

2014 Resource Hall Cover Letter

Milwaukee, WI – March 19-22, 2014



August 14, 2013

Dear 2014 Resource Hall participants –

Now is the time to request your booth/table space for Milwaukee, Wisconsin!

We hope to see you all at NCECA's 48th Annual Conference March 19-22, 2014 at the Wisconsin Center! After considering formal feedback from the 2013 Resource Hall Survey and informal feedback received through email and telephone communications, NCECA has determined some changes that will be put into effect for 2014:

1. Following a span of more than five years during which no price increases took place, NCECA's board approved implementation of a 5% increase across all registration categories including Resource Hall booth and table fees. Membership fees will not be affected by this rate increase.
2. Corner booths may be requested at an additional \$100 premium.
3. Exhibitors requesting 4 or more booths have had the opportunity to reserve spaces prior to registration of spaces to vendors requiring fewer spaces. These spaces are indicated on the Floor Plan.
4. **Spaces will be assigned on a "first come first - served" basis.** The historic Point System will be discontinued for this year.
5. Half booths will be a new offering this year and will not be assigned corner booths unless any remain at the end of registration period.
6. A private **EXHIBITOR-ONLY Lounge** will be located in the back of the Resource Hall.
7. Resource Hall participants will **NOT** be required to wear wristbands. . . .early and late entry into the hall will be monitored by the EXHIBITOR Ribbon all representatives will be issued.
8. Resource Hall Participants will have the opportunity to pick up their name badges, EXHIBITOR ribbons, and conference bags at counters centrally located to the Resource Hall rather than with the General attendee counters.
9. NCECA will offer for sale a Wednesday ONLY \$25 conference pass to enable more potential shoppers and casual visitors to access the Resource Hall the first day of the Conference at a lower cost.

We hope the above changes will enrich your experience as a Resource Hall Exhibitor in Milwaukee!

Reminders:

1. 50% deposit is required with all Space Request Forms.
2. Your Corporate or Institutional Membership must be current at the time of Conference in order to receive Member pricing on Resource Hall space fees. We encouraged you to email the Membership Form along with the Space Request Form.
3. Individual Member benefits are extended only to the primary contact of the Corporate/Institutional Membership. Others representing your business in the Resource Hall do not automatically receive member benefits, though they may purchase NCECA Membership should they desire to.

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4. COMMERCIAL BOOTH REPRESENTATIVES - Three (3) Representative Conference Passes are included with the first booth, two with each additional booth. Individual Memberships for Resource Hall Representatives are not included with the conference passes.
5. INSTITUTIONAL/NON-PROFIT TABLE REPRESENTATIVES – Two (2) Representative Conference Passes are included with the Resource Table. Individual Memberships for Resource Hall Representatives are not included with the conference passes.
6. Finished ceramic pieces that relate directly to the products, resources and/or services offered by participating businesses may be displayed in up to 25% of the space purchased but may NOT be sold.
7. Fern Exposition & Event Services has been contracted as our decorator/drayage firm again this year. They will email Service Packets in mid-January 2014 that will include electricity, internet, etc. order forms.

Sponsorships, Smart Phone Apps and Advertising opportunities will be posted soon!

NCECA is responsive to feedback and its board works to revise practices based on sound reasoning. We understand that not all changes will be easily absorbed, but we want you to know we listen to your input.

It is also important for NCECA to know you have received this update. Please respond to kate@nceca.net to let us know you have received and read this email and as always, let us know if you have any questions or concerns!

We look forward to seeing you in Milwaukee and wish you our best in your marketing and sales endeavors!

Sincerely,

Cindy Bracker, NCECA Communications Director cindynceca@me.com

Kate Vorhaus, 2014 Resource Hall Coordinator kate@nceca.net

A handwritten signature in black ink that reads 'Kate Vorhaus'.

