

ABOUT NAFCD / DEMOGRAPHIC DATA

The North American Association of Floor Covering Distributors (NAFCD) was organized in 1971 to foster trade and commerce for those having a business, financial or professional interest as wholesale distributors or manufacturers of floor coverings and allied products. As an organization, NAFCD is dedicated to representing its members by promoting wholesale distribution in the floor covering industry and providing members with resources for enhancing their performance as industry suppliers through quality education from its development programs and conferences.

NAFCD's **members** are distributors, manufacturers and suppliers throughout the United States, Canada, Mexico, and Europe and represent all categories of floor covering products.

Allied members include suppliers of goods and services used by NAFCD members.

NAFCD members receive valuable educational programs, training manuals, informational industry news, industry survey results, employee and company benefit programs, research studies, networking opportunities and peer consultation. For information about NAFCD membership, visit www.nafcd.org.



"I always look forward to attending the Distributor Roundtable discussions at the NAFCD's Annual Meeting. The brainstorming, sharing and modifying of ideas, and initiation of new friendships are invaluable to me as a company principal."

—Melinda McChesney
President
Johnson Wholesale Floors, Inc.

"I found the private meeting room opportunity and additional venue to be beneficial to compliment having a booth on the floor. Also, this event offers top notch education - more manufacturers should attend."

—Roy Foster
Vice President of Sales
Quick Step

"The NAFCD conference is a great place to visit with customers, network, and gather information important to the industry. The speakers are always top-notch, and the educational events offer ideas for improving our business."

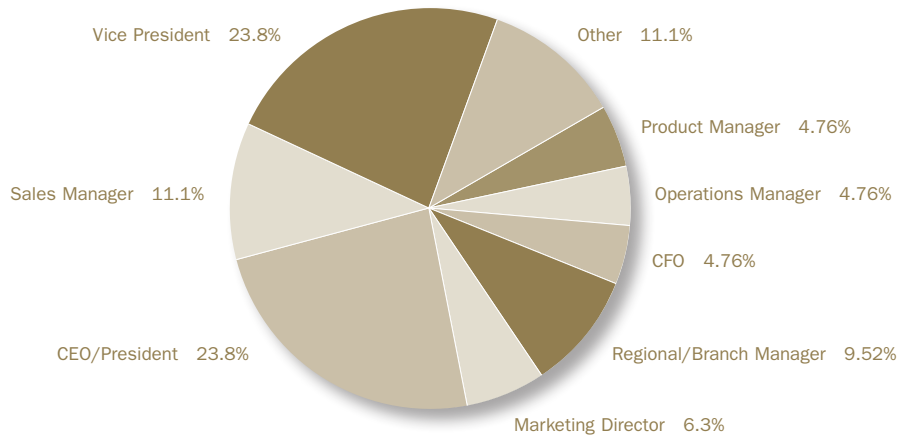
—Duane Goetze
Director, Distributor Marketing
Shaw Industries Inc.

See more demographic data
on the reverse side. >

ABOUT NAFCD / DEMOGRAPHIC DATA

NAFCD's distributor members are decision makers – CEOs; Presidents; Vice Presidents; General, Operations and Branch Managers – who are the purchasing power in the floor coverings distribution industry.

NAFCD Distributor Members' Job Titles*



* These results are taken from the 2008 NAFCD Meeting Attendee Conference Evaluation.

Other Statistics about NAFCD's Distributor Members

- Average Warehouse Space: **118,477 sq. ft.**
- Average Number of Employees: **130**
- Average Number of Branches**: **4**
- Together, NAFCD distributor members sell more than **20 types of products.**

** Number of branches with more than one branch.



BUSINESS ENHANCEMENT DAY / EXHIBITORS

Business Enhancement Day for Distributors and Manufacturers

At the 38th Annual Meeting, the NAFCD will host a first-of-its-kind Business Enhancement Day. The day is one of the new features being added to this year's meeting, and will take place Tuesday, September 22, 2009 at the Renaissance Glendale Hotel in Glendale, Arizona.

The purpose of the Business Enhancement Day is to encourage manufacturers and allied members to host private meetings or events at the NAFCD conference. Manufacturers choose what they wish to offer to distributor members, i.e. training sessions, social events, sales meetings or product updates.

The events will take place following a golf tournament hosted by NAFCD on September 22, 2009. NAFCD benefactors will be given priority consideration for time slots and meeting rooms. It is also hoped that this new program will help avoid any possible meeting conflicts during NAFCD's Distributor Marketplace which will be held on October 23-24, 2009.

Manufacturers and allied members interested in participating in NAFCD's Business Enhancement Day should contact Iain Thomas, NAFCD Sales Manager at **312-673-4816** or by e-mail at **ithomas@nafcd.org**.

"This day allows non-competitive time for manufacturers to hold vendor type meetings at the conference. Manufacturers can have a training session, meet privately with their distributor base or host a social function. This will significantly save them money since they already have the products and people there for display, and it saves on sending representatives to each distributor. Also, if they have a new process or product, this day allows them to meet with their distributor base only."

