

# JAZZ UP YOUR CAREER



# NTP



JULY 12-16, 2010

**NEW ORLEANS**

FEDERALLY EMPLOYED WOMEN  
NATIONAL TRAINING PROGRAM



*Exhibitor  
Prospectus*



## ABOUT FEDERALLY EMPLOYED WOMEN

Federally Employed Women (FEW) is a grassroots membership organization representing the interests of over 1,000,000 women in federal, civilian and military service. FEW has more than 100 Chapters in 10 Regions throughout the United States.

Members represent every federal agency in occupations ranging from accounting to zoology. Membership is open to all federal employees, military, civilian, retirees and others who support the goals of a discrimination-free workplace.

### WHAT IS THE NATIONAL TRAINING PROGRAM?

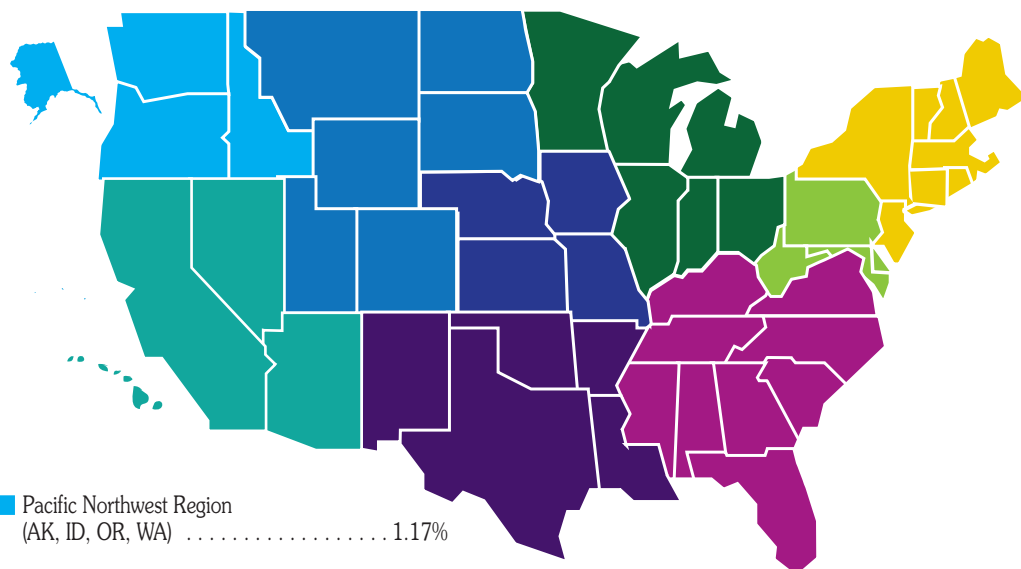
The National Training Program provides the knowledge and skills an employee needs to establish and build a successful career, deliver quality public service and excel in his/her personal life. Courses target entry-level employees as well as senior decision and policy-makers in the federal, private and military sectors and include career development, human capital initiatives, e-Resources computer training, finance and acquisition, management and leadership, project management, communication skills, strategic planning, critical thinking, coaching and mentoring, along with personal finance and wealth management.

### WHO ATTENDS THE NATIONAL TRAINING PROGRAM?

Each year approximately 2,000 attendees come from across the United States, including Puerto Rico and the Virgin Islands, for the unprecedented training and networking opportunities. Attendees come from a variety of backgrounds, including:

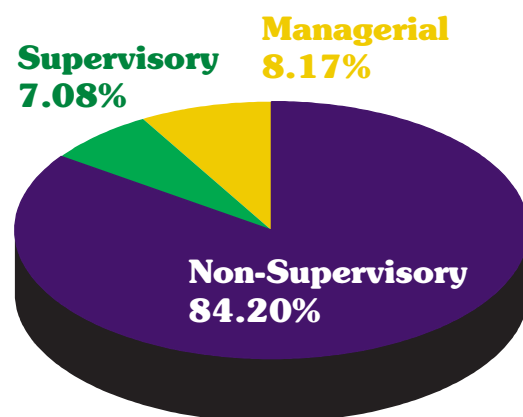
- Federal, Military and Private Sectors
- Senior Management Officials
- Accountants
- Computer Specialists
- Procurement and Acquisition Officials
- Equal Employment Opportunity and Diversity Managers
- Human Resource Specialists
- Program Managers
- Administrative Specialists
- Engineers and Scientists
- Park and Forest Rangers
- Training Specialists
- Many, many more