NCECA

Projects Manager

77 Erie Village Square, Suite 280

Erie, CO 80516-6996

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Toll-free: 866 266-2322

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2014 Resource Hall General Information

Milwaukee, WI – March 19-22, 2014

Wisconsin Center, 400 W. Wisconsin Ave, Milwaukee, WI 53203

The following information is lengthy but **IMPORTANT... contains NEW information!** Please read this thoroughly **BEFORE** completing the Space Request Form. For questions, contact Kate Vorhaus, NCECA Resource Hall Coordinator kate@nceca.net

Any company or nonprofit entity, which manufactures or provides products or services to the ceramic industry, is eligible to be a Resource Hall participant.

2014 Fees (5% increase from 2013 fees)	Member (reflects 20% discount off Non-member fees)	Non-Member
Booth 10x10'	\$1,260.00	\$1,575.00
Corner Premium (NEW)	\$100.00	\$100.00
Single Corner	\$1,360.00	\$1,675.00
End cap (2 corners)	\$2,770.00	\$3,400.00
Half Booth 5x10' (NEW)	\$760.00	\$950.00
2014 Resource Table	\$420.00	\$735.00

Fees include a 6' draped table, 2 chairs, wastebasket, company signage, and representatives to man the booths and tables as described below in REPRESENTATIVES area. No base electricity will be provided at either booths or tables; all electrical needs will be ordered through the Wisconsin Center using the order form provided by Fern Exposition & Event Services.

Sales Regulations:

Ceramic wares that relate directly to the products, resources and/or services offered by participating businesses and non-profits may be displayed in up to 25% of the space purchased but they may NOT be sold. Advertising materials and signs of firms other than those that have engaged space are prohibited.

Commercial booths may sell materials/products used in production of ceramic objects only, and may **NOT** sell finished ceramics such as pottery, art, tiles, or other objects. T-shirts may also be sold.

Non Profit tables may sell **ONLY** literature and publications related to the mission of your organization (such as books, exhibition catalogs, videos, CD's, and DVD's). T-shirts may also be sold.

NEW - Space assignments will be made on a "first come - first served" basis.

December 17, 2013 is the last day to request space to be included in the Conference Program/Exhibition Guide. Again for 2014, we are combining the pre-Conference Guide historically published by Ceramics Monthly, the NCECA Conference Program Guide, and the Exhibitions Guide. Due to this cooperative effort our publications deadlines are much earlier than in previous years.

The **Space Request Form** is the only means by which space can be reserved. A payment of 50% of the total cost of space(s) must accompany your Space Request Form. The balance is due in full by **January 21, 2014**. If full payment is not received by the "Paid in full" date, a 1.5% service charge will be assessed for each 30 days after the final payment date. NCECA reserves the right to resell or reassign any booths that are not fully paid by the January 21 deadline.

Representatives: Included with booths/tables:

- First commercial booth comes with three (3) conference passes, each additional booth will come with two (2) conference passes. **ONLY** two (2) additional passes may be purchased at \$100 each, **PER** company. **Membership is NOT included with conference pass.**

- Non-Profit Resource table comes with two (2) conference passes; **ONLY** two (2) additional passes may be purchased at \$100 each.

Membership is NOT included with conference pass.

Do NOT register representatives online.

Each Representative must complete a Resource Hall Representative Registration Form due by February 24, 2014.

Show Hours and Set Up:

Setup: **Tuesday, March 18, 2014, from NOON to 6pm.**

Breakdown: **Friday, March 21, 4:30pm to 11:45pm**

Resource Hall Hours:

Wednesday/Thursday, March 19-20

9a.m. to 5p.m.

Friday, March 21

8:30a.m. to 4:30p.m.

All booths/tables must remain intact and staffed until Friday, March 21 at 4:30 p.m. and may not be dismantled or removed before that time.

**2014 Resource Hall
General Information**
Milwaukee, WI – March 19-

22, 2014
Wisconsin Center, 400 W.
Wisconsin Ave, Milwaukee, WI
53203

nceca

Cancellation and Refund Policy:

Notice of cancellation must be given to NCECA in writing or email. A \$50.00 processing fee will be charged on all refunds. Refunds will be made as follows:

Prior to December 31, 2013: a full refund will be issued in the same manner it was paid, less the \$50.00 fee.

January 1 - 31, 2014: 25% of the total booth space will be forfeited to NCECA, in addition to the \$50 fee.