—NAFCD Executive Vice President Maurice Desmarais



See 2008 exhibitors
on the reverse side. >

2008 NAFCD Distributor Marketplace Exhibitors

Accord Flooring	Fores Floor Inc	Plyquet Group
Advanced Adhesive Technologies, Inc.	Gartman Systems	Pownail USA
American Business Software	GBI Tile and Stone, Inc.	Preverco Hardwood Flooring
American Safety Razor Company	Gentry Hardwood Floors	Primattech
ArborCraft	Global Market Partners, Inc.	QCIL International Inc.
Ark Floors Inc.	Grand Forest/Kapable, LLC	QT Sound Insulation
Artisans Carpet	Greenfield Floors	Quality Craft Ltd.
Avaire	Hallmark Hardwoods	Qu-Cork LLC
Award Hardwood Floors	IVC U.S., Inc.	Quick-Step Flooring
Balterio	Johnson Premium Hardwood Flooring	RB&G LLC (Zandur
Baltic Wood USA	Kaindl Flooring USA	RB Rubber Products, Inc.
Beauflor	Karndean International	Robus Leather
Beaulieu of America	Kennebec Lumber Co.	RollMaster Software
Berry Floor USA, Inc.	Kraus/Floors with More	Shawmark Floors
Better Tools	Lamanator Plus, Inc.	Simple Solutions
Black Diamond Stoneworks	Laticrete International, Inc.	Sonolam
BanaKemi USA, Inc.	Lauzon Distinctive Hardwood Flooring Inc.	Sound Seal/Impacta Flooring Division
Bostik, Inc.	Mannington Mills	Stauf USA
Buckworld Western	MAPEI Corp.	Stonexpress
Cal Flor Accessory Systems	Maple Leaf Lamisol Corporation	Struktur Inc
Cala Flooring	Marketing Alliance Group	Surface Shields, Inc
Charles P. Martin	Mercier Wood Flooring	Teragren Fine Bamboo Flooring Panels & Veneer
Chemque, Inc.	Milliken & Company	Torlys Inc
CMC-Meridian	Mirage/Boa-Franc	Trimaco, LLC
Colombia Flooring	Mohawk Industries	Trueloc, Inc.
Creston Carpet Mills, LLC.	Monticello Floors	United Wood Floor Corp.
DACS, Inc.	MP Global Products LLC	VBA-Bamerica Corp.
D&M Flooring, LLC	Mudanjiang Bosen Wood Industry Co	Verde Floors, a division of Sihe Wood
Dancik International	Mullican Flooring	WE Cork, Inc.
Dansk by Buckwold Western	NBCE (National Business Credit Exchange)	Wego International Products/South
Diversified Foam Products	National Floor Trends Magazine	Mountain Wood Floors
DM Tile Connection, Inc.	NAFCD (North American Association of Floor Covering Distributors)	Wellmade Floor Coverings International, Inc
DriTac Adhesive Group	Noble Company	Weyerhaeuser Hardwood & Industrial Products
Eagle Trim	Nova Distinctive Floors	Wilsonart
Earthwerks	Novalis International Ltd	Woca Oils (Plyquet)
Edge Flooring	Owens, Inc.	Wood Flooring International
Engineered Surfaces Inc.	Pan Tim Wood Products	World Vision Storage
Eterna	Para-Chem	Yellow Freight
Faus Group, Inc.	Peerless Carpet	Zamma Corporation
Flexible Foam Products, Inc.	Pennwood Products	Zickgraf Hardwood Company
Floor Covering Weekly	Pergo	Zimair Displays
Foam Products Corp.	PLI (PAK-Lite, Inc.)/Solid Sound	
Forbo Flooring North America		

EXHIBIT INFORMATION / APPLICATION

View floorplan at www.nafcd.org.

Exhibit Schedule of Events

Tuesday, September 22

1:00 p.m. – 5:00 p.m. Exhibitor Move-In

Wednesday, September 23

8:00 a.m. – 2:00 p.m. Exhibitor Move-In

3:00 p.m. – 7:00 p.m. Exhibit Hall Open

3:00 p.m. – 4:00 p.m. Break in Exhibit Hall

6:00 p.m. – 7:00 p.m. Grand Opening Reception in Exhibit Hall

Thursday, September 24

12:30 p.m. – 3:00 p.m. Exhibit Hall Open

12:30 p.m. – 2:00 p.m. Lunch in Exhibit Hall

3:00 p.m. – 7:00 p.m. Exhibitor Move-Out

(Schedule tentative and subject to change.)

Exhibitor Information

Each 10' x 10' booth is:

- \$2,600 for NAFCD members
- \$4,995 for non-members
- \$200 corner fee

The booth fee includes:

- One (1) 10' x 10' booth space
- One (1) identification sign
- One (1) 8' back wall of draperies with aluminum uprights
- Two (2) 3' division side rails
- One (1) complimentary full conference registration

NOTE: Additional exhibitor personnel registrations can be purchased at a discounted rate of \$195 each. Exhibitor badges grant access to all functions occurring in the exhibit hall. Full Conference registration is necessary for attending educational and keynote sessions. The 2009 exhibit hall is carpeted. More information will be available in your Exhibitor Services Manual which mails approximately sixty (60) days out from the show.