## RESIDENCE

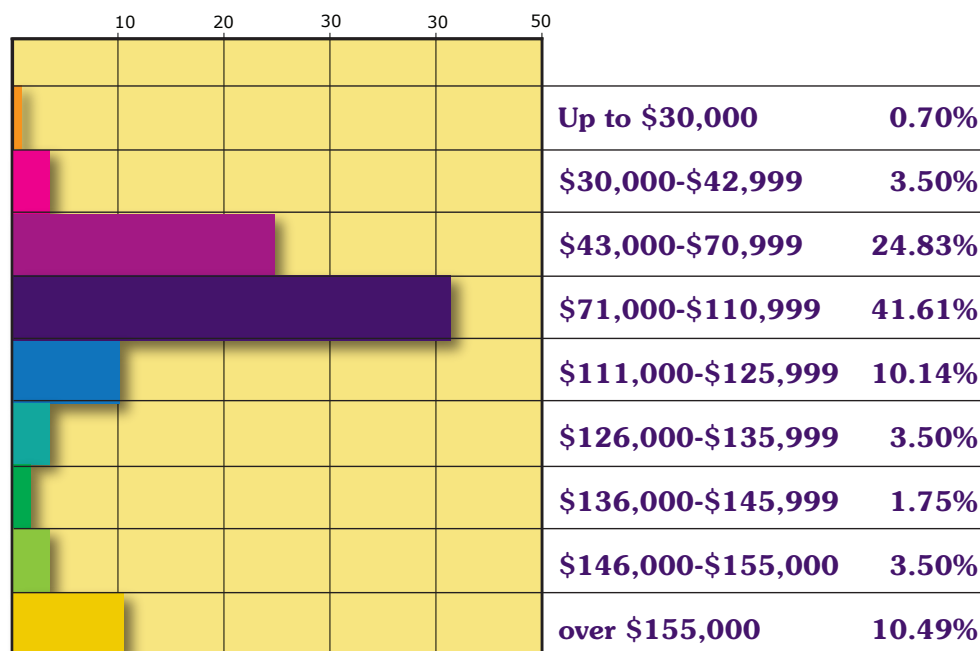


Pacific Northwest Region (AK, ID, OR, WA) . . . . .	1.17%
Western Region (AZ, CA, HI, NV, Overseas Pacific) . . . . .	2.34%
Rocky Mountain Region (CO, MT, ND, SD, UT, WY) . . . . .	2.92%
Mid Continent Region (IA, KS, MO, NE) . . . . .	2.34%
Southwest Region (AR, LA, NM, OK, TX) . . . . .	6.73%
Great Lakes Region (IL, IN, MI, MN, OH, WI) . . . . .	12.87%
Mid Atlantic Region (DE, MD, PA, VA) . . . . .	56.14%
Southeast Region (AL, FL, GA, KY, MS, NC, SC, TN, WV) . . . . .	11.11%
Northeast Region (ME, NH, VT, MA, CT, NY, NJ, RI) . . . . .	4.39%

## CAREER FIELDS



## HOUSEHOLD INCOME



# JAZZ UP YOUR BUSINESS

## **Attendees Come to the NTP to...**

- improve professional skills
- advance marketability in the workforce
- enhance education
- improve personal financial future
- explore new employment opportunities
- network with peers and
- develop awareness of products/services to improve overall health and wellness