After January 31, 2014: NO refund will be issued.

Taxes:

All Resource Hall Exhibitors are responsible for observing regulations on sales tax procedures for the state of Wisconsin. Vendors can find information about the Wisconsin Seller's Permit at: <http://www.revenue.wi.gov/html/tempsell.html>

DO NOT SEND tax documents to NCECA!

Booth and Table Regulations:

No part of any display may be taller than 8' 3" in height. Display items against the booth sidewalls may not exceed 40 inches in height. **Displays should be located so as not to obstruct the view of neighboring booths/tables.** No flashing lights or other distractions are permitted. Signs, banners and posters may not be attached to any part of the Convention Center or to any of the furnishings or fixtures. No adhesives, tacks, nails, etc. can be used to affix items to doors, tables, windows, etc. in any location at the Convention Center. Hall participants are required by the Wisconsin Center to observe all union contracts in effect among show management, official contractors, facilities, and any labor organizations represented. **Milwaukee Safety Tips and Union Guidelines may be found on the NCECA website www.nceca.net**

It is the Resource Hall participant's responsibility to ensure safe booth/table construction. Materials used must be flame-retardant and are subject to inspection by the Milwaukee Fire Marshal (The Fire Marshal may request that certification accompanies items). Drapes, signs, banners, decorating materials, plastic cloth and similar materials must be flame retardant or fabricated from inherently fireproof materials. The Fire Marshal's Office may at his or her sole discretion perform a flame test of exhibit materials. The use of any material that cannot be made flame retardant is prohibited.

Resource Hall participants shall comply with all federal and municipal fire codes, which apply to places of public assembly. Any activity that may be hazardous, cause special cleaning

or intrude into aisle space or other booths is prohibited. This includes storage closets or enclosed areas built into the exhibit.

Prohibited Materials:

All straw, hay or live evergreen trees. Compressed flammable gases, flammable or combustible liquids, and hazardous chemicals and materials (acetylene, hydrogen, propane, butane, pesticides, herbicides, poisons, gasoline, kerosene, cleaning solvents, and other petroleum-based materials). The use of helium and helium balloons is prohibited in the facility. Adhesive-backed decals are not permitted to be distributed or used inside the facility, or in the immediate vicinity.

Drayage/Decorator:

Fern Exposition & Event Services has been contracted as our decorator/drayage firm again this year. Fern Exposition Services packets will be e-mailed in January 2014 which includes detailed information and electricity / drayage order forms. **Drayage for Milwaukee will be \$59 round trip; includes unloading, storing empty containers, returning empty containers and re-loading at show site.**

Freight Handling and Storage of Empty Containers:

Equipment may only be delivered or removed through the loading dock area. No empty cartons or containers may remain on the Hall floor during show hours. Please make arrangements to remove empty containers beforehand or request removal and storage services through Fern Exposition & Event Services who will have a Service Desk in the Resource Hall. If you are advance shipping to Fern Exposition & Event Services, these services are automatically provided as part of their fees.

Utility Services:

The utility services can be ordered using the forms provided in the Fern Exposition Services Packet that will be sent via email in January 2014; samples of available services; Electrical, Telephone, Audio Visual, and Internet. All Service needs must be ordered using the Wisconsin Center order forms. **No base electricity will be provided at either booths or tables. Electricity will run approximately \$100 (2013 rate) for a Standard Outlet.**

Security and Liability:

Security will be provided and the Hall will be locked during non-show hours with security present 24 hours a day. Reasonable care will be taken to protect exhibits and materials but beyond this, NCECA Officers and Membership

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and the Wisconsin Center collectively or separately cannot accept responsibility for any damage, loss or destruction of a booth/table, or for the property of a participant, his agents or employees either from fire, water, theft, accidents, circumstances beyond the control of NCECA Officers and Membership and the Wisconsin Center separately or collectively or other causes or injury to persons resulting from any cause. All claims for such loss, damage or injury being expressly waived by the participant and are required to carry their own liability insurance. Each participant will be required to have evidence of general liability protection and Workers' Compensation Insurance available. All laws and ordinances pertaining to health, fire prevention, and public safety are the responsibility of the participant.

