

# Application as Exhibitor



October 16-18, 2012 Sands Expo & Convention Center  
Las Vegas, Nevada, USA

## Please fill out and return to

NürnbergMesse North America, Inc.  
Jeaneane Fountain Camp  
400 Interstate North Parkway, Suite 710  
Atlanta, GA 30339, USA

Phone 1(770) 618-5883  
Fax 1(770) 618-5831  
Email jeaneane.camp@nuernbergmesse-north-america.com

## COMPANY INFORMATION (Info listed here will be printed in the 2012 Exhibit & Program Guide)

Company Name \_\_\_\_\_  
Street \_\_\_\_\_ City \_\_\_\_\_ State/Province \_\_\_\_\_ Country \_\_\_\_\_ ZIP/Postal code \_\_\_\_\_  
Web address \_\_\_\_\_ Company E-mail \_\_\_\_\_  
Company telephone \_\_\_\_\_ Company Fax \_\_\_\_\_  
(Please list country codes and city codes if located outside the U.S. or Canada)

## EXHIBIT CONTACT\*

Name \_\_\_\_\_ Title \_\_\_\_\_  
Address (if different than above) \_\_\_\_\_  
Direct telephone \_\_\_\_\_ \*Cell phone \_\_\_\_\_ Direct fax \_\_\_\_\_ Direct E-mail \_\_\_\_\_  
\*Will not be for publication use.

## SPACE REQUIREMENTS

\*Minimum booth size: 100 square feet

Our desired exhibit size: \_\_\_\_\_ feet (depth) by \_\_\_\_\_ feet (frontage) for total of \_\_\_\_\_ square feet\*  
Exhibit space configuration requested:  In-line  Corner  Peninsula  Island  
Our booth preferences are: 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

## ASSIGNMENT INFORMATION

To assist in the assignment of exhibit space, please list any companies who have product lines competitive with yours, if applicable and without legal claim.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

We require the following unique utilities:  Electricity\*  Compressed Air\*  Gas\*  Water\*  Drain\*

\*Additional fees apply.

## DIRECTORY/WEB SITE INFORMATION

Product Categories: Please refer to the Product Category list and enter up to six (6) category numbers that best describe your products to be exhibited.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_

## EXHIBIT COST

Please read the Exhibit Rules and Regulations (on reverse) regarding payment for space, cancellation policy and terms.

A. TOTAL COST is computed as follows:

Exhibit space \_\_\_\_\_ sq. ft. x \$ \_\_\_\_\_ \* per sq. ft. = \$ \_\_\_\_\_

\*RATE OPTIONS: (check one)  RETURNING EXHIBITOR - \$27.00 per sq. ft.  MEMBER - \$28.00 per sq. ft.  NON-MEMBER - \$38.00 per sq. ft.

B. DEPOSIT REQUIRED: 50% of payment due with completed application; Balance due before August 1, 2012.

C. PAYMENT INFORMATION Please make checks payable to InterBev. Payments must be made in U.S. funds and drawn on a U.S. Bank. (U.S. Money orders preferred.)

Wire transfers acceptable in U.S. funds (fees apply).

Credit Card Information:  Visa  MasterCard  American Express  Check Enclosed  Check to be Mailed on \_\_\_\_\_

Account number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CSV # \_\_\_\_\_

Cardholder's Name (as it appears on card) \_\_\_\_\_ Cardholder's E-mail \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

## AGREEMENT

We agree to abide by all the Exhibit Rules and Regulations which are on the back of this contract.

Print Name \_\_\_\_\_ Title \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