## **Who Should Exhibit at the NTP?**

- Colleges/Universities/Business Schools
- Federal/Civilian/Military Recruiters
- Resume Critiquing Companies
- Personal/Life Coaches
- Professional Coaches
- Financial Management Companies
- Health/Life/Auto Insurance Companies
- Women's Publications
- Women's Health and Fitness Companies
- Women's Associations and Organizations
- Products and Services Retailers

## **Benefits of Exhibiting...**

- Participate in the only conference of its kind focused on the interest and needs of federally employed women.
- Access to over 2,000 attendees who are looking for your products and services.
- Create and increase brand awareness and market share.
- Educate new customers and prospects about your products and services.
- Cement relationships with your existing customers.
- Position your company in the industry by differentiating yourself from your competitors.
- Contact one-on-one with attendees in your field to network and discuss relevant issues.
- Obtain complimentary table at Federally Employed Women's (FEW's) Career Fair.

## **Traffic Builders for the Exhibit Program...**

- Grand opening ceremony held in the exhibit hall
- Over six hours of unopposed exhibit time
- Training sessions located conveniently near the exhibit hall
- Food and beverage breaks located in the exhibit hall, along with the Federally Employed Women's National membership booth

## **Returning this year...**

Career and Education Pavilion  
Financial Pavilion  
Retail Market

## **SPONSORSHIP INFORMATION...**

Sponsoring at the National Training Program (NTP) 2010 is an ideal way to gain prime, credible exposure and make a long-term impact among the highly influential NTP audience. Sponsors stand out from other exhibitors and deliver a positive message of commitment and support to attendees. Our sponsorships are created to build traffic and can assist in increasing your visibility, as well as help you achieve a greater return on your exhibit investment.

By joining us as a sponsor you'll have the opportunity to

- build your brand
- highlight the value of your products and services to NTP attendees
- network with industry experts and business prospects
- leverage new partnerships and build new alliances and
- increase visibility over your competitors

You can choose a sponsorship package, an individual item, or for maximum exposure, combine several items with a package.

**Please contact Bernice Waller at [fewevp@few.org](mailto:fewevp@few.org) to discuss your objectives.**





# EXHIBIT INFORMATION

## EXHIBIT LOCATION

Sheraton New Orleans  
500 Canal Street  
New Orleans, LA 70139  
Telephone: 504-525-2500  
www.sheratonneworleans.com  
Napoleon Ballroom



## EXHIBIT SCHEDULE (Tentative and subject to change)

### Exhibitor Set-Up

Sunday, July 11 ..... 3:00 p.m. to 6:00 p.m.  
Monday, July 12 ..... 8:00 a.m. to 11:00 a.m.

### Exhibit Days/Hours

Monday, July 12 ..... 12:00 p.m. to 6:00 p.m.  
Tuesday, July 13 ..... 10:00 a.m. to 6:00 p.m.  
Wednesday, July 14 ..... 10:00 a.m. to 6:00 p.m.  
Twilight Sale ..... 7:30 p.m. to 9:30 p.m.  
Thursday, July 15 ..... 9:00 a.m. to 2:30 p.m.

### Exhibitor Dismantle

Thursday, July 15 ..... 2:30 p.m. to 5:00 p.m.

Dismantling must not start prior to the close of exhibit hours on Thursday, July 15 at 2:30 p.m. and materials must be removed from the floor by 5:00 p.m.

## BOOTH SPACE RATES

Standard ..... \$1,600 per 10 ft x 10 ft booth  
Small Business ..... \$700 per 10 ft x 10 ft booth  
(Small Business rate is subject to approval)

There is a \$100 charge for each exposed corner for both standard and small business booths.

### EACH 10 ft x 10 ft booth includes:

- Booth identification sign
- One 6 ft draped table
- Two side chairs
- Wastebasket
- Exhibit hall is carpeted
- Four Exhibit Hall Only Badges and two conference bags
- Booth listing and description in the official NTP program booklet
- FEW Exhibitor Tips Email Blasts
- Exhibit Hall Security



## EXHIBIT SPACE LOCATION

Please identify three choices of booth locations (by booth number) on your application. If you have any questions about the exhibit area or booth arrangement, please contact Paul Bascomb at Talley Management Group, Inc. at 571-527-3100 x125.

