

# TCLEE 2009 CONFERENCE



*Lifeline Earthquake  
Engineering in a  
Multihazard Environment*

## EXHIBITOR PROSPECTUS



**JUNE 28—JULY 1, 2009**  
**Oakland Marriott City Center,**  
**Oakland, California**




Major natural and man-made hazards have caused significant regional disruptions that have often had national and international impacts. The disrupted region's post-event resilience and sustainability strongly depends on the performance of its lifelines during and after the event. "Lifeline Earthquake Engineering in a Multihazard Environment," the TCLEE 2009 conference, June 28—July 1, 2009, will address this issue with emphasis on technologies for reducing risks that includes comparisons with lifeline risk-reduction technologies.

This is an excellent opportunity for you to develop new customers and reaffirm your long-standing customer relationships. We invite you to exhibit at the TCLEE 2009 conference.

### CONFERENCE TOPICS

- Seismic performance requirements
- Seismic design and retrofit
- Seismic performance evaluation
- Design and analysis for flood, extreme wind, and man-made hazards
- In-common issues for lifelines subjected to earthquakes, other natural hazards, and man-made hazards:
  - System risk analysis and management
  - Hazard estimation
  - Codes and standards
  - Performance during past events
  - Lifeline interdependence
  - Socio-economic impacts
  - Emergency response and recovery planning

### LIFELINES

- Electric power
  - Communications
  - Gas and liquid fuels
  - Transportation (highways, rail, urban mass transit, ports and air)
  - Water and wastewater
- 

### Become a Sponsor!

To view the sponsorship opportunities summary, visit: [www.asce.org/tclee2009](http://www.asce.org/tclee2009) or contact: **Christine Williams** at [cwilliams@asce.org](mailto:cwilliams@asce.org) or dial **703-295-6300**

### Exhibitor Questions

contact: **Jeff Sandersen** at [jsandersen@asce.org](mailto:jsandersen@asce.org) or dial **703-295-6107**

### REASONS TO EXHIBIT

- Enjoy generous Exhibit Hall show hours
- Gain face-to-face exposure with approximately 200 decision makers and qualified buyers
- Enhance your exposure with a link to your Web site
- Collect qualified sales leads
- Increase your marketing exposure via the post-conference attendee list
- Exposure at the Receptions, Exhibit Hall lunch and during all breaks
- Complimentary food and beverages during the breaks
- Recognition during the technical program
- A heightened profile in the Lifeline Earthquake Engineering community

### EXHIBITORS GAIN

- Access to an important niche market and face time with qualified buyers
- Maximum exposure at the Receptions, lunch, continental breakfasts and during breaks
- Recognition in Conference publications and on the Conference Web site
- A post-conference attendee list to advance your marketing efforts
- A heightened profile in the lifeline earthquake community
- Exhibit space is limited. Reserve your booth today.

[www.asce.org/tclee2009](http://www.asce.org/tclee2009)

### SCHEDULE

(Subject to Change)

#### INSTALLATION

##### Sunday, June 28, 2009

12:00 pm—5:00 pm Exhibitors Set-Up

#### EXHIBIT HALL OPEN

##### Sunday, June 28, 2009

6:30 pm—8:30 pm Exhibitor Hall Open

6:30 pm—8:30 pm Welcome Reception in Exhibit Hall

##### Monday, June 29, 2009

9:00 am—4:00 pm Exhibitor Hall Open

9:15 am—9:30 am Networking Beverage Break in Exhibit Hall

11:00 am—12:00 noon Poster Sessions in Exhibit Hall

12:00 noon—1:30 pm Lunch in Exhibit Hall

3:00 pm—4:00 pm Poster Sessions/Networking Beverage Break in Exhibit Hall

##### Tuesday, June 30, 2009

9:00 am—4:00 pm Exhibitor Hall Open

9:00 am—9:30 am Networking Beverage Break in Exhibit Hall

10:45 am—11:45 am Poster Sessions/Networking Beverage Break in Exhibit Hall

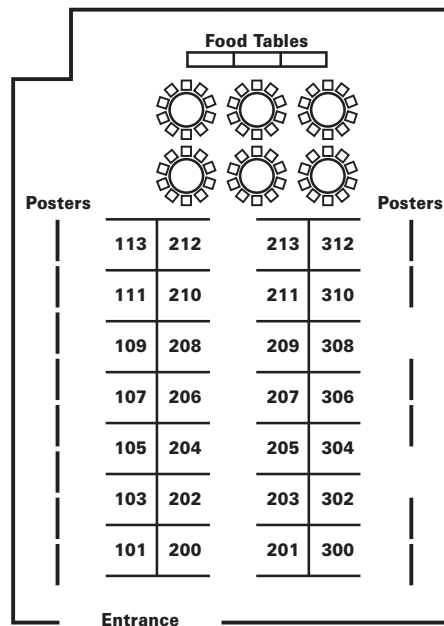
3:00 pm—4:00 pm Poster Sessions/Networking Beverage Break in Exhibit Hall

#### DISMANTLING

##### Tuesday, June 30, 2009

4:00 pm—9:00 pm Exhibitors Tear-Down

### EXHIBIT HALL FLOORPLAN



### BOOTH COST

The fee is \$1,000 for an in-line (8' x 10') booth or \$1,200 for a corner location, inclusive of one skirted 6' table, one chair and one wastebasket.