# Product Categories



October 16-18, 2012 Sands Expo & Convention Center  
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- 1000 Adhesives
    - 1001 Packaging/Labeling
  - 1005 Advertising/Marketing
    - 1008 Banners
    - 1009 Bottled Water Marketing & Sales
    - 1010 Clocks
    - 1015 Decals
    - 1020 Displays/Stands
    - 1025 Film Commercials
    - 1027 Fleet
    - 1030 Inflatables
    - 1035 Insignia
    - 1040 Point of Purchase Materials
    - 1045 Premiums & Specialties
    - 1050 Pressure Sensitive Labels
    - 1052 Public Relations
    - 1055 Sales Promotion Programs
    - 1060 Scoreboards
    - 1065 Scorer Tables
    - 1070 Shirts
    - 1075 Signs & Sign Kits
  - 1076 Air Purification
    - 1077 Air Purification/Bottling Room/Storage Tank
  - 1080 Algaecides
  - 1081 Anti-Microbial Equipment
  - 1083 Automated Storage/Retrieval Systems (AS/RS)
  - 1085 Beverages
    - 1090 Alcoholic Beverages
    - 1095 Beer
    - 1100 Bottled Water
    - 1102 Bulk Water
    - 1105 Cocktails: Prepared
    - 1110 Cocoa
    - 1113 Coffee, Gourmet
    - 1115 Coffee, RTD
    - 1120 Dairy Drinks
    - 1125 Distilled Spirits
    - 1130 Drink Mixes
    - 1135 Juices: Citrus
    - 1140 Juices: Non-Citrus
    - 1145 Juices: Shelf Stable
    - 1150 Milk
    - 1155 Non-Alcoholic Beverages
    - 1160 Nutraceuticals
    - 1165 Powdered Drinks
    - 1170 Soft Drinks
    - 1175 Sport Drinks
    - 1180 Tea, RTD
    - 1185 Wine/Wine Coolers
  - 1186 Blow Molding
    - 1187 Blow Molding Custom
    - 1188 Blow Molding Equipment
    - 1189 Blow Molding Equipment- Injection Stretch
  - 1190 Boilers & Heating Equipment
  - 1195 Bottle Closing Equipment
  - 1200 Bottle Resins (Plastic Resin)
  - 1205 Bottle Washing Compounds
  - 1206 Bottled Water
    - 1207 Bottled Water Accessories
    - 1208 Bottled Water Dispensers
  - 1210 Brushes
    - 1215 Bottled Water
    - 1220 Sanitation
  - 1222 Buying Cooperative
  - 1225 Can Closing Equipment/Seamers
  - 1230 Can Fill Level/Leak Inspectors
  - 1235 Carbon (Activated)
  - 1240 Carbonators
  - 1245 Carbon Dioxide Equipment
    - 1250 Analytical Equipment
    - 1255 CO2 Vaporizers
    - 1260 CO2 Converters
    - 1265 Cylinder Filling Unit
    - 1270 Cylinders, Air/Gas
    - 1275 CO2 Filters
    - 1280 CO2 Purifiers
  - 1285 CO2 Regulators
  - 1290 Carton & Carrier Wrap Machines/Access
  - 1295 Basket Type
  - 1300 Paperboard
  - 1305 Plastic
  - 1310 Wrap Type (Including Shrink)
  - 1315 Cases & Trays
    - 1317 Case/Tray Forming Equipment
    - 1318 Corrugated Boxes
    - 1320 Fiber Board
    - 1325 Plastic
    - 1326 Storage Trays
  - 1330 Case & Carton Cleaners
  - 1335 Case & Carton Openers
  - 1340 Case & Carton Sealers
  - 1345 Case, Carton & Tray Makers
  - 1350 Case Inspection Equipment
  - 1355 Chemical Feeders
  - 1360 Chemicals, General
  - 1365 Chlorine Liquid Cylinders
  - 1370 Clean-In-Place Equipment
  - 1371 Cleaners General
    - 1372 Coolers
    - 1373 Equipment
    - 1374 Floor/Wall
  - 1375 Closure Cleaners
  - 1380 Closures
    - 1385 Crimp Crowns
    - 1387 Flat Cap
    - 1390 Plastic
    - 1395 Roll-On
    - 1397 Sports
  - 1400 Coding & Marking Equipment
    - 1402 Bar
    - 1405 Bottle
    - 1410 Can
    - 1415 Case
  - 1420 Combiners & Dividers
  - 1425 Compressed Gases
    - 1430 Carbon Dioxide
    - 1435 Nitrogen
  - 1440 Computer Systems
    - 1445 Accounting
    - 1450 Admin/Financial
    - 1453 Analytical Monitoring Programs
    - 1455 Communication Equipment
    - 1460 Computer Networks/Systems
    - 1465 Computer Repair
    - 1470 Database Marketing
    - 1475 Data Processing Equipment
    - 1480 Data Retrieval
    - 1485 Distribution Software
    - 1490 Fleet Maintenance Software
    - 1495 Hardware/Software
    - 1500 Internet Products/Applications
    - 1505 Production Software
    - 1510 QC Software
    - 1515 Route Accounting Systems
    - 1520 Routing & Scheduling Software
    - 1522 Software Lead Tracking
  - 1525 Concept Design
    - 1526 Bottled Water Plant Construction/Design
    - 1527 Bottling Equipment - Design/Build
    - 1528 Design - Plastic Packaging
  - 1530 Consulting & Services
    - 1531 Analytical Services
    - 1535 Computer
    - 1540 Distribution
    - 1542 Electronic Billing Services
