



86th Annual IECA Conference
October 10 – 13, 2010
JW Marriott Starr Pass Resort
Tucson, Arizona
www.jwmarriottstarrpass.com

TRADE SHOW INFORMATION

This year's IECA Annual Fall Conference marks the fifteenth consecutive year our conference will feature a Vendor Trade Show. Our goal is to provide an environment to share information and innovations provided by the Allied Members and vendors to the energy credit industry. We hope to enhance the members' technological awareness and understanding of the tools available to meet the needs of their changing workplace.

We are expecting approximately 550 registered attendees at the Conference, with over 450 of them being credit and finance professionals from the oil, gas, utility and energy industries. A listing of exhibiting companies will be in our conference program and the IECA Fall Journal.

The Trade Show will be conducted similarly to last year's, which received high marks from attendees and exhibitors alike. The Trade Show will be held on Monday and Tuesday, October 11-12, 2010. The Trade Show area will be in close proximity to the meeting rooms, lunch service, and coffee breaks to allow maximum traffic flow. Company representatives staffing the booth must be members of the IECA and must be registered for the conference. All persons staffing the booth are required to wear the nametags provided by IECA.

Also included is information outlining the rules and regulations for the Trade Show. All arrangements must be made through our Associate Meeting Manager at the IECA Headquarters office in Mt. Laurel, New Jersey. Space requirements are limited to 35 exhibitors. Applications received from prior conference exhibitors and sponsors will be given priority until July 30, 2010. All applications received after that date, will be treated on a first come, first serve basis. Please submit your registration form and booth fee as early as possible to ensure your space.

To encourage membership participation at the trade show, the IECA will offer a \$500 cash grand prize drawing to those members who have visited all booths. Arrangements will be made to provide members with the proper means for securing the necessary trade booth verification.

An optional trade show drawing for participating vendors to offer booth prizes will be held at the conclusion of the trade show on Tuesday evening.

Complete the attached Registration Form and return it to IECA to reserve your space today! Payment is due by August 13th to ensure that your space is reserved. Send payment or credit card information, with a copy of the completed application form to:

By Mail:
IECA
15000 Commerce Parkway, Suite C
Mt. Laurel, NJ 08054
Attn: Caitlin Dougherty, Associate Meeting Manager

OR

By Fax:
IECA
Fax Number: 856-439-0525

Booth Information

Booth size is 10 feet by 10 feet (100 square feet) or multiples thereof and includes: Conference registration fee for two people, standard pipe and drape, six foot draped table, two chairs, carpet (ballroom is carpeted), security, ID sign (7X44), Trade Show Program listing (if contract is received by September 10, 2010) and posting on the IECA web site.

Booth Fees

Member \$2,500

Booth Space Assignments

Exhibit space for the 86th Annual IECA Conference will give priority to prior conference exhibitors and sponsors until July 30, 2010. All applications received after that date will be treated on a first come, first serve basis. Below is the payment plan:

- 10% non refundable deposit per booth due with contract
- 50% of balance due 8 weeks prior to Show (August 16th)
- Remaining balance due 4 weeks prior to Show (September 13th)

Contracts received without the initial deposit, or faxed contracts, will not be eligible for assignment. No exceptions will be made.

Drayage Information

Warehouse Address:

TO: (Name of exhibitor and booth number)
FOR: IECA 2010
C/O: arata expositions, inc.
601 West Flores Street
Tucson, AZ 85705

Warehouse shipments must arrive before 4:30 pm on Friday, October 1, 2010 in order to avoid additional surcharges.

Show Site Address:

TO: (Name of exhibitor and booth number)
FOR: IECA 2010
C/O: Arata Expositions, Inc.
C/O: Starr Pass Marriott Resort & Spa
Salons A - E
3800 W. Starr Pass Blvd.
Tucson, AZ 85745

NO DIRECT SHIPMENTS WILL BE RECEIVED BEFORE 10:00 AM ON SUNDAY, OCTOBER 10, 2010.