Booth price includes one Full Exhibitor registration per standard booth.

Multiple booth discounts are not available.

### TO RESERVE SPACE

Complete the exhibit space contract on the next page.

A deposit of at least 50% of the total space rental must accompany the application. The balance is due by **April 10, 2009**. Applications received after **April 10, 2009**, must be accompanied by full payment.

The booth will not be assigned without full payment.

### EXHIBITORS RECEIVE

- 8' x 10' standard booth
- 6' skirted table
- Wastebasket
- One FULL registration with access to all sessions. The registration fee for additional exhibitor personnel is \$250. Badge sharing is not allowed. Maximum of two additional exhibitor personnel per standard booth.
- A copy of the Proceedings

### TRAFFIC BUILDERS

- Sunday Night Welcome Reception
- Networking Morning and Afternoon Breaks
- Monday lunch
- Poster Sessions

# APPLICATION/CONTRACT

Please Print Clearly

COMPANY

CONTACT NAME

CONTACT JOB TITLE

STREET ADDRESS

P.O. BOX

CITY

STATE

COUNTRY

ZIP

PHONE

FAX

800#

E-MAIL

WEB SITE

P.R. CONTACT/FIRM

P.R. CONTACT PHONE

## EXPOSITION FEE PAYMENT SCHEDULE

RATE:  \$1,000  Corner spaces are an additional \$200

For contracts executed before March 10, 2009 the following schedule applies:

Initial 50% of the total Exhibit fee due with the contract.

Final 50%, Exhibit fee, due no later than March 10, 2009.

Contracts executed after March 10, 2009 require 100% of the total Exhibit Fee

## PAYMENT

Payment may be remitted by check, money order, wire transfer, or credit card.

Check Enclosed  Visa  MC  AmEx  Discover

Total Cost \$ \_\_\_\_\_ Deposit Amt. \$ \_\_\_\_\_

CARD NUMBER

EXP. DATE

AUTHORIZED SIGNATURE

CARDHOLDER'S NAME (please print)

## SPACE REQUIREMENTS

Booth Size \_\_\_\_\_ x \_\_\_\_\_ Corner:  Yes  No

Booth Selection: 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_

Please assign near, if possible: \_\_\_\_\_ DO NOT assign near, if possible: \_\_\_\_\_

Do you plan to sell products in the exhibit hall?  Yes  No

(Exhibitor responsible for securing and collecting all local and state licenses and taxes)

## PRODUCT DESCRIPTION

(25 words or less) Print exactly as it should appear in the final program or e-mail description to [mgeiger@asce.org](mailto:mgeiger@asce.org) by Wednesday, May 6, 2009.

Special Requirements (e.g. carpet aisles, hanging banners, archways, etc.)

**THE EXHIBITOR AGREES TO ABIDE BY ALL EXHIBIT TERMS, CONDITIONS, AND REGULATIONS SET FORTH IN THIS CONTRACT.**

AUTHORIZED EXHIBITOR SIGNATURE

DATE

ACCEPTED BY EXHIBIT MANAGEMENT

DATE

# TCLEE2009 CONFERENCE

**Lifeline Earthquake  
Engineering in a  
Multihazard Environment**

**JUNE 28—JULY 1, 2009  
Oakland Marriott City Center,  
Oakland, California**

Return signed contract and payment to:

**ASCE/TCLEE 2009 Conference**

P.O. Box 79668

Baltimore, Maryland 21279-0668

Tel: (703) 295-6300

Fax: (703) 295-6276

Make checks payable (in U.S. \$\$) to:

**ASCE TCLEE Exhibits**

Are you a first-time exhibitor?

Yes

No

## HERE'S HOW TO APPLY FOR SPACE

Submit this completed Space Application Contract.

## BOOTH ASSIGNMENTS

Booth Space will be assigned on a first-come, first served basis. The date that the Exhibit Space Application Contract is received will be used for assignment purposes. ASCE will consider each company's preferred booth locations. ASCE will make every effort to accommodate the needs of the Exhibitor. No Exhibitor shall assign, sublet, or share the whole or any part of the booth space allotted.

