ X \$200	= _____
	Premium Booth Upgrade	_____ X \$250	= _____
	TOTAL		= _____

Booth Name(s) as they will appear on printed materials and the website: _____

Payment

Payment Amount: _____ Payment Type (Circle One): CHECK MC VISA AMEX

Cardholder's Name: _____ Phone: _____

Billing Address: _____

CC #: _____ Security Code: _____ Exp. Date: _____

Cardholder's Signature: _____

For Office Use Only

Date Received: _____ Total Due: \$ _____ Amount Paid: \$ _____ Balance Due: \$ _____

Authorization:

I _____ am approved to make commitments on behave of _____
Print Name Company Name

Signature: _____

I approve of the booth numbers assigned: _____
Signature

Send form and payment (checks made out to "Arkansas AIA") to:
 REALgreen, c/o Be Seen, LLC, 1384 Shannon St, Grapevine, TX 76051

Restrooms

Grand 1-6

ENTRANCE

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