*Exhibit space applications must be received by **April 3, 2009** in order to be eligible for priority exhibit space selection. Space selection will take place in April (see the Rules & Regulations for details).*

50% of your total booth cost is due with the application. **Full payment is required with all applications submitted after April 3, 2009.** Notify NAFCD if you require an invoice for payment. Additional exhibitor information, including exhibitor registration forms, will be forwarded to you upon receipt of application and payment.

Questions? Contact NAFCD Sales Manager, Iain Thomas at 312.673.4816 or via ithomas@nafcd.org with any questions.

Products to Exhibit

Floor Coverings

- Bamboo
- Cork
- Carpet and Area Rugs
- Hardwood
- Laminate Flooring
- Porcelain / Ceramic Tile
- Rubber Flooring
- Stone
- Vinyl (including Luxury Vinyl Tile, Sheet Vinyl and (VCT) Vinyl Composition Tile)

Accessories

- Adhesives
- Carpet Pad / Cushion
- Installation
- Sheet Goods
- Underlayments
- Tools

Machinery

- Cutting Machines
- Material Handling
- Packaging
- Racking

Service Industries

- Business Management and Consulting
- Computer Software Solutions
- Consulting Services
- Customer Resource Programs
- Enterprise Resource Programs
- Financial Services
- Human Resources
- Logistics
- Merchandising Display Aids
- Shipping & Freight
- Transportation Services



See the reverse side for the exhibitor application. ►

2009 NAFCD EXHIBITOR APPLICATION

NAFCD Distributor Marketplace • September 23-24, 2009
NAFCD 38th Annual Meeting • September 22-24, 2009
Renaissance Glendale Hotel & Spa • Glendale, Arizona

North American Association of Floor Covering Distributors
401 North Michigan Avenue • Chicago, IL 60611 • Phone: 1.312.321.6836
Fax: 312.673.6962 • E-mail: info@nafcd.org • www.nafcd.org

Company Information

COMPANY NAME

CONTACT

CONTACT E-MAIL

COMPANY ADDRESS

CITY

STATE/PROV

COUNTRY

ZIP CODE

PHONE

FAX

WEB SITE

E-MAIL

AREA OF PRODUCT EMPHASIS

Dimensions and Fees

Booth Unit = 10' x 10' Member \$2,600* Non-Member \$4,995*
*Additional Premium Corner Fee of \$200 applies to some booth locations.

Fee Includes: 10' x 10' space, ID sign, 8' back wall of draperies with aluminum uprights (color to be determined by NAFCD), 3' division side rails, and one complimentary full conference registration.

For membership information, visit our Web site at www.nafcd.org.

Booth Location (Floorplan can be found at www.nafcd.org.)

1. _____ 2. _____ 3. _____ 4. _____

Exhibit space applications must be received by **April 3, 2009** in order to be eligible for priority exhibit space selection. Space selection will take place in April. (See the Rules and Regulations for exhibit space selection details.)

I would like to be located near _____
(List Company Name/s)

Do not place my booth near _____
(List Company Name/s)

Payment Information

Please Note: 50% of your total booth cost is due with application. Full payment is required with all Applications submitted after April 3, 2009. Notify NAFCD if you require an invoice for payment. Additional exhibitor information will be forwarded to you upon receipt of application and payment.

Mail this application and check to:

NAFCD Distributor Marketplace
4866 Paysphere Circle
Chicago, IL 60674

Or fax credit card payments to: 312.644.0575

Total Amount: \$ _____

Visa MasterCard AMEX

CARD NUMBER

EXP. DATE

CARD HOLDERS NAME

SIGNATURE (AUTHORIZES PAYMENT)

Acceptance (Unsigned Contracts Will Not Be Accepted)

I, the authorized representative of the undersigned company, on behalf of said company subscribe and agree to all terms, conditions, cancellations, authorizations and covenants obtained in this Exhibit Commitment Form governing NAFCD. By my signature, I accept receipt of all fax and e-mail communication and confirmation from NAFCD.

SIGNATURE

DATE

To view floorplan, please visit www.nafcd.org.

Questions? Contact NAFCD Sales Manager, Iain Thomas at 312.673.4816 or via ithomas@nafcd.org.



SPONSORSHIP OPPORTUNITIES / COMMITMENT FORM

2009 Annual Meeting and NAFCD Distributor Marketplace Sponsorship Opportunities

NAFCD offers several specific sponsorship options at its Annual Meeting and NAFCD Distributor Marketplace. Each sponsorship option is designed to increase your company's position before key decision-makers within the industry's leading distributors.

*Sponsor commitment forms for any of these options are due by **July 31, 2009** in order to be included in the onsite program. Confirm your sponsorship today!*

Conference Bags, \$4,000 – Exclusive

Place your company logo along with the NAFCD logo on the registration bag provided to all NAFCD Annual Meeting attendees. One registration bag insert is also included in this sponsorship (sponsor to provide NAFCD approved materials).