Drayage Rates:

Warehouse \$137.00 per CWT*

Show Site \$144.00 per CWT*

*Includes applicable overtime charges

NOTICE FOR SITE SHIPMENTS:

If you intend to ship your materials directly to the show site, please refer to the shipping information page in the service kit for arrival times and dates for your shipment. The hotel will receive any shipments that arrive early or to the attention of a guest and the hotel will charge a handling fee. Any materials shipped to the hotel may be consigned to Arata Expositions, Inc. by the hotel and you will be billed the appropriate material handling charges by

Arata Expositions, Inc. in addition to any charges or fees that the hotel may charge.

Move In/Out Conditions

Please note that there are no loading docks at this venue. All freight will be ground loaded for this meeting.

Union Rules and Regulations:

General Information

All necessary union labor is available to the exhibitor on advance order by use of the forms provided in this kit. Union labor is also available at the Exhibitor Service Center during installation, exposition period and removal.

Installation and Dismantle Labor

Exhibitors have specified rights. For example, they are permitted to arrange their own manufactured products for display and related sales literature within their booth for as long as necessary. Full-time employees of the exhibiting company may set their exhibit. If full-time company personnel are utilized to set an exhibit, they must carry positive identification, such as medical ID card or payroll stub. You may not utilize workers hired from a non-union agency or company. Any labor services that may be required beyond what your full-time employees can provide must be rendered by union labor. Your labor requirements can be ordered on the enclosed Order Form for Installation and Dismantling Labor.

Freight Handling

Arata Expositions, Inc. will be responsible for the loading and unloading of all trucks, trailers, common and contract carriers as well as the handling of empty crates and the operation of handling equipment. Exhibitors may hand carry their own material from POV (privately owned vehicles). They are not permitted to use any material handling equipment, including dollies, carts or other mechanical equipment. Only full-time employees of the exhibiting company will be allowed to hand carry items. Our Material Handling Department is responsible for maintaining in and out traffic schedules at the show site. Even local exhibitors should clear all movements of exhibit materials through this department as we will have priority at the unloading areas at all times.

HOTEL REQUIERMENTS:

Regarding exhibit setup, all booth equipment, furniture, and carpeting must be confined to the measured limits of the booth. No nails or bracing wires used in the exhibit display may be attached to the building. No painting, mixing of chemicals or explosive materials are allowed in the Ballroom space of the Resort.

Exhibits using food, beverage, ink, chemicals, or other liquids must install carpet over visqueen. The exhibitor must cover the entire booth area with a carpet of his choice. Any installations that affect fire codes must have prior approval of the City of Tucson Fire Marshall

Rules and Regulations

1.) Who May Exhibit: Company representatives staffing the booth must be members of the IECA and must be registered for the conference. An exhibit space contract must be executed to obtain exhibit space.

2.) Space Rental: Spaces as they appear on the exhibit space floor plan will be rented according to the fee schedule included in this exhibitor prospectus. Exhibit space cleaning is not included. A non-refundable 10% deposit per booth must accompany the exhibit space contract. 50% of the balance is due 8 weeks prior to the show and the remaining balance is due 4 weeks prior to the show. Contracts received after September 13, 2010, must include payment in full. Show management may release reserved exhibit space if full payment is not received in compliance with the aforementioned schedule.

3.) Space Assignment: Exhibit space for the 86th Annual IECA Conference will give priority to prior conference exhibitors and sponsors until July 30, 2010. All applications received after that date will be treated on a first come, first serve basis.

4.) Exhibit Hours: The enclosed general schedule is subject to the discretion of IECA Show Management. One representative from each exhibiting company must check-in at the IECA registration counter prior to booth set up. Exhibitors that do not complete setup of their booths by 6:00 pm on Sunday, October 10, 2010, automatically forfeit their exhibit space(s) unless prior arrangements have been made in writing with IECA Show Management. Exhibitors may not begin packing or tearing down their exhibits prior to show closing at 5:30 pm on Tuesday, October 12, 2010.