Efforts are made to assign all booth locations in accordance with each exhibitor preference. Assignments are made on a first-come first-served basis, based upon the receipt of the completed exhibitor application and payment of booth fees.

## BOOTH CONSTRUCTION

- Standard booths are limited to 8 ft background drapes and 3 ft side drapes.
- Maximum height of in-line exhibits is 8 ft and may extend only 5 ft from the back wall. The remaining 5 ft must not exceed 4 ft in height.
- Each exhibitor is required to stay within the confines of his/her contracted space.

## EXHIBITOR DIRECTORY

The Exhibitor Directory will be distributed to each registrant as part of the final program. Exhibitor's contact information, booth number(s) and description of product(s)/service(s) are highlighted.

## REGISTRATION

- Four (4) Exhibit Hall Only badges per 10 ft x 10 ft booth will be provided.
- Additional Exhibit Hall Only Badges are available for \$10.00 each.
- Full Registrations may be purchased at the full price.

## SPONSORSHIP

Sponsorship is an ideal way to stand out from other exhibitors, generate visibility and communicate support to NTP attendees. We work with each exhibiting company to help them realize marketing goals. Please contact Bernice Waller at fewevp@few.org to discuss objectives.

## OFFICIAL GENERAL SERVICE CONTRACTOR

Service Manuals will be made available approximately 90 days prior to the show. Please read all information contained in the Service Manual. Shipping and handling of show materials, furniture, labor, drayage, electrical, signs and other booth furnishings may be ordered from the service contractor. All charges for additional services are the sole responsibility of the exhibitor.

## SHOW MANAGEMENT AND SALES INFORMATION

Paul Bascomb  
Talley Management Group, Inc.  
700 N. Fairfax St., Suite 510  
Alexandria, VA 22314  
Tele: 571-527-3100 x125  
Fax: 571-527-3105  
Email: pbascomb@talley.com





# EXHIBIT SPACE CONTRACT

Federally Employed Women • 41st National Training Program (NTP)  
Sheraton New Orleans, New Orleans, Louisiana

- ☐ Please reserve space for our exhibit at Federally Employed Women's 41st National Training Program at the Sheraton New Orleans, New Orleans, Louisiana, July 12-16, 2010. Enclosed are:
1. Completed and signed APPLICATION/CONTRACT
  2. Full payment of booth fee(s). Applications received without payment will not be processed.

## COMPANY INFORMATION

Company Name \_\_\_\_\_  
Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Country \_\_\_\_\_ Phone \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_

## BOOTH SELECTION

### BOOTH SPACE RATES

Includes (1) 6 ft. draped table, (2) chairs, (1) wastebasket, ID sign.

Standard @ \$1,600 \$ \_\_\_\_\_

Small Business @ \$ 700 \$ \_\_\_\_\_

(Small Business rate is subject to approval)

Corner Fee (per corner) @ \$ 100 \$ \_\_\_\_\_

There is a **\$100 charge** for each exposed corner for both standard and small business booths.

Show Management reserves the right to alter the floor plan and/or reassign any exhibit location if deemed necessary for the good of the show.

We prefer to be located near or next to: \_\_\_\_\_

We prefer NOT to be located near or next to: \_\_\_\_\_

## PAYMENT INFORMATION

Booth Amount: \$ \_\_\_\_\_ Total Amount Due (U.S. Dollars)

### Credit Card Payment

**Fax: 571-527-3105, Attn: FEW Exhibits**

☐ Visa ☐ MasterCard Please Print Clearly

CC# \_\_\_\_\_

Exp. Date \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

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

**Please make check(s) payable in U.S. Funds, drawn on a US Bank, to:**

*Federally Employed Women* and send with completed APPLICATION/CONTRACT to:

**Federally Employed Women  
Expositions Division  
700 N. Fairfax Street, Suite 510  
Alexandria, VA 22314**

**CANCELLATION POLICY:** Cancellations made in writing to address noted above and postmarked on or before May 21, 2010 are subject to a \$100 processing fee. No refunds will be made after May 21, 2010.