Hotel Key Card Sponsorship, \$4,000 – Exclusive

Reach all attendees by placing your company logo on each attendee's hotel key card. This is a great opportunity to gain recognition and connect with attendees throughout the conference and could be your **key** to success!

Cell Phone Case, \$3,000 – Exclusive

Your company logo will be printed in color on this cell phone case that securely hooks to attendees' belts or bags. Distributed to all attendees, the case fits most phones including cameras and MP3 players and is sure to be used post-conference for additional exposure.

Exhibit Hall Tote Bag, \$2,500 – Exclusive

This tote bag is used to carry literature and giveaways received in the exhibit hall throughout the week, purchasing this bag sponsorship entitles you to place your one (1) color logo, along with NAFCD's logo, on this prominent exhibit hall giveaway that's bound to be used after the conference.

Exhibit Hall Welcome Reception

\$2,500 – Exclusive

Gain even more exposure in the exhibit hall by sponsoring the Welcome Reception. Beverages and hors d'oeuvres will be served during this well-attended event. Recognition signage will be placed throughout the exhibit hall.

Notepad Sponsorship, \$2,200 – Exclusive

Your company name and logo will be printed on a notepad distributed to all attendees.

Badge Lanyards, \$2,000 – Exclusive

Gain extra visibility for your company by sponsoring badge lanyards (fabric necklaces worn by attendees throughout the conference). Your company's logo will be highly visible by NAFCD attendees.

Pen Sponsorship, \$2,000 – Exclusive

Your company name and logo will be printed on pens distributed to all attendees.

Networking Break Sponsor, \$1,500 –

Two (2) opportunities available, one per day
Host breakfast and the morning refreshment break. NAFCD will recognize you as the day's sponsor by printing your logo on napkins. Signage will also be placed nearby.

Conference Post-it Notes, \$1,500 – Exclusive

Your company name and logo will be printed on these handy Post-It Notes distributed to each attendee.

Exhibit Hall Break Sponsor, \$1,500 – Exclusive

Be a part of this traditional afternoon treat by hosting the Wednesday afternoon break. Your company logo will be printed on napkins and signage, recognizing you as the sponsor.

General Session Chair Drop Sponsor, \$1,000 – Six (6) opportunities available, one per session

Place one NAFCD approved literature/promotional material on each seat during the General Session (six total, limit of one sponsor per session) for maximum visibility.

Sponsor Banners

\$750 – Eight (8) opportunities available

NAFCD will display a 3" x 5" banner bearing your company name and logo near the exhibit hall.

Registration Bag Insert

\$500 – Five (5) opportunities available

Insert one NAFCD approved company literature/promotional material into each attendee's conference bag. Limit of one promotional piece per company.

Golf Sponsorship - Eagle Level,

\$1,500 – Exclusive

Includes sponsorship of prizes for 1st, 2nd & 3rd places, one free golf registration, and receives recognition in final onsite program, our newsletter and on golf signage. Sponsor will have the opportunity to place one NAFCD approved promotional piece in golfer bag.

Golf Sponsorship - Hole In One,

\$1,000 – Exclusive

Sponsorship of prizes for the closest to the Pin winners on 4 par 3 holes, one free golf registration and receives recognition in the final onsite program, in our newsletter and on golf signage. Sponsor will have the opportunity to place one NAFCD approved promotional piece in golfer bag.

Golf Sponsorship - Big Dog Package,

\$500 – Exclusive

Present prizes to the longest drive winners on par 5 holes and receives recognition in the final onsite program, in our newsletter and on golf signage.

Golf Sponsorship - Bogey Sponsors,

\$250, – Five (5) opportunities available

Become a bogey sponsor and receive recognition in our newsletter and on golf signage.

Golf Sponsorship - In-Kind Sponsors,

\$100, – Five (5) opportunities available

Become an in-kind sponsor and donate an item(s) for Golfer bags. Sponsor will receive recognition on golf signage.

NAFCD Annual Meeting Sponsor Benefits

All sponsors will receive:

- Recognition in Annual Meeting pre-event promotional materials.
- Recognition in Annual Meeting onsite final program.
- Recognition and acknowledgement during General Sessions onsite.
- Logo placement on onsite signage.
- Sponsor ribbons for exhibit personnel.
- Logo placement and URL link on the NAFCD Web site.

Advertisement Opportunities

Inside Front Cover Final Program Ad

\$2,000 – Exclusive

Receive a full-page, four-color advertisement on the inside front cover of the onsite final program. Sponsor to supply materials per size specification.

Inside Back Cover Final Program Ad

\$2,000 – Exclusive

Receive a full-page, four-color advertisement on the inside back cover of the onsite final program. Sponsor to supply materials per size specification.

Regular Inside Final Program Ads

\$1,500 – Four (4) opportunities available

Receive a full-page, four-color advertisement placed within the onsite final program. Sponsor to supply materials per size specification.