5.) Shipping, Labor and Services: Individual exhibitors are responsible for all material handling charges incurred. Labor for unloading, loading and moving items in the exhibit hall may be contracted through the show decorator. No mechanical/motorized moving dollies can be used. Exhibitors may use their own permanent employees to perform set-up and dismantle of their exhibits in their own exhibit spaces. Otherwise, labor for setting up and dismantling exhibits must be contracted through the show decorator, or through outside contractors who agree to adhere to these rules and regulations set forth by IECA Show Management, the show decorator and the JW Starr Pass. All carriers must check in with Arata Expositions, Inc. on-site at the JW Starr Pass by 4:30 pm Tuesday, October 12, or risk having your freight forced through an alternate carrier. You can prevent this from happening by communicating who your outbound carrier will be to Arata Expositions, Inc. prior to show close. Shipping instructions and order forms for labor and services will be found in the Exhibitor's Manual. All electrical, phone and catering services must be contracted through the official JW Starr Pass exclusive contractors.

6.) Carpeting and Furniture: The ballroom is carpeted. Any and all furniture or other booth items and or services needed for an exhibit is the exhibitor's responsibility. Furniture and other specialty carpet are available for rent from the show decorator.

7.) Exhibits and Displays: Exhibits may not obstruct, disturb or expose unsightly surfaces to neighboring exhibits. In general, regular exhibit structures and signs may not exceed 8 feet in height and may not exceed 4 feet in height within 5 feet of an aisle if within 10 feet of an adjoining space. IECA employs the IAEM guidelines for display. Visit www.iaem.org for complete guidelines. All products and displays that face the aisle must have finished backs with no unsightly nail or hardware holes or changes in color.

8.) Fire Safety and Health: All exhibit materials must be nonflammable to conform to federal, state and local fire and building regulations. Electrical wiring, equipment and installation must be in compliance with appropriate Tucson, Arizona codes and connection will be refused if such is not the case. Exhibitor assumes all responsibility for compliance with city, county and state safety, fire and health regulations. Exhibits and materials not in compliance with such regulations are subject to removal at exhibitor's expense. Exhibitors must have the chemical breakdown for all products displayed.

9.) Security: Security will be provided to control access to the exhibit area before, during and after show hours. IECA Show Management and their agents shall not be liable for damage or loss to an exhibitor's property through theft, fire, accident or any other destructive cause, whether the result of negligence or otherwise. Security during move-in and move-out is especially difficult to maintain. Exhibitors should arrange for their own added security measures through the official security contractor, if desired.

10.) Liability: Each exhibitor agrees to protect, save, and keep IECA, decorator, supporting vendors and the hotel forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, his employees or agents as well as to strictly comply with the application terms and conditions as contained in the agreement between the IECA Show Management, decorator and the hotel regarding the exhibition premises; and further, the exhibitor shall at all times protect, indemnify, save, and keep harmless the IECA Show Management, decorator and the hotel against and from any and all loss, cost, damage, liability, or expense that arises out of or from, or by any reason of any act or omission of the exhibitor, his employees or agents.

Host Hotel

Reservation Deadline: September 10, 2010

JW Marriott Starr Pass Resort & Spa
3800 W. Starr Pass Boulevard
Tucson, Arizona 85745
For reservations call: 1-800-266-9432

Website Reservations: https://resweb.passkey.com/Resweb.do?mode=welcome_qi_new&groupID=2648069

The JW Marriott Starr Pass Resort & Spa is the official Host Hotel for the 86th Annual IECA Conference. To receive the discounted IECA room rates and guarantee hotel availability please make your reservations by Friday, September 10, 2010.

Room Rates
\$220.00+tax

Reservations

To make your reservations please call 1-800-266-9432 and refer to the 86th Annual IECA Conference to receive the group rate or visit the following website: https://resweb.passkey.com/Resweb.do?mode=welcome_qi_new&groupID=2648069

IECA invites you to exhibit at the 86th Annual IECA Conference.