## AGREEMENT

Rules and regulations contained within this Exhibitor Prospectus, on the reverse side of this agreement and within the Exhibitor Service Kit, are an integral part of this agreement. It is understood by the undersigned that Federally Employed Women (FEW) rules and regulations govern all exhibit activities. It is also understood that the undersigned is an authorized agent of the above listed company and authorized by the company to contract for exhibit space at the FEW National Training Program as indicated above and has carefully read, understands and accepts the Terms and Conditions and Rules and Regulations of the Exhibit Space Agreement.

SIGNATURE \_\_\_\_\_

PRINT NAME \_\_\_\_\_

TITLE \_\_\_\_\_

DATE \_\_\_\_\_

### Office Use Only

Date Payment Received: \_\_\_\_\_ Amount Received: \_\_\_\_\_ Check Number: \_\_\_\_\_ Booth Assigned: \_\_\_\_\_

# EXHIBITOR TERMS AND CONDITIONS

**SHOW MANAGEMENT:** Federally Employed Women (Convening Organization) has named Talley Management Group, Inc. as its Show Management company. Talley Management Group, Inc., reports to the FEW NTP Chairs. Talley Management Group, Inc., 700 N. Fairfax St., Suite 510, Alexandria, VA 22314 571-527-3100 x 125, Fax 571-527-3105, Email Exhibits@few.org.

**ELIGIBLE EXHIBITS:** FEW reserves the right to determine the eligibility of any company or product to exhibit in the show and further reserves the right to reject any application and/or limit space assigned to any one company.

**INSTALLATION, SHOW AND DISMANTLEMENT:** Exhibitor agrees to comply with assigned installation, show and dismantle days and hours as outlined in the Exhibitor Prospectus. Exhibits may not be removed from the facility until final closing of the show unless special permission is obtained in writing in advance from FEW. Exhibits must be removed from the hotel/facility when specified in the Exhibitor Prospectus. Any displays or materials left in booths without instructions will be discarded.

**CANCELLATION, WITHDRAWAL OR REDUCTIONS IN SPACE:** Cancellation or reductions in space and refund is subject to the following conditions: exhibitors shall give written notice of cancellation. If written notice is received prior to May 21, 2010, total money less a \$100 cancellation fee will be refunded to exhibitor; no refunds will be allowed for any cancellation after May 21, 2010 and FEW reserves the right to re-sell space.

**SPACE ASSIGNMENTS AND SUBLEASE:** Booth assignments will be made according to the procedures outlined on the contract for space. Exhibitors may not sublease the booth or any equipment provided by FEW, nor shall exhibitor assign this lease in whole or in part without written approval by FEW in advance of the trade show.

**RELOCATION OF EXHIBITS:** FEW reserves the right to alter the official floor plan and/or re-assign any exhibitor's location as deemed advisable. FEW further reserves the right to make such changes, amendments and additions to these terms and conditions and such further regulations as it considers necessary for the good of the show.

**LIMITATION OF EXHIBITS:** FEW reserves the right to stop or remove from the show any exhibitor, or his/her representative, performing an act or practice which in the opinion of FEW is objectionable or detracts from the dignity of the show or is unethical to the business purpose of the show. FEW reserves the right to refuse admittance of exhibits or materials to the show until all dues and fees owed are paid in full. No exhibitor shall hold any social event, hospitality suite, meeting or demonstration to which attendees are invited that is in conflict with the official show schedule. In addition, ANY such activities may not take place outside the official show schedule without the express written permission of the Convening Organization.