    - 1545 Engineering & Design
    - 1546 Environmental
    - 1547 Equipment & Products
    - 1548 Equipment Leasing/Filling & Processing
    - 1549 Feasibility & Market Analysis
    - 1550 Financial
    - 1555 Food Safety Training
  - 1560 Health & Safety
  - 1565 Installation Services
  - 1566 Investment Banking
  - 1570 Legal
  - 1573 Mail Presorting Services
  - 1574 Mailing Services
  - 1576 Market Assessment/Research
  - 1580 Marketing & Management
  - 1585 Mergers & Acquisitions
  - 1586 Personnel Specialists
  - 1587 Postage Reduction/Elimination Services
  - 1590 Process/Productions & Packaging
  - 1595 Purchasing Co-Op
  - 1597 QA/QC
  - 1598 Quality Assurance Specialists
  - 1600 Recruiting/Staffing
  - 1605 Recycling
  - 1606 Regulatory Assistance
  - 1610 Research & Development
  - 1611 Route Management Software & Services
  - 1613 Supply Chain
  - 1615 System Integrators
  - 1620 Technical & Training
  - 1625 Trade Associations
  - 1630 Vehicle Routing
  - 1635 Vendor/Customer GMP Audits
  - 1636 Water Analysis
  - 1637 Water Source Evaluation
- 1640 Containers/Packaging Materials
    - 1643 Additives
    - 1645 Aseptic Packaging
    - 1650 Bags/Bag-In-Box/Pouches/Flexible Packaging
    - 1652 Bottled Water Accessories
    - 1655 Bottles, Glass
    - 1660 Bottles, Plastic
    - 1665 Cans, Aluminum
    - 1670 Cans, Composite
    - 1675 Cans, Steel
    - 1680 Caps
    - 1685 Cartons, Paper
    - 1687 Colorants
    - 1688 Cups - Paper/Plastic
    - 1690 Design & Graphics
    - 1695 Kegs
    - 1700 Plastic Film
    - 1705 Raw Materials
    - 1710 Tamper-Evident Packaging
    - 1711 Tamper-Evident PVC Shrink Band Materials
  - 1715 Control Instruments & Equipment
  - 1720 Coolers, Beverages
    - 1723 Bottled Water
    - 1725 Horizontal
    - 1726 Point-of-Use Type
    - 1730 Portable
    - 1732 Pressure Type
    - 1735 Remanufactured Equipment
    - 1737 Replacement Parts/Repairs
    - 1740 Vertical Visual
    - 1742 Water Bags
  - 1745 Crown Detectors
  - 1750 Crowning & Closing Equipment
  - 1755 Crushers & Waste Reduction
    - 1760 Bottle
    - 1765 Can
    - 1770 Paper
  - 1775 Cup Dispensers
  - 1780 Deaerators
  - 1785 Dispensers
    - 1787 Dispensers - Bottled Water
    - 1790 Drink-Ice Machines
    - 1795 Frozen Drink
    - 1800 Juice Machines
    - 1805 Perforated Ice Bin Inserts
    - 1810 Post-Mix
    - 1815 Pre-Mix
  - 1820 Still Beverage
  - 1825 Drains, Floor
  - 1830 Drives, Electric
  - 1835 Ends
    - 1840 Aluminum
    - 1845 Steel
  - 1850 Fillers
    - 1855 Bag & Pouch
    - 1860 Bottle
    - 1865 Can
    - 1870 Carton
    - 1875 Exchange Parts
    - 1880 Jug
    - 1885 Tank (Pre-Mix/Post Mix)
  - 1890 Film, Shrink & Others
    - 1895 Shrink Packaging Systems
    - 1900 Stretch Wrapping Systems
  - 1905 Filters & Equipment
    - 1910 Air
    - 1915 Carbon Dioxide
    - 1916 Cartridges
    - 1917 Filter Paper
    - 1918 Filtration Supplies
    - 1919 Membranes
    - 1920 Syrup
    - 1925 Water
  - 1930 Filter Media
  - 1935 Gauges & Testing Equipment
  - 1940 Heat Exchangers
  - 1945 Heaters
    - 1950 Boilers
    - 1955 Carbon Dioxide
    - 1956 Water Heaters
  - 1960 Hoses/Tubing/Clamps
  - 1965 Hydraulics
    - 1970 Accessories
    - 1975 Compressors
    - 1980 Drives
    - 1985 Systems
  - 1986 Hydrogeological Services
  - 1990 Ice Machines
    - 1991 Ice Makers/Water Delivery Systems
  - 1992 Ice Trays - Sealed/Prefilled
  - 1995 Ingredients
    - 2000 Acidulants
    - 2005 Bar Mix
    - 2010 Caffeine
    - 2015 Caramel Coloring
    - 2017 Coffee Extracts
    - 2020 Colors
    - 2030 Concentrates
    - 2035 Emulsifiers
    - 2040 Essential Pills
    - 2045 Extracts
    - 2047 Flavored Bases
    - 2050 Flavored Syrups
    - 2055 Flavors
    - 2060 Foaming Agents
    - 2065 Foaming Retardants
    - 2070 Nutraceutical Ingredients
    - 2075 Nitrogen
    - 2080 Preservatives
    - 2085 Protein
    - 2090 Stabilizers & Emulsifiers
  - 2091 Injection Molding
  - 2095 In-Line Testing Equipment
    - 2100 Brix
    - 2105 CO2
    - 2110 Water
  - 2115 Insurance
  - 2120 Labels & Collars
    - 2121 Labels - Custom Printing
    - 2122 Labels - Heat Transfer
    - 2123 Labels - RFID
    - 2124 Labels - Screen Printed on Container
  - 2125 Labeling Machinery and Parts