Meeting Rooms, \$450 – 2 hour time slot;

Limited opportunities

Looking to host a meeting off the exhibit hall floor? Rent a meeting room during non-exhibit hall hours. Meeting rooms cost \$450 for a two (2) hour block of time. Additional items needed in the room are at the expense of the sponsor. Limited availability.

Post-show mailer, \$400 – Unlimited opportunities

Send a hard copy mailing to NAFCD's attendees after the conclusion of the conference. Sponsor is responsible for all postage and handling associated with mailing.

Pre-show mailer, \$300 – Unlimited opportunities

Send a hard copy mailing to NAFCD's attendees prior to the conference. Sponsor is responsible for all postage and handling associated with mailing.

See the reverse side for the sponsorship commitment form. ➤

2009 NAFCD SPONSORSHIP COMMITMENT FORM

NAFCD Distributor Marketplace • September 23-24, 2009
NAFCD 38th Annual Meeting • September 22-24, 2009
 Renaissance Glendale Hotel & Spa • Glendale, Arizona

North American Association of Floor Covering Distributors
 401 North Michigan Avenue • Chicago, IL 60611 • Phone: 1.312.321.6836
 Fax: 312.673.6962 • E-mail: info@nafcd.org • www.nafcd.org

Company Information

COMPANY NAME

CONTACT

E-MAIL

COMPANY ADDRESS

CITY

STATE/PROV

COUNTRY

ZIP CODE

PHONE

FAX

WEB SITE

NAME

TITLE

PHONE

FAX

E-MAIL

2009 Annual Meeting and NAFCD Distributor Marketplace Sponsorships

- | | |
|---|---|
| <input type="checkbox"/> Conference Bags \$4,000 (Exclusive) | <input type="checkbox"/> Registration Bag Insert. \$500
(Five (5) opportunities available) |
| <input type="checkbox"/> Hotel Key Card Sponsorship \$4,000 (Exclusive) | <input type="checkbox"/> Golf Sponsorship Opportunities |
| <input type="checkbox"/> Cell Phone Case \$3,000 (Exclusive) | <input type="checkbox"/> Eagle Level (exclusive) \$1,500 |
| <input type="checkbox"/> Exhibit Hall Tote Bag \$2,500 (Exclusive) | <input type="checkbox"/> Hole In One Level (exclusive) \$1,000 |
| <input type="checkbox"/> Exhibit Hall Welcome Reception \$2,500 (Exclusive) | <input type="checkbox"/> Big Dog Package (exclusive) \$500 |
| <input type="checkbox"/> Notepad Sponsorship \$2,200 (Exclusive) | <input type="checkbox"/> Bogey Sponsors (Five (5) opportunities available) . . \$250 |
| <input type="checkbox"/> Badge Lanyards \$2,000 (Exclusive) | <input type="checkbox"/> In-Kind Sponsors (Five (5) opportunities available) . . \$100 |
| <input type="checkbox"/> Pen Sponsorship \$2,000 (Exclusive) | <input type="checkbox"/> Meeting Room (2 our block) \$450
(Limited opportunities) |
| <input type="checkbox"/> Conference Post-It Notes \$1,500 (Exclusive) | <input type="checkbox"/> Post-show mailer (Unlimited opportunities) \$400 |
| <input type="checkbox"/> Networking Break Sponsor \$1,500
(Two (2) opportunities available, one per day) | <input type="checkbox"/> Pre-show mailer (Unlimited opportunities) \$300 |
| <input type="checkbox"/> Wednesday | |
| <input type="checkbox"/> Thursday | |
| <input type="checkbox"/> Exhibit Hall Break Sponsor \$1,500 | |
| <input type="checkbox"/> General Session Chair Drop Sponsor \$1,000
(Six (6) opportunities available, one per session) | |
| <input type="checkbox"/> Sponsor Banners \$750
(Eight (8) opportunities available) | |

Advertisement Opportunities

- Inside Front Cover Final Program Ad \$2,000 (Exclusive)
- Inside Back Cover Final Program Ad \$2,000 (Exclusive)
- Regular Inside Final Program Ads \$1,500
(Four (4) opportunities available)

Payment Information

Please Note: 50% of your total booth cost is due with application. Full payment is required with all Applications submitted after April 3, 2009.
 Notify NAFCD if you require an invoice for payment. Additional exhibitor information will be forwarded to you upon receipt of application and payment.

Amount: \$ _____

- Visa MasterCard AMEX

CARD NUMBER

EXP. DATE

CARD HOLDERS NAME

SIGNATURE (AUTHORIZES PAYMENT)

Acceptance (Unsigned Contracts Will Not Be Accepted)

I, the authorized representative of the undersigned company, on behalf of said company subscribe and agree to all terms, cancellation policies, conditions, authorizations and covenants obtained in this Exhibit Commitment Form governing NAFCD. By my signature, I accept receipt of all fax and e-mail communication and confirmation from NAFCD.

SIGNATURE

DATE

Mail this application and check to:

NAFCD Distributor Marketplace
 4866 Paysphere Circle
 Chicago, IL 60674

Or fax credit card payments to: 312.644.0575

Questions? Contact NAFCD Sales Manager, Iain Thomas at 312.673.4816 or via ithomas@nafcd.org.