## BOOTH SIZE AND FEE

Standard booths are 10' wide and 8' deep. Booth rental is \$1,000 per standard in-line booth (8' x 10') or \$1,200 for a corner location.

## FOR SHOW OFFICE USE ONLY

Date Received \_\_\_\_\_

Booth # \_\_\_\_\_

# of Corners \_\_\_\_\_

Dimension \_\_\_\_\_ X \_\_\_\_\_

Total Square Feet \_\_\_\_\_

Cost of Booth \$ \_\_\_\_\_

Deposit Paid \$ \_\_\_\_\_

Balance Due \$ \_\_\_\_\_

Amount Paid \$ \_\_\_\_\_

Amount Retained \$ \_\_\_\_\_

Refund Due \$ \_\_\_\_\_

Cancellation Date \_\_\_\_\_

Number of Years \_\_\_\_\_

Company ID: \_\_\_\_\_

# EXHIBITOR RULES AND REGULATIONS

Exhibitors will abide by all other provisions of these Rules and Regulations, and with fire regulations and all other regulations or governmental agencies by applicant that the Rules and Regulations as issued or amended by ASCE are hereby made an integral part of the Space Application/Contract.

**CONTRACT FOR SPACE:** This application for space assignment by the American Society of Civil Engineers (ASCE), hereinafter referred to as Show Management becomes a contract when signed by the exhibiting company and accepted by ASCE.

**CANCELLATION OF EXPOSITION:** Should the exposition be canceled, postponed or abandoned thirty days (30) or more prior to the opening date, the exhibitor shall be refunded the amount paid for rental space. However, if the exposition is canceled, postponed, or abandoned within thirty (30) days prior to the opening date of such exposition, 50% of the money paid for rental will be refunded.

**PAYMENTS FOR SPACE:** Applications must be accompanied by 50% of the total space rental, made payable to ASCE Exhibits, if mailed between October 1, 2008 and March 10, 2009. All space must be paid in full by **March 10, 2009**. After that date all reserved booth space not paid in full will be released for resale. Contracts submitted after **March 10, 2009** must be accompanied by payment in full.

**CANCELLATION OF SPACE:** Cancellation notification must be submitted in writing to ASCE Show Management. Refund of the total amount paid less a \$100 processing fee per 8' x 10' reserved space will be made if cancellation is received **before April 24, 2009**. No refunds will be made for cancellations received on or **after April 24, 2009**.

**FORFEITURE:** If an exhibitor does not follow the rules and regulations set by Show Management, the exhibitor shall forfeit the amount paid for space, regardless of whether or not the exhibit space is subsequently leased.

**REJECTION OF APPLICATION:** Show Management reserves the right to cancel or refuse rental of display space to any person or company whose conduct or display of goods is, in the opinion of Show Management, incompatible with the general character and objectives of the exposition.

**SUBLETTING SPACE:** The exhibitor shall not reassign, sublease or share assigned exhibit space with any person, firm or other entity and agrees not to exhibit, advertise, or offer for sale goods other than those manufactured or sold by him in the regular course of business, without notification to and approval of ASCE Show Management.

## EXHIBIT HOURS, INSTALLATION, AND DISMANTLING:

The hours during which the exposition will be open are:

<b>*Move-in Hours:</b>	Sunday, June 28, 2009	12:00 pm—5:00 pm
<b>*Exhibit Hours:</b>	Sunday, June 28, 2009	6:30 pm—8:30 pm
	Monday, June 29, 2009	7:30 am—7:30 pm
	Tuesday, June 30, 2009	7:30 am—4:00 pm
<b>*Move out Hours:</b>	Tuesday, June 30, 2009	4:00 pm—9:00 pm

(\*Hours subject to change)

**CARPETING is a requirement of the show** unless the facility has permanent carpeting. All booths must be carpeted in order to participate. Exhibitors may purchase carpeting through the official decorator, or provide their own and be responsible for all labor and equipment costs associated with its installation. Uncarpeted booths will be carpeted by the show decorator at the exhibitor's expense.

No materials can be accepted in the exhibit hall prior to 12:00 pm on **Sunday, June 28, 2009**. All exhibits must be completely set-up by 5:00 pm on **Sunday, June 28, 2009**. Any space not claimed and occupied or for which no special arrangements have been made prior to 5:00 pm on **Sunday, June 28, 2009**, may be resold or reassigned by ASCE without any obligation on the part of ASCE for any refund whatsoever. Special arrangements may be made for late set-up with prior approval from ASCE Show Management.

Dismantling of exhibits **must not** begin before hall closing (4:00 pm) on **Tuesday, June 30, 2009**. Exhibitors agree by signing this contract that they will remain on the exhibit hall floor until the official close of the show. All exhibits must be packed and ready for shipment no later than **Tuesday, June 30, 2009 at 9:00 pm**.