- 2126 Label Removers
- 2127 Labeling Private
- 2128 Labeling Services
- 2130 Laboratory Services**
- 2135 Liquid Nitrogen Equipment**
- 2136 Injection System**
  - 2137 Piping System
- 2140 Liquid Soap Dispensers**
- 2141 Logistics**
  - 2142 Logistical Information
  - 2143 Logistics – GPS Enabled Mngmnt. Solutions
  - 2144 Logistics – Integrated Solutions
  - 2145 Logistics – Routing & Reporting
- 2146 Lubricants & Lubricating Systems**
  - 2150 Conveyors
  - 2155 Machinery Greases & Oils
- 2159 Machinery – Used & Remanufactured**
- 2160 Machinery Replacement Parts**
- 2165 Material Handling**
  - 2170 Accumulating Tables
  - 2175 Bottle Pickers
  - 2180 Bottle Sorters
  - 2185 Bottle Unscramblers, Loaders-Tables
  - 2190 Bulk Handling Equipment
  - 2195 Can Handling Equipment
  - 2200 Can Uncasers & Sorters
  - 2205 Case, Carton & Tray Decasers
  - 2210 Case, Carton & Tray Loaders & Packers
  - 2215 Case Pickers
  - 2225 Conveyor Covers
  - 2230 Conveyors & Equipment
  - 2235 Counters, Containers & Cases
  - 2236 Crates – Plastic
  - 2240 Crown Conveyors & Hoppers
  - 2245 Depalletizers & Pallet Unloaders
  - 2250 Docklifts
  - 2255 Dollies & Hand Trucks
  - 2256 Drums – Fiber, Plastic, Steel
  - 2260 Elevators & Lifts
  - 2261 Loaders/Unloaders
  - 2262 Layer Picking
  - 2265 Machine Tending Robotics
  - 2270 Packaging Robotics
  - 2275 Palletizing & Packaging Accessories
  - 2280 Palletizing & Pallet Loaders
  - 2285 Pick & Place Robotics
  - 2290 Plastic Pallets
  - 2291 Shipping Containers
  - 2295 Warehouse Management Systems
  - 2300 Wood Pallets
- 2305 Meters**
  - 2310 Syrup
  - 2315 Water
- 2320 Mixers & Mixing Equipment**
- 2325 Money Handling Devices & Equipment**
  - 2330 Service & Repair
- 2331 Oxygen Concentrators**
- 2335 Packaging**
  - 2342 Baggers & Debaggers
  - 2340 Bailing Equipment
  - 2345 Capping Equipment
  - 2350 Contract Packaging
  - 2351 Liquid Packaging
  - 2354 Packaging Equipment
  - 2355 Packaging Machinery
  - 2356 Packaging Supplies
  - 2357 Packaging Systems
  - 2358 Packaging, Water Bags
  - 2359 Secondary Packaging
  - 2360 Weighing Equipment
  - 2361 Service/Installation
  - 2362 Shrink Bundlers
  - 2363 Six Pack Supplies
  - 2364 Tamper Evident
- 2365 Packer Grid Systems**
- 2370 Paints**
- 2375 Pasteurizers**
- 2380 Pest Control Supplies & Equipment**
- 2382 PET Air Compressor Packages**
- 2385 Petroleum Dispensing Equipment**
- 2390 Pipes, Fittings & Valves**
- 2395 Plant Maintenance**
  - 2400 Air Compressors & Blowers
  - 2405 Air Curtains & Screens
  - 2410 Air Filters
  - 2415 Alarms & Safes
  - 2418 Bottling Plan – Polycarbonate
  - 2420 Cameras
  - 2425 Clean In Place Sanitizing Systems
  - 2430 Cleaning Equipment
  - 2435 Cleaning/Sanitizing/Washing Components
- 2440 Compressors & Accessories
- 2445 Doors
- 2450 Epoxies
- 2455 Floor Maintenance Equipment
- 2460 Flooring Materials
- 2465 Flooring & Non-Skid Coatings
- 2466 Flooring – Installation, Cleaning & Repair
- 2470 Generators
- 2475 Hot Water Sanitizing Systems
- 2480 Locks
- 2485 Lubricants
- 2490 Machinery Parts
- 2491 Plant Equipment Repair & Maintenance
- 2495 Pollution Control/Abatement Equipment
- 2500 Power Transmission Products
- 2505 Safety Equipment
- 2510 Sanitizing Systems
- 2515 Security Equipment