Exhibitor Rules & Regulations

These Contract Conditions, Rules and Regulations are part of the NAFCD Application and Contract for Exhibit Space and Sponsorships and should be carefully read before signing the space and sponsorship application. By signing the Application & Contract for Exhibit Space and/or sponsorships, Exhibitor agrees to abide by these Rules and Regulations. After completing the application and contract for exhibit space and sponsorships, please forward these Rules and Regulations to the person(s) in charge of your NAFCD exhibit.

1. ELIGIBILITY REQUIREMENTS

The NAFCD Distributor Marketplace is open to companies whose products and services are directly related to the Floor Coverings industry, and members who have paid their annual dues and are in good standing with NAFCD. NAFCD reserves the right to refuse rental of display space to any company whose display of goods or services is not, in the opinion of NAFCD, compatible with the general character and objectives of NAFCD.

Application of space and sponsorship is not an assurance of eligibility. All applications are subject to review and NAFCD reserves the right to refuse any application for any reason deemed appropriate by the NAFCD Board of Directors. NAFCD reserves the right to revoke exhibit and sponsor privileges based on intellectual property violations, unfair trade practices or other activities in the industry deemed illegal, unethical or contrary to the best interests of NAFCD.

NAFCD reserves the right to remove, at Exhibitor's expense, any merchandise deemed by the NAFCD Board of Directors as not suitable for display at the NAFCD Distributor Marketplace. NAFCD reserves the right to revoke a company's Exhibit and or Sponsor agreement should the company's products and/or services be considered ineligible by the terms listed above.

2. PRIORITY SPACE SELECTION

Exhibit space applications must be received by April 3, 2009 in order to be eligible for priority exhibit space selection. Space selection will take place in April 2009. Exhibit space will be assigned by date of receipt based on the following order:

1. 2009 Sponsors: 1) Platinum, 2) Gold
3) Silver (*Priority will be given to 2008 Sponsors*)
2. 2009 Manufacturer NAFCD Member Companies in order of receipt
3. 2009 Allied NAFCD Members in order of receipt
Exhibit space will be assigned on a first-come, first-serve basis after **April 3, 2009**

3. EXHIBIT AND REGISTRATION FEES

PAYMENT FOR SPACE AND SPONSORSHIPS

The charge for an 10'x10' space will be \$2,600.00 per booth for members; \$4,995.00 for non-members. An additional \$200 Premium Corner Fee applies to specific booths. Make all checks payable in U.S. currency to NAFCD. Exhibit booth payments and Sponsorship payments should be made according to the following schedule:

- 50% of total invoice is due with application.

- 100% of total invoice must accompany this application after **April 3, 2009**
- Total balances are due on or before **April 3, 2009**
- This application becomes a contract when signed by the exhibitor and or sponsor and accepted by NAFCD.
- Any exhibitor or sponsor whose second payment is not received by **April 3, 2009** will be subject to a penalty charge of 5% of the total value of their booth space and or sponsorships and may risk their booth space and or sponsorships being released. (Exhibitors and Sponsors in such a situation will be contacted prior to release.) These penalty charges are considered part of your booth fees and sponsorship fees and badge pick-up nor move-in will not be allowed until all payments are paid in full.

All participants must be registered for the NAFCD Annual Meeting. No one will be allowed on the exhibit floor unless registrations are paid.

4. COST OF SPACE INCLUDES

Booth cost includes an Identification sign, an 8' back wall of draperies with aluminum uprights (color to be determined by NAFCD), 3' division side rails, and one complimentary full conference registration.

5. INSTALLATION AND REMOVAL OF EXHIBITS

The installation of exhibits must be completed between 1:00 p.m. – 5:00 p.m. on Tuesday, September 22 and 8:00 a.m. – 1:00 p.m. on Wednesday, September 23. If any exhibitor is not set up and in order by 1:00 p.m. on Wednesday, September 23, NAFCD reserves the right to reassign the space to another exhibitor, or to make such other use of the space deemed necessary or appropriate with no refund being made to the original contracting exhibitor.

Show Hours

Wednesday, September 23, 2009
3:00 p.m. – 7:00 p.m.

Thursday, September 24, 2009
12:30 p.m. – 3:00 p.m.

Please Note: Show hours as specified here are tentative and subject to change, in which case all exhibitors will be notified in writing. The exhibit area will not be open at any other time so as not to conflict with the NAFCD convention program.

Exhibits are to be kept intact until the closing of the exhibits, presently planned at 3:00 p.m. on Thursday, September 24 (closing day of expo). **No part of an exhibit shall be removed during the NAFCD Expo without special permission from show management. Any Exhibitor who begins dismantling his display before the close of the show will lose his company's priority status in future NAFCD Expos and may altogether lose the privilege of exhibiting.** Exhibitors are requested not to interfere with the return of empty crates. Exhibitors will have reasonable time to erect and dismantle their exhibits, which will be specified in the Exhibitor Service Manual. Exhibit materials not removed from the hall by the time specified will be removed by NAFCD at the exhibitor's expense and liability.