KEY DATES AND TIMES

Sunday, October 10, 2010

Exhibitor Move-In
1:00 pm – 6:00 pm

Monday, October 11, 2010

Exhibit Hours
7:00 am – 8:15 am
9:30 am – 10:15 am

Tuesday, October 12, 2010

Exhibit Hours
7:00 am – 8:15 am
9:45 am – 10:15 am
11:30 am – 1:15 pm
4:00 pm – 5:30 pm

Exhibitor Move-Out
5:30 pm – 7:30 pm

Exhibit Space Contract

1. Applicant. PLEASE KEEP A COPY OF CONTRACT FOR YOUR FILES

The information provided below will be published in the 86th Annual IECA Conference Final Program. IECA is not responsible for errors due to incorrect information, illegible handwriting or human error.

Company: _____

Trade Show Contact: _____

Street Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

First Name _____ Last Name _____

First Name _____ Last Name _____

(Conference registration for two people)

Check here if this is your first time exhibiting

2. Exhibit Space Selection

Refer to the enclosed floor plan and list below, in order of preference, any and all exhibit space you would like to occupy. If requesting multiple booths, list on same line. We will make every effort to satisfy your space request; however, we cannot guarantee that you will be assigned to one of your choices. If choices are not available, IECA Show Management will determine space assignment.

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

*Not near or adjacent to these companies:

*Near or adjacent to these companies:

*Requests to be adjacent or not adjacent to another company cannot be guaranteed.

3. Exhibit Space Assignment

Exhibit space for the 86th Annual IECA Conference will give priority to prior conference exhibitors and sponsors until July 30, 2010. All applications received after that date will be treated on a first come, first serve basis. Below is the payment plan:

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4. Booth and Conference Fees

Number of Booths Requested X Rate = Total
 _____ X \$2,500.00 = \$ _____

Additional Attendee Rate = Total
 _____ \$650.00 = \$ _____

*Please list all additional attendees

Grand Total = \$ _____

10% non-refundable deposit per booth due = \$ _____

Space confirmations and an invoice for balance due will be emailed to you. The exhibit space balance is due on or before September 13, 2010. Any payments received after this date must be in the form of a cashier's check or money order.

5. Cancellations

IECA Show Management reserves the right to reject or cancel this contract if full payment of the rental fee is not received on or before September 17, 2010, or if the exhibitor's account with the association is delinquent or otherwise not in good standing. Exhibitor shall give IECA Show Management written notice of intention to withdraw or cancel from the 86th Annual IECA Conference. Written notices received on or before September 17, 2010, are subject to a cancellation fee of 50% of all exhibit space rental fees. Exhibitors who file a written notice after September 17, 2010 will be held responsible for the entire exhibit space rental fee.

6. Certificate of Insurance

The exhibitor must furnish a Certificate of Insurance to IECA Show Management at least 30 days prior to the show. IECA must be named as additionally insured on the Certificate of Insurance.

7. Certification

The undersigned hereby certifies he/she is a duly authorized representative of the applicant company, that the information provided hereon is true, and that he/she, on behalf of the applicant company, has read, understands and agrees to the Exhibitor General Information and Rules and Regulations provided herewith, which by this reference is herein incorporated and made a part hereof. The Exhibit Space Contract is not binding until accepted by IECA Show Management.

Signature: _____

Date: _____

Print Name: _____

Title: _____

8. Mailing Instructions

Mail this completed Exhibit Space Contract accompanied by full credit card payment or check made payable to:

IECA
 15000 Commerce Parkway, Suite C
 Mt. Laurel, NJ 08054

Credit Card Information

Total Amount to be Charged: \$ _____ Visa _____ Mastercard _____ American Express _____

Credit Card Number: _____ Expiration Date: _____

Name on Card: _____

Signature of Cardholder: _____



15000 Commerce Parkway
Suite C
Mt. Laurel, NJ 08054