- 2520 Steam Cleaning
- 2525 Waste Disposal Equipment
- 2530 Waste Handling/Recycling Equipment
- 2535 Wastewater Treatment Equipment
- 2540 Wastewater Treatment Services
- 2545 Plastic Bottle Mfg Equipment**
- 2550 Plastic Resins**
- 2555 Post-Mix Equipment**
  - 2560 Bag-In-Box
  - 2562 Bottle Molds
  - 2563 Capping Equipment
  - 2565 Carbon Dioxide Filters
  - 2570 Check Valves
  - 2575 Cold Plates
  - 2580 Container Repair
  - 2585 Couplings & Valves
  - 2590 Fillers
  - 2595 Fittings
  - 2600 Jumpers
  - 2605 Perforated Ice Bin Inserts
  - 2610 Pressure Relief Devices
  - 2615 Tanks (Post-Mix)
- 2616 POU Technology**
- 2620 Pre-Mix Equipment**
- 2625 Accessories**
  - 2628 Bottles - Preforms
  - 2630 Carbon Dioxide Filters
  - 2635 Check Valves
  - 2640 Container Repair
  - 2645 Dispensing Chests
  - 2650 Fittings
  - 2655 Pressure Relief Devices
  - 2660 Tanks (Pre-Mix)
  - 2665 Valve Tank Caps
- 2666 Printing**
  - 2667 Ink Jet
  - 2668 Laser
  - 2669 Point-of-Purchase/Promotional
  - 2670 Printing Supplies
- 2672 Private Label Bottler**
- 2673 Product Development**
- 2675 Production/Processing Equipment**
  - 2680 Aerators
  - 2685 Bottle & Can Cleaning Equipment
  - 2687 Bottling Equipment
  - 2690 Brew Kettles
  - 2695 Brewers Equipment & Supplies
  - 2698 Capping Equipment – Induction Sealing
  - 2699 Cargo Heating Systems
  - 2700 Centrifuges
  - 2705 Chlorinators
  - 2707 Conveyor Systems
  - 2710 Demineralizers
  - 2715 Detergents
  - 2720 Drying Equipment
  - 2721 Faucets
  - 2722 Handles
  - 2725 High Speed Filling Equipment
  - 2730 Homogenizers
  - 2735 Inspectors & Rejectors
  - 2740 Low Speed Filling Equipment
  - 2741 Microbial Equipment
  - 2745 Ozonators
  - 2746 Ozone Detection Equipment
  - 2747 Ozone Generating Systems
  - 2750 Pressure/Temperature Indicators
  - 2751 Tubing
  - 2755 Ultraviolet Systems
  - 2760 Valves
  - 2765 Vats
  - 2770 Vineyard Equipment
  - 2775 Winemaker's Equipment
- 2780 Proportioning Equipment**
- 2785 Pumps**
  - 2786 Pumps – Hand
- 2787 Purifiers, Environmental**
- 2790 Quality Control & Lab Equipment**
  - 2792 Anti-Microbial Equipment
  - 2795 Bottle Fill Level Inspectors
  - 2800 Bottle Inspectors (Automatic)
  - 2805 Bottle Inspectors, Visual
  - 2810 Air Testers
  - 2815 Bottle Testers
  - 2820 Gauges & Testing Equipment
  - 2825 Hydrometers
  - 2830 Lab Instruments & Supplies
  - 2835 Laboratory Software
  - 2836 Leak Detection Equipment
  - 2840 Processing Control
  - 2841 Quality Control Survey
  - 2845 Refractometers
  - 2846 Sanitation Products/Equipment
- 2850 Racks & Carts**
  - 2855 Bottle & Carton
  - 2860 Case
  - 2865 Filled Goods Floor Display
  - 2866 Rack Loader
  - 2867 Rack Loader – Ergonomic
  - 2868 Rack Washer
  - 2869 Racks – Display/Trans./Tilters/Storage
  - 2870 Refrigerated Display
- 2875 Recycling**
  - 2880 Container Programs (PET/Glass/etc) Equip.
  - 2881 Liquid Waste Management
  - 2885 Plastic Stretch/Shrink Film
  - 2887 Resins
  - 2890 Reverse Vending
  - 2895 Scrap Processor
  - 2900 Service Providers
  - 2901 Unsealable Finished Goods in Consumer Packaging
- 2905 Refrigeration**
  - 2910 Construction Management
  - 2915 Design
  - 2920 Equipment
  - 2925 Recovery Equipment
  - 2926 Refrig. Compressors/Condensing Units