**MUSIC, AUDIO EFFECTS, PHOTOGRAPHY and VIDEOTAPING:** Music and audio-visual devices with sound are permitted only in those locations designed by FEW and at such decibel intensity as not to interfere with the activities of other exhibitors. Photography and video taping other than by official FEW photographers is not permitted within the exhibit hall. Only the exhibitor may grant permission to have its exhibit and/or products photographed.

**COPYRIGHT LAW:** No copyrighted music may be played or sung in the exhibition area in any fashion (including, but not limited to, background music on video or audio presentations) without obtaining appropriate licensing. The exhibitor shall indemnify Show Management, the Convening Organization and the facility, their officers, directors, employees and agents and save them free and harmless from any and all liability whatsoever, for any infringement of or other violation arising out of the use of copyrighted music.

**SECURITY:** Although security service will be furnished, FEW cannot and will not be responsible for damage to, loss and/or theft of property belonging to any exhibitor, its agents, employees, business invitees, visitors or guests. Each exhibitor must carry his/her own insurance.

**APPLICABLE LAWS:** This contract shall be governed by the laws of the State of Virginia. Exhibitor agrees to abide by all federal (including, but not limited to, FDA), state and city laws, ordinances and regulations concerning fire safety, health, environment, public safety and hazardous materials and all regulations and restrictions imposed by the facility. All displays and decorations must be fireproof.

**LIMITATION OF LIABILITY:** The exhibitor agrees to make no claim for any reason whatsoever against: Show Management, the Convening Organization, their officers, directors, employees, agents and authorized representatives, the facility/hotel, Official General Service Contractor, for any of the following:

- loss, theft, damage to goods or injury to him/herself, his/her employees, or attendees while in the exhibition area, nor any consequential damage to his/her business for failure to provide space for the exhibit or for the failure to hold the event as scheduled. The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save harmless all parties from claims, losses, damages to persons or property, governmental charges for fines and attorney's fees related to the use of the exhibition premises or part thereof. In addition, exhibitor acknowledges that neither Show Management nor the Convening Organization maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property insurance covering such losses by exhibitor.
- The above cited regulations, as well as all conditions stated in the Exhibitor Prospectus and exhibit application, become a part of the contract between the exhibitor, Show Management and the Convening Organization.

**INSURANCE:** All property of the exhibitor is understood to remain under its custody and control in transit to and from or within confines of the facility. FEW does not maintain insurance covering exhibitor's property. Exhibitor shall carry Comprehensive General Liability coverage including premises, operations and contractual liability coverage of at least \$1,000,000 for Personal Injury Liability and \$500,000 for Property, Worker's Compensation with Employer's Liability with applicable statutory coverage. Certificates shall be furnished upon request.

**FORCE MAJEURE:** In the event the facility or any part of the exhibit area thereof becomes unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, inclement weather or other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or other cause or agency over which FEW has no control or should FEW decide, because of such cause, that it is necessary to cancel, postpone or re-site the exposition or reduce the move-in or installation time, show time or move-out time, FEW shall not be liable to indemnify or reimburse exhibitor in respect to any damages or loss, direct or indirect, arising as a result thereof.