6. BOOTH CONSTRUCTION/DESIGN/LAYOUT

Booth sizes indicated in the Official Exhibitor's Brochure are measured on the back dimension from the center of the 33" side rail. In order to allow unobstructed view of neighboring booths, exhibitors are not permitted to have their backdrops exceed eight feet (8') in height, nor can they protrude more than four feet (4') from the back wall. The reverse side of any wing panel extending from the back wall of the display must be draped in order to avoid raw exposure to a neighboring booth. Furthermore, no exhibit along the side rails of the booth may exceed thirty-three inches (33") in height from the floor.

Any exceptions to these rules must be approved by the Exhibit Committee. For more information see your Exhibitor Services Manual.

7. CHARACTER OF EXHIBITS

NAFCD reserves the right to prohibit an exhibitor to conduct and maintain an exhibit if, in the judgment of the show management, said exhibitor or exhibit, or proposed exhibit, shall in any respect be deemed unsuitable. This reservation relates to persons, conduct, articles of merchandise, printed matter, souvenirs, catalogs and any other things, without limitation, which affect the character of the exhibit.

8. USE OF SPACE

- A. No spotlight may be directed toward the aisles or so directed that it proves to be irritating or distracting to neighboring exhibit booths or guests.
- B. Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring exhibit booths or guests.
- C. Back-lit transparencies or lighted displays must stay lighted for at least thirty (30) consecutive seconds. No strobe light effects are permitted.
- D. Projectors or television screens must not cause people to block aisles.
- E. Loud speakers or operation of equipment which is of sufficient sound volume to be annoying to neighboring exhibitors or guests will not be permitted.
- F. Any audio system or electronic device producing irritating or intermittent or sequential sound that attracts attention to an exhibit is not permitted. The distribution of noisemakers such as whistles, crickets, horns, etc., is prohibited.
- G. All efforts to advertise, demonstrate, and operate the exhibit must be conducted so as not to trespass the rights of other exhibitors and visitors.

9. USE OF SPACE (GENERAL)

- A. All exhibit materials must be on the table or on the floor within the 10'x10' booth space.
- B. No other area can be used for display purposes. Nothing can exceed the dimensions of the booth.
- C. If electricity/telephones/audio visuals are required in your display area, please complete the forms provided in the exhibitor's manual and return to the appropriate vendor.

D. No serving of food and/or beverages from exhibit booths will be allowed. All food and/or beverage services must be approved in writing by NAFCD and the Conference Facility/Hotel. All associated fees are the responsibility of the Exhibitor.

E. Any exceptions to these rules must be approved by the Exhibit Committee.

10. FIRE REGULATIONS

No combustible oils or bottled gases, open flames of any type, no batteries containing electrolyte, nor any corrosives will be permitted in the Exhibit Hall. Absolutely no storage of any kind will be permitted. Any questions regarding specific problems should be referred to show management who will obtain the necessary rulings from the Glendale Fire Marshall.

11. SUBLETTING OF EXHIBIT AND PROHIBITED USES

Exhibitors are prohibited from assigning or subletting a booth or any part of the space and/or sponsorships allotted to them. Nor shall they exhibit or permit to be exhibited in their space any merchandise or advertising materials which are not part of their regular products and services, or which are not compatible with the character of NAFCD, without a written request and approval from NAFCD. NAFCD reserves the right to terminate any portion of the exhibit that is not in accordance with these rules and regulations without prior approval.

12. INSURANCE AND LIABILITY

It is agreed that the North American Association of Floor Covering Distributors, its officers, directors, employees and agents and the Glendale Hotel & Spa shall not be liable to the exhibitor for any loss or damage or injury to Exhibitor's property contained in the exhibit; or for injuries to Exhibitor's employees, agents or other persons, no matter how sustained, from fire, theft, accident or other causes. Exhibitor agrees to indemnify and hold harmless the North American Association of Floor Covering Distributors and the Glendale Hotel & Spa against all claims arising out of or connected with Exhibitor's participation in this exhibit. Exhibitors or their agents may not allow any article to be brought into the exhibition or any act done on or about the exhibit premises which will invalidate the insurance of or increase the premium on the insurance maintained by the management of the Glendale Hotel & Spa, nor permit anything to be done by Exhibitor's employees or agents which will cause injury to the premises, property or equipment of the Glendale Hotel & Spa, the other Exhibitors, or the North American Association of Floor Covering Distributors. Exhibitors shall not cause or permit signs or articles to be affixed, nailed or otherwise attached to the doors and walls of the exhibit premises, nor shall any attachments be made to the exhibit premise's floor by means of nails, screws or any other devices that would damage the floors. These restrictions are a condition of all space leases, and their violation will result in annulment of the Exhibitor's contract, and subject the Exhibitor to liability for damages resulting from such violations.

13. EXHIBITOR SECURITY

Exhibitor is responsible for obtaining insurance protecting Exhibitor's property on the premises.