All commercial and non-profit display areas must conform to NCECA and Conference Center guidelines. NCECA and Conference Center representatives reserve the right to remove elements of displays that do not conform to the purpose or other regulations associated with this area.

Smoking Policy:

Wisconsin Center is a non-smoking facility. Smoking is only permitted outside of the facility in the designated areas.

Lost and Found:

Often lost and found articles are turned into the NCECA registration area. If unclaimed, these items will be taken back to the NCECA office and reasonable efforts will be made to identify the owners and return all articles. If you lose something onsite, please check with the NCECA Registration counter. Otherwise, you can contact the NCECA office approximately two weeks after the conference to see if your article(s) were turned in.

Hotel and Travel Information:

The following two hotels are both connected via skywalk to the Wisconsin Center:

Hilton Milwaukee City Center

509 W. Wisconsin Avenue
Milwaukee, WI 53202

http://www.hilton.com/en/hi/groups/personalized/M/MKEMHHF-CERAMI-20140317/index.jhtml?WT.mc_id=POG

Tel: 800-445-8667 or 414-935-5940

Hyatt Regency Milwaukee

333 West Kilbourn Avenue
Milwaukee, WI 53203

<https://resweb.passkey.com/go/NCECAattendee2014>

Tel: 888-421-1442 or 414-276-1234

Rates: Single/Double \$149

Trip \$159

Quad \$169

IMPORTANT NOTICE- Hotel Reservations

Please note that NCECA advises booking in one of the two conference hotels as early as possible. **The NCAA men's basketball tournament will be taking place in Milwaukee the same weekend as our conference and finding available rooms at a good value may be very difficult as we get closer to conference.**

Our members receive very favorable rates at the hotels listed because NCECA guarantees a large number of room nights. When people cancel at the last minute and the room cannot be filled, NCECA must pay for the unused rooms. In recent years, some people have been reserving large blocks of rooms, only to cancel at the last minute. This creates the double problem of costing NCECA money and preventing your fellow members from finding rooms in the conference hotel.

A non-refundable deposit of first night's room revenue plus tax is required with all reservation requests. All no-shows, early departures and reservations canceled within 72 hours prior to arrival will be charged the entire length of stay. Rooms are subject to 15.1% state and local taxes (subject to change).

Cut off for reservations - February 21, 2014.

Resource Hall participants are reminded that the use of the NCECA copyrighted logo/acronym on any merchandise or publication is prohibited without the express consent of NCECA.



751 Wyoming Street
Kansas City, MO 64101
Phone: 816-221-0525
Fax: 816-471-1602

Safety Tips & Milwaukee Union Guidelines

SAFETY

Standing on chairs, tables or other rental furniture is prohibited. Rental furniture is not made to support standing weight. Fern Exposition & Event Services cannot be responsible for injuries or falls caused by the improper use of furniture. If assistance is required to assemble your exhibit, a Display Labor Service order form will be included in the Services packet to be sent in January 2014 or see a Customer Service Representative at Fern Service Desk onsite in Milwaukee.

UNION JURISDICTION DISPLAY SET-UP AND DISMANTLE

To assist you in preparing for your show, we would like to share with you some information regarding the jurisdiction of the union. Currently, we have an agreement with the local union to provide labor for display set-up and dismantling. Full time employees of exhibiting companies may set their own displays without assistance from the union.