**RELOCATION:** Show Management reserves the right to relocate an exhibitor's booth space due to modifications of the exhibit facility, fire marshal restrictions, or any other reason in the best interest of the overall exposition.

**FIRE PROTECTION:** Booth decorations must be flameproof and all hangings must clear the floor. Electrical wiring must conform with all local and state government requirements and to National Electrical Code Safety Rules. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards the right is reserved to cancel all or such part of this exhibit as may be irregular.

**REPAIR OF DAMAGES:** The cost of repairing any damage by the exhibitor, its employees, representatives, or agents to the convention center will be billed to and paid by the exhibitor. Nothing will be posted on, tacked, nailed, screwed or otherwise attached to the columns, walls, floors, ceiling, furniture or other property of the convention center.

**CIRCULARIZATION AND SOLICITATION:** Distribution of circulars or promotion material may be made only within the booth assigned to the exhibitor presenting such material. Promotional material may not be distributed or left for attendees to pick up in the aisles, registration area, or anywhere else in the convention facility. Non-exhibiting companies/organization will not be permitted to solicit business within the exhibit area or anywhere in the convention center.

**LOSS, DAMAGE AND INJURY:** Show Management will not be responsible for any injury, loss or damage that may occur to an exhibitor's employee or property from any cause whatsoever. Show Management will not be liable for any injury, loss or damage which may be sustained by any person who may be on the premises leased to an exhibitor, or watching, observing, or participating in any demonstration or exhibit of exhibitors.

**INSURANCE:** The Exhibitor agrees to obtain the following insurance coverage during the dates of the ASCE Exposition, including move-in, move-out days, and be prepared to furnish a certificate of insurance to ASCE if requested; (a) comprehensive general liability insurance, including protective and contractual liability coverage of \$250,000/\$500,000 for bodily injury and \$50,000 property damage (b) employers liability insurance with minimum limits of \$100,000 per accident; (c) workers compensation/occupational disease coverage in full compliance with federal and state laws; (d) owned, non-owned, and hired vehicles, including loading/unloading hazards with bodily injury limits of \$250,000/\$500,000 and property damage limits of \$100,000.

**RESTRICTIONS IN OPERATION OF EXHIBITS:** Show Management reserves the right to restrict or evict exhibits, which because of noise, method of operation, materials, or which detract from the general character of the exhibit hall, or any other reason, become objectionable. This reservation includes anything of a character deemed to be objectionable to the exhibit or that interferes with the activities of neighboring exhibitors. In the event of such restriction or eviction, Show Management is not liable for any refunds or rentals or other exhibit expense.

**GIVEAWAYS, DRAWINGS, DISTRIBUTION OF GIFTS, AND FOOD SAMPLING:** All drawings or contests must be completed and all prizes presented to winners prior to closing of the exposition. In the event that the display of the prize is not practical because of its size or other complication, the exhibitor must display a photo and complete details as to the prizes size, value, color, etc. It is the responsibility of the exhibitor to notify any winners. No sample food or beverage products may be distributed without prior authorization from Show Management.

**COMPLIANCE WITH THE LAW:** The exhibitor or his representative or employees shall not engage in any display, publication, performance, or other activity which is in conflict with any federal, state, or local law, regulation, rule, or ordinance. Firearms may not be used as a part of an exhibit nor as a giveaway. Exhibitors cannot display or bring into the exhibit any animal, bird, fish, or other non-human creature without Show Management approval.

**MUSIC LICENSING:** The exhibitor agrees to pay all royalties, license fees or other charges for any music, either live or recorded, or other entertainment of any kind or nature, played, staged, or produced by the exhibitor, his agents or employees within the premises by this License Agreement including but not limited to royalties or licensing fees due to BMI, ASCAP, or SESAC. The exhibitor agrees to hold Show Management harmless against any and all such claims or charges.

**INTERPRETATION AND AMENDMENT:** The Exhibit Manager shall have full power to interpret or amend these rules. The exhibitor agrees to abide by any rules or regulations that may hereafter be adopted by Show Management, which shall be as much a part hereof as though fully incorporated herein.

**ATTENDEE LISTINGS:** Exhibitors/Sponsors agree to a one-time use of the attendee list provided at the end of the Show solely for the purposes of follow-up. A separate mailing list rental form is available for additional use. Neither the list nor any excerpts thereof may be duplicated, reproduced, reused or transferred without prior written permission from Show Management. Lists are seeded with decoy names to detect unauthorized use.

**CHILDREN ATTENDANCE POLICY:** No Children under 18 allowed unless accompanied by a responsible adult registered for the Show.