  - 2927 Refrigerators/Freezers
  - 2930 Safety Compliance
  - 2935 Services
- 2936 Resin Additives**
- 2940 Rinsers**
  - 2945 Bottle, Air
  - 2950 Bottle, Water
  - 2955 Can, Air
  - 2960 Can, Water
- 2961 Robotic Applications**
- 2965 Sealing Compounds**
- 2970 Shredders**
- 2975 Special Event Equipment**
- 2976 Stackers**
- 2980 Strapping Equipment & Supplies**
- 2985 Sweeteners**
  - 2990 Beet/Cane
  - 2995 Blends
  - 3000 Bulk
  - 3005 Corn
  - 3010 Diet
  - 3015 Granulated
  - 3020 Liquid, High Fructose
  - 3025 Liquid, Sucrose Type
- 3030 Syrup Handling Equipment**
  - 3035 Coolers Mixers, Filters or Strainers
  - 3040 Pumps & Fittings
  - 3045 Storage Tanks & Equipment
- 3050 Tank Gauging Systems**
- 3055 Tanks**
  - 3060 Mixing
  - 3065 Storage
  - 3066 Transportation
- 3067 Testing**
  - 3068 Air Quality
  - 3069 Chemical
- 3070 Timers – Process Control**
  - 3071 Microbiological
- 3075 Timing Screws**
- 3080 Trade Journals & Publications**
- 3085 Trade Shows/Conferences**
- 3090 Transportation, Distribution & Trucking**
  - 3094 Asset Recovery Specialist
  - 3095 Bulk & Delivery Carts
  - 3100 Communications Equipment
  - 3105 Diesel Trucks
  - 3106 Direct Purchaser
  - 3110 Distribution Services
  - 3115 Dock Equipment
- 3120 Fork Lifts & Attachments
- 3125 Freight and Logistics Management
- 3130 Freight Forwarding
- 3135 Gasoline Trucks
- 3136 Logistics – Vehicle Tracking
- 3140 On-Site Refueling Service
- 3145 Rental/Leasing Transport Equipment
- 3150 Reverse Logistics
- 3155 Special Event Trailers
- 3160 Supply Chain Management
- 3165 Trailers
- 3170 Transport & Route Delivery Equipment
- 3175 Transportation Services
- 3176 Tray Trucks
- 3180 Truck Bodies & Parts
- 3185 Truck Engines & Transmissions
- 3190 Truck Heating Equipment
- 3195 Trucking and Freight Services
- 3200 Truck Paints & Decals
- 3205 Truck Refurbishing
- 3210 Trucks
- 3215 Truck Washing Compounds & Equipment
- 3220 Vans
- 3221 Vending Delivery Bodies
- 3222 Vending Truck Bodies
- 3223 Vehicle Remarketing
- 3225 Uniforms, Shirts & Accessories**
- 3230 Used & Reconditioned Equipment**
- 3235 Vending**
  - 3240 Accessories, Compounds & Equipment
  - 3245 Bottles
  - 3250 Cans
  - 3255 Cartons
  - 3260 Full Line
  - 3265 Hot & Cold Drinks
  - 3270 Multiple
  - 3275 Post-Mix
  - 3280 Pre-Mix
  - 3285 Remanufactured Vending Equipment
  - 3290 Slush
  - 3291 Water Vending Machines
  - 3294 Warehouse
- 3295 Warmers, Bottle & Can**
- 3300 Washers**
  - 3305 Bottle
  - 3310 Case
  - 3315 Tank
- 3320 Washing Compounds**
- 3325 Water Cooling Equipment**
- 3330 Water Filters**
  - 3335 Carbon
  - 3340 Polishers
  - 3345 Sand
- 3350 Water Reclamation**
- 3355 Water Testing Equipment**
- 3360 Water Treating Chemicals**
- 3365 Water Treating Equipment & Systems**
  - 3367 Atmospheric Water Generator
  - 3370 Chlorinators
  - 3374 Conditioning Equipment
  - 3375 Coagulation
  - 3376 Dehumidifiers
  - 3377 Deionization Equipment
  - 3378 Distillation Equipment
  - 3379 Drinking Water Systems
  - 3380 Ion Exchange
  - 3385 Membranes
  - 3390 Ozone Generators
  - 3391 Purification Equipment
  - 3395 Reverse Osmosis
  - 3398 Water Analyzer – Handheld
  - 3400 Ultraviolet
  - 3401 Picking Systems
  - 3402 Storage Systems
  - 3403 Pallet Rack Systems