MATERIAL HANDLING

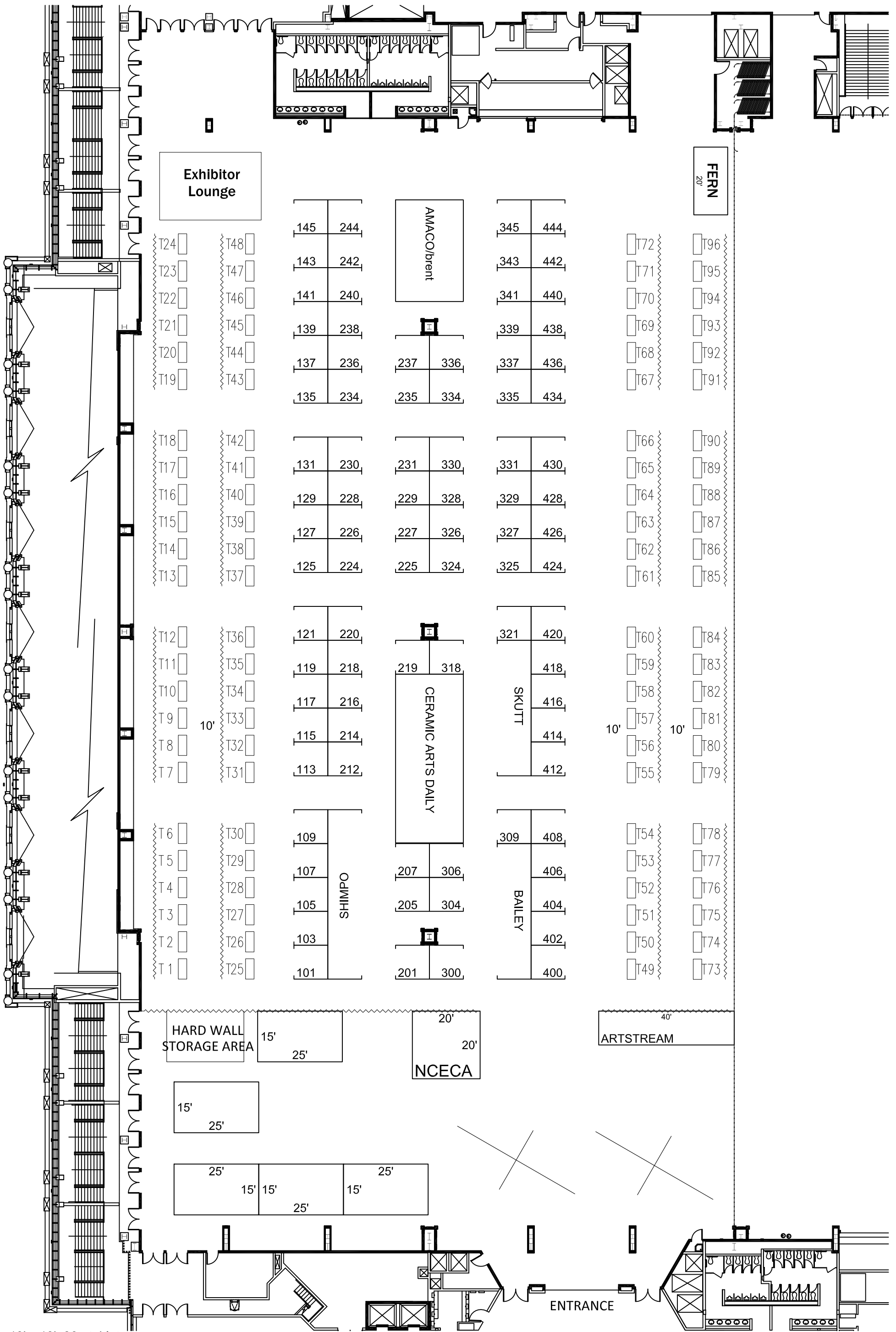
Currently, we have a labor agreement with the local union. Exhibitors may deliver their own materials into the exhibit facilities; however, the use or rental of Fern dollies, flat trucks or other mechanical equipment is not permitted. Fern must control access to the loading docks in order to provide for a safe and orderly move-in/out. Charges for material handling services will be included in the Shipping Information and Freight Service order form in the January packet.

GRATUITIES

Fern Exposition requests that exhibitors do not offer gratuities to our employees, as they are paid an excellent wage denoting a professional status. Any request for tips should be brought to the attention of a representative at the Fern Service Desk.

INSURING YOUR PRODUCT

It is understood that the Fern is not an insurer, and that insurance, if any, should be obtained by the exhibitor. A Limits of Liabilities form will be included in the January packet.