The North American Association of Floor Covering Distributors and the conference facility shall not be responsible for theft, loss or injury to exhibitor's property on the exhibition premises. Exhibitor is advised to take individual precautionary measures such as securing portable articles of value and removing such articles to a place of safekeeping after the exhibit hours. Private security is being provided by the North American Association of Floor Covering Distributors on a 24-hour basis in the Exhibit Hall. Since the hall cannot be completely secured, these guards are responsible only for maintaining general security in the hall. Exhibitors are responsible for retaining any private security required to protect their personal property and equipment on display. Please see security form in the Exhibitor's Manual for information on hiring additional security guards.

14. HOTEL SUITES AND MEETING ROOMS

NAFCD reserves the right to control all suites and meeting rooms in the hotel(s) participating in housing for the NAFCD Annual Meeting & Expo. These controls have already been set up with the proper persons in the housing property. No Exhibitor will be allowed to have hospitality suites and/or meeting rooms during the NAFCD Annual Meeting & Expo without prior written approval by NAFCD show management. No entertainment, meetings, tours, special events, parties or other private functions will be permitted in the hotel without prior written approval by NAFCD show management. Marketing activities are limited to the show floor of the NAFCD Annual Meeting & Expo unless permission is otherwise granted by NAFCD show management.

15. CANCELLATIONS AND REFUNDS

If space and/or sponsorships are canceled by the Exhibitor prior to March 16, 2009, the Exhibitor will incur a fee of 50% of the total booth and/or sponsorship cost. If cancellation is made after March 16, 2009, there will be no refund and all space and/or sponsorships contracted for must be paid in full. The unpaid balance is due at the time of cancellation. NAFCD will be entitled to all moneys paid and owed as liquidated damages. Any reduction of space after March 16, 2009 may in NAFCD's sole discretion result in forfeiture, as liquidated damages and not as a penalty, of moneys paid and owed for the amount of space reduced. ALL NOTICES OF CANCELLATION OR REDUCTION MUST BE RECEIVED IN WRITING ON OR BEFORE March 16, 2009. Exhibitors will not be permitted to obtain their badges nor set up their exhibit until full payment has been made. NAFCD reserves the right to reassign the canceled or reduced space without obligation to the exhibitor.

Acknowledgement of the receipt of an Application or negotiation of the appropriate deposit does not constitute an acceptance of an Application. In those instances where a booth space and/or sponsorship application is declined, NAFCD will refund such deposit in full. NAFCD, in the event of conflicts regarding space requests or conditions beyond its control, reserves the right to rearrange the floor plan. Also, NAFCD may relocate any exhibit at any time with the understanding that, if the Exhibitor does not agree with such relocation, his deposit and/or full payment for exhibit space will be

refunded. Any space not claimed and occupied by 10:00 a.m. on Tuesday, September 22 (opening day of the show), may be resold or assigned by NAFCD without obligation on the part of NAFCD for any refund whatsoever.

16. EVENTUALITIES

NAFCD reserves the right to cancel or postpone the show due to potential unsatisfactory exhibitor response. In the event of postponement of the show for any cause beyond its control, NAFCD will not be financially obligated or otherwise committed except that settlement by adjustment will be made to each exhibitor on a pro rata basis after deducting funds needed by NAFCD to meet routine commitments and organizational costs.

17. FORCE MAJEURE

NAFCD will not be responsible for cancellation, postponement or other circumstances caused by, based on or relating to situations beyond its control, including but not limited to: acts of God, (e.g. rainstorm, flood, hurricane, wind, damage by the elements, earthquake, tornado, other natural disasters, etc.), terrorism, infectious disease, war, fire, strikes, acts or orders of governmental authorities, or third-party responsibility.

18. GENERAL

All matters and questions not covered by the regulations are subject to the decision of NAFCD. NAFCD may amend these regulations at any time, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, NAFCD will give written notice to such Exhibitors as may be affected by them. Any Exhibitor not abiding by the Rules and Regulations set forth herein will lose the privilege of exhibiting. The Rules and Regulations set forth herein will be enforced.

19. AMENDMENTS/ENFORCEMENT

NAFCD reserves the sole and exclusive right to interpret, amend and enforce these Contract Conditions/Rules and Regulations. Written notice of any amendments or interpretations shall be given to each exhibitor. Each exhibitor, for himself, his agent and employees, agrees to abide by the Contract Conditions/Rules and Regulations set forth herein, or by any subsequent amendments or interpretations. Exposition management reserves the right to enforce compliance with the rules and regulations. Any exhibitor not abiding by the NAFCD Rules and Regulations may lose the privilege of exhibiting in future NAFCD shows. Please contact the NAFCD Headquarters Staff below if you have any questions:

NORTH AMERICAN ASSOCIATION OF FLOOR COVERING DISTRIBUTORS

401 North Michigan Avenue
Chicago, Illinois 60611-4267
Phone: 312.321.6836

Iain Thomas, NAFCD Sales Manager
Phone: 312.673.4816 Fax: 312.644.0575
ithomas@nafcd.org