# Exhibit Rules & Regulations



October 16-18, 2012 Sands Expo & Convention Center  
Las Vegas, Nevada, USA

NürnbergMesse North America, hereinafter referred to as "NMNA" is the owner and operator of the InterBev 2012 show. The American Beverage Association, hereinafter to be referred to as "ABA."

1. **SPACE RENTAL CHARGE.** The exhibit space rental charge is \$27 (USD) per square foot (sq. ft.) for InterBev 2008 and InterBev 2010 exhibitors, \$28 (USD) per sq. ft. for members of ABA and \$38 (USD) per sq. ft. for non-members. To qualify for the member rate exhibitors must be ABA members in good standing.
  2. **PAYMENT.** A payment of 50% of total exhibit space rental fees will be due along with the completed application. The remaining balance is due before August 1, 2012. If Application is completed after August 1, 2012, the payment in full will be due along with completed Application. Applications will not be processed or assigned without the required payment.
  3. **CANCELLATION OF CONTRACT.** All cancellations or space changes must be made in writing. No refunds will be made for any company canceling their contracted exhibit space, even if that booth is resold. In addition, the exhibitor loses the right to use the complimentary exhibitor registrations and tickets granted by this contract. NMNA reserves the right to terminate this contract immediately, and to withhold from the exhibitor possession of the exhibit space and the exhibitor shall forfeit all space rental fees if (a) exhibitor fails to pay all space rental charges by August 1, 2012 or (b) the exhibitor fails to perform any material terms or conditions of the contract or refuses to abide by these Terms and Conditions.
  4. **ELIGIBLE EXHIBITS.** NMNA reserves the right to determine eligibility of any company or product to participate in the Show. NMNA can refuse rental of exhibit space to any company whose display of goods or services is not, in the opinion of NMNA, compatible with the educational character and objectives of the Show.
  5. **DEADLINES FOR EXHIBIT SPACE.** The first assignment of exhibit space will be made based on applications received by February 17, 2012. Assignment of exhibit space at this time will be made based on the date the application and deposit are received, with priority given to previous exhibitors and ABA members in good standing. After February 17, 2012 and after the initial assignments have been completed, applications will be assigned on a first-come, first served basis.
  6. **ALLOCATION OF SPACE AND ASSIGNMENT.** Whenever possible, NMNA intends to make space assignments in keeping with the preferences as to location by the exhibitor. During the initial assignments, if two or more exhibitors request the same location, the previous exhibitor, ABA member and/or exhibitor with the earliest date of receipt will be given preference. NMNA reserves the right to make the final determination of all space assignments in the best interest of the Show.
  7. **SUBLETTING OF EXHIBIT SPACE.** Exhibitors may not assign, sublet or share their exhibit space with another business or firm unless approval has been obtained in writing from NMNA. Exhibitors must show goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplates imprint or trademark under which same is sold in the general course of business.
  8. **LIABILITY.** Neither NMNA nor the representatives and employees thereof, its official service contractors, the Sands Expo and Convention Center nor its representatives and employees will be responsible for injury, loss or damage that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the exhibitor's contract. It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous booths, and various other factors make it reasonable that each exhibitor shall assume their own risk of any injury, loss or damage, and the exhibitor, by signing this contract, hereby assumes such risk and expressly releases the organizations and individuals referred to above from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the booth occupied by the exhibitor shall be the exhibitor's responsibility.
  9. **EXHIBITOR INSURANCE.** The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$2,000,000. Such insurance shall name NMNA as an additional insured. Workers Compensation and Occupational Disease insurance shall be in full compliance with all federal and state laws, covering all of exhibitor's employees engaged in the performance of any work for exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the hall.
  10. **DISABILITY PROVISIONS.** Exhibitor shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any regulations implemented by that Act.
  11. **DAMAGE TO PROPERTY.** The exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to another exhibitor's property. The exhibitor may not apply paint, lacquer, adhesives, stickers or other coating to building columns and floors or to standard booth equipment.
  12. **LABOR.** Exhibitors are required to observe all contracts in effect between service contractors, Sands Expo and Convention Center, and labor organizations.
  13. **INSTALLATION.** Exhibit installation in the Sands Expo and Convention Center depends on the location of your exhibit space. Move-in dates will be published in the Exhibit Service Manual.
  14. **DELIVERY AND REMOVAL DURING SHOW.** Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during open hours of the Show without written permission from InterBev Show Management. All arrangements for delivery, during non-show hours, of supplies, such as flexible materials, cartons and products to be packaged must be made with the General Contractor. No deliveries may be made during show hours.
  15. **REMOVAL OF HAND-CARRIED MATERIALS.** Removal passes will be required to remove any materials from the floor. These passes are available from Show Security. Portfolios, briefcases and packages will be subject to inspection by the security guards.
  16. **ADMITTANCE DURING NON-SHOW HOURS.** Booth personnel will not be permitted to enter the exhibit floor earlier than one hour before the scheduled opening time each day of showing and will not be permitted to remain on the exhibit floor after the official closing of the show each evening. Exhibitors that require additional time must obtain permission in writing from InterBev Show Management prior to the show day.
  17. **INSTALLATION AND DISMANTLING PERSONNEL.** Each exhibitor may provide their own exhibit furnishings, and may specify their own independent contractor for the installation and dismantling of the exhibit. The exhibitor is responsible for ensuring that any exhibitor-appointed contractors supply, upon request, a valid Certificate of Insurance, naming NMNA and the official show contractor as additional insured, with a minimum of \$2,000,000 liability coverage, including property damage. Exhibitors using companies other than NMNA's official contractors must advise them to check-in at the Show Security station upon arrival to secure temporary installation and dismantle badges.
  18. **CONFLICTING EVENTS DURING SHOW HOURS.** The exhibitor agrees not to extend invitations, call meetings, hospitality events or otherwise encourage the absence of industry professionals from the exhibit hall and meeting rooms during the hours of all Education and Show activities. All requests for meeting rooms, hotel suites and special function rooms must be approved by NMNA. If an exhibitor cancels their exhibit space, they will automatically lose the opportunity to use any approved meeting rooms, hotel suites or special function rooms.