87 - 10' x 10', 96 - tabletops
 1 - 20' x 30' exhibitor lounge, 5 - 25' x 15' project spaces
 8 - 10' x 20' Gallery Expo Spaces, 1 - 10' x 40' space - ArtStream



Gary Bates
 Account Executive
3137-14-NCECA-R13
 File Name

8/8/13
 Revision Date
JMHALL
 Drawn By

Milwaukee, WI
 Convention City
Delta Center
 Convention Center

2014 Resource Hall Important Dates

Milwaukee, WI – March 19-22, 2014

July 18, 2013 – Resource Hall **Commercial Booths** Advance Large Footprint email sent

August 1, 2013 – Commercial Advance Space Request due

August 8, 2013 – Commercial Resource Hall and NP Resource Tables Packets posted to website. Space will be assigned on a “First come-first served”. Space Request form and 50% deposit required for assignments.

October 23, 2013 –Space Confirmation sent with space assignment and balance due.

December 2, 2013 – SmartPhone Enhanced APP deadline

December 17, 2013 – Last day to request Booth/Table space to be included in the Conference Program Guide.

January 21, 2014 – Booth/Table Final payments due.

January 2014 – Resource Hall Services Packet from Fern Expo/Event Services sent via e-mail.

February 24, 2014 – Resource Hall Representative Registration forms due.

March 18, 2014 – Tuesday, Resource Hall set-up 12noon-6pm.

March 19-22, 2014 – **48th Annual NCECA Conference, Milwaukee, WI**

March 19-20, 2014 – Wednesday, Thursday Resource Hall hours: 9am to 5pm.

March 21, 2014 – Friday, Resource Hall hours: 8:30am to 4:30pm
Breakdown 4:30pm to 11:45pm.

CANCELLATION AND REFUND POLICY:

Notice of cancellation must be given to NCECA in writing or email. A \$50.00 processing fee will be charged on all refunds. Refunds will be made as follows:

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2014 Resource Hall FAQ's

Milwaukee, WI – March 19-22, 2014

Q: What is the Conference Headquarters hotel and far is it from the Convention Center?

A: Hilton Milwaukee City Center and Hyatt Regency Milwaukee. Both are connected via skywalk to the Convention Center.

Q: As a Resource Hall participant can we show and sell finished art work?

A: Ceramic wares that relate directly to the products, resources and/or services offered by participating businesses and non-profits may be displayed in up to 25% of the space purchased but they may NOT be sold.

Q: Does NCECA offer Member and Non Member space fees?

A: Yes, Corporate and Institutional Members receive a discount on booth/table fees. For full details on membership Benefits visit http://www.nceca.net/static/membership_home.php

Q: What are the three bold squares on the floor plan?

A: They are floor to ceiling pillars.

Q: Do the booth/table fees include Representative conference passes?

A: Yes!

- First commercial booth comes with three (3) conference passes, each additional booth will come with two (2) conference passes. ONLY two (2) additional passes may be purchased at \$100 each, PER company.
- Non-Profit Resource table comes with two (2) conference passes; ONLY two (2) additional passes may be purchased at \$100 each.

Membership is NOT included with the Representative conference passes

Q: Do I need a Milwaukee of State of Wisconsin sales tax license?

A: All Resource Hall Exhibitors are responsible for observing regulations on sales tax procedures for the State of Wisconsin. Information about the Wisconsin Seller's Permit may be found at:

<http://www.revenue.wi.gov/html/tempsell.html>

Q: May I hand carry my boxes into the Resource Hall?

A: Exhibitors may deliver their own materials into the Resource Hall by hand or with a 2 wheel dolly at the loading dock in 20 minutes or less.

Q: Do I need to pay for electricity and internet service?

A: Yes, you will be sent a complete Service Packet with order forms from Fern Expo in January 2014.

Electrical: Estimated costs based on 2013 rates; approximately \$100.00 for 120VAC, 15 AMP service

Find information about the Wisconsin Center at:

<http://wisconsincenter.org/categories/2-deltacenter/documents/72-exhibitorinformation>

Please contact Kate Vorhaus, 2014 Resource Hall Coordinator, kate@nceca.net with other questions you may have regarding the 2014 Resource Hall in Milwaukee.