  19. **DISMANTLING.** Exhibitor's displays must not be dismantled or packed in preparation for removal prior to the official closing time of 1:00 pm, Thursday, October 18, 2012. Every exhibit must be fully staffed and operational during the entire Show. The deadline for the dismantling and removal of displays will be at midnight, Thursday, October 18, 2012. At this time, all exhibit displays or materials left in the booths without instructions will be packed and shipped at the discretion of NMNA, and all charges will be applied to the exhibitor. Exhibitors will be charged \$500.00 (USD) for any dismantling of their booth before the official closing time of the Show.
  20. **BADGES.** Official show badges will be required for entry into the exhibit hall at all times. Badges are not transferable and those worn by other than the person to whom issued will be confiscated. Business cards are not to be used in badge holders. Exhibitors will be granted an allotment of (1) full conference badges, not including separate awards events, per 100 sq. ft. of contracted exhibit space. Badges needed in excess of this allotment must be purchased at the full conference rate.
  21. **CHARACTER OF EXHIBITS.** The general rule of the exhibit floor is "be a good neighbor." No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, hostesses and models, are required to confine their activities within the exhibitor's booth space. Apart from the specific display space for which an exhibiting company has contracted with NMNA, no part of Sands Expo and Convention Center and its grounds may be used by any organization other than NMNA for display purposes of any kind or nature. Within the public convention center property, exhibitor brand or company logos, signs, and trademark displays will be limited to the official exhibit area only.
    - A. **Attire.** Representatives should be conservatively attired to maintain the professional and business-like climate of the Show.
    - B. **Sound.** Videos or movies relating to exhibitor's equipment will be permitted, provided projection equipment and screen is located on the rear one-third of the booth, and all viewers must stand or sit within the booth. Sound videos or movies will be permitted only if the sound is not audible in the aisle or neighboring booths. Sound systems will be permitted if tuned to a conversational level and if not objectionable to neighboring exhibitors.
  - C. **Lighting.** In the best interest of the Show, NMNA reserves the right to restrict the use of glaring lights or objectionable light effects. The use of flashing electric signs or lights is not permitted.
  - D. **Booth Exteriors.** The exterior of any display cabinet or structure facing a side aisle, or adjacent exhibitor's booth must be suitably decorated at the exhibitor's expense. All exhibits must be carpeted.
  - E. **Noise and Odors.** In fairness to all exhibitors, no noisy or obstructive activity will be permitted during show hours, nor will noisy operating displays or exhibits producing objectionable odors be allowed.
22. **MUSIC LICENSING.** Exhibitor represents and warrants that it shall comply with all copyright restrictions applicable to exhibitors, including but not limited to, any music performance agreement between NMNA and ASCAP or BMI for meetings, conventions, trade shows and expositions. Exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of exhibitors under the copyright laws and be prepared to present InterBev Show Management with a copy of such license or grant no less than (30) days prior to the start of the Show.
  23. **DISPLAY HEIGHTS.** Display material (including show cases, display or storage cabinets, electrical fixtures, wire, conduits, etc.) and equipment must adhere to the Exhibit Construction Guidelines outlined in the Exhibit Service Manual.
  24. **POSITIONING EQUIPMENT IN RELATION TO AISLE.** To ensure the safety of all Show participants, any machinery and equipment shall be positioned so that no portion is closer than 12 inches from the aisle.
  25. **RELOCATION OF EXHIBITS.** NMNA reserves the right to alter the location of exhibit spaces, at its sole discretion, in the best interest of the exposition.
  26. **FIRE REGULATIONS.** Fire regulations require that all display materials be fire resistant or treated with a flame-retardant solution to meet requirements of the standard flame test as provided in the Sands Expo and Convention Center for fire prevention. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. No storage of any kind is allowed behind the back drapes or in the exhibit space. The official service contractor will store all cartons, crates, containers, and packaging materials. Up to one day's supply of operational materials may be stored within the exhibit space. All aisles, corridors, exit areas and exit stairways must be maintained at their required width at all times that the Show is open. No obstruction such as chairs, tables, displays or other materials will be allowed to protrude into the aisles. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this Show. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.
  27. **PHOTOGRAPHY AND SKETCHING.** Cameras may be carried in the exhibit area, but under no circumstances may photographs be taken without expressed authority of the exhibitor concerned in each case. Sketching or drawing machinery or products on display is prohibited.
  28. **FOOD SERVICE.** All arrangements for food and beverage service other than product sampling must be made with the official caterer at the Sands Expo and Convention Center.
  29. **FORCE MAJEURE.** If the exhibitor is prevented from participating in the event for reasons for which neither he nor the organizers are responsible (for majeure). If the organizers are prevented (by force majeure) from holding the event, they are required to notify the exhibitors accordingly without delay. Basically, the claim to stand rental is voided, but the organizers may charge the exhibitor for work carried out to his order to the extent of the costs incurred, insofar as the result of such work may still be of interest to him. Should the organizers be in a position to hold the event at a later date, they are likewise required to notify the exhibitor to this effect without delay. The exhibitor is entitled to cancel his participation in the event at the new time within one week of receiving such notification, in which case he is entitled to refund or cancellation of the stand rental. If the organizers are compelled to curtail or cancel an event for reasons of force majeure after it has commenced, the exhibitor has no claim to any refund or cancellation of the stand rental.
  30. **AMENDMENT OF RULES.** NMNA reserves the right to make changes, amendments and additions to these rules at any time, and all changes, amendments and additions so made shall be binding on the exhibitor with the provision that all exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by NMNA.
  31. **SHOW DIRECTORY.** To be listed in the printed Show Directory, InterBev Show Management must receive the completed space application and payment in full by July 15, 2012.