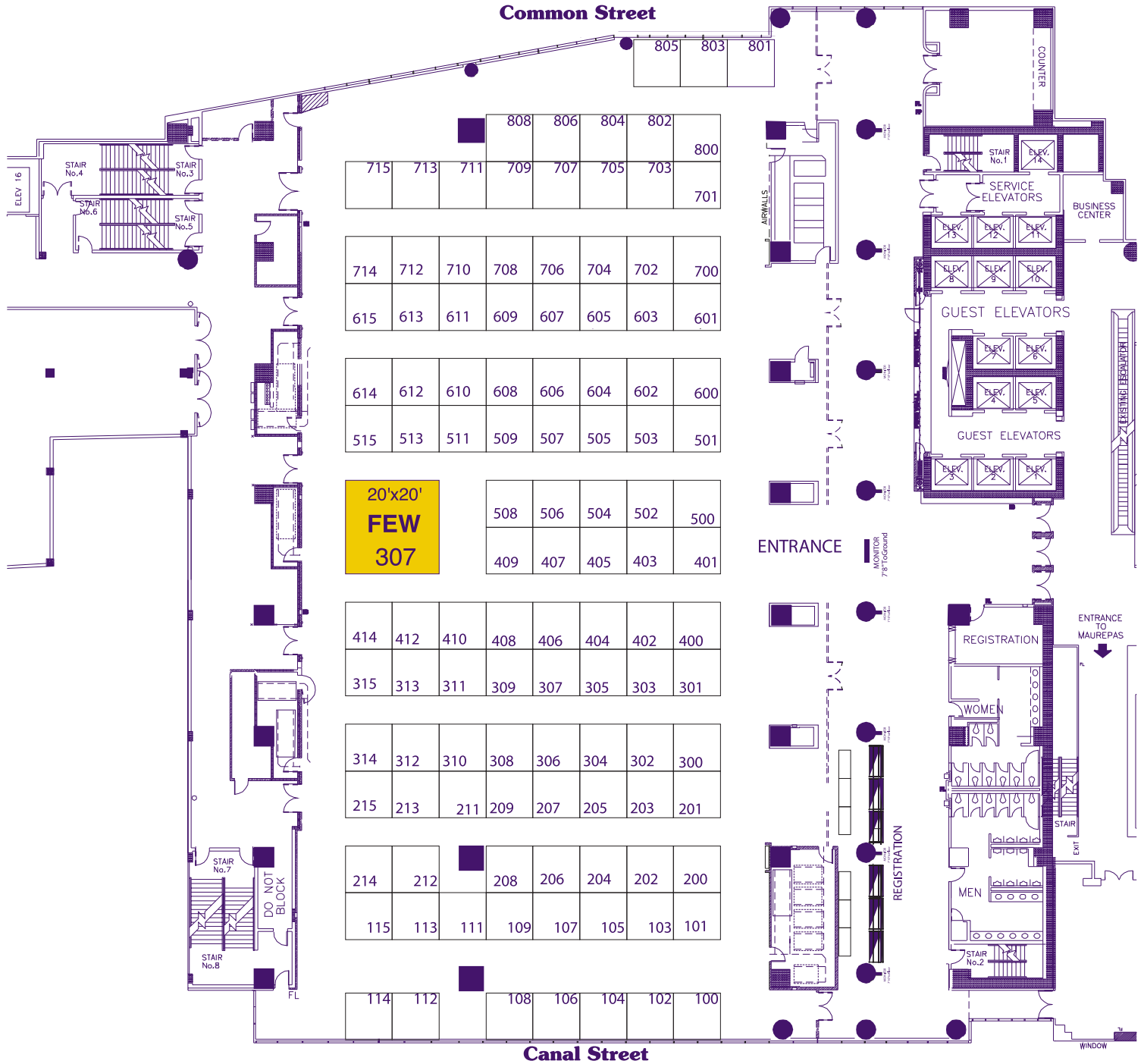
**TERMINATION OF RIGHT TO EXHIBIT:** FEW reserves the right to terminate without notice an exhibitor's right to exhibit if an exhibitor or any of their representatives fail to observe the conditions of this contract or in the opinion of FEW, they conduct themselves in an unethical or unprofessional manner. Such exhibitors will be dismissed without refund.

**ADDENDUM:** FEW reserves the right to make changes, amendments and additions to these rules as considered advisable for the proper conduct of the exposition, with the provision that all exhibitors will be notified of such changes.



# EXHIBITOR FLOOR PLAN

## Sheraton New Orleans - Napoleon Hall



## NATIONAL TRAINING PROGRAM

Each year Federally Employed Women (FEW) conducts a National Training Program (NTP) that attracts approximately 2,000 attendees. The National Training Program in 2010, “Jazz up Your Career” will be held July 12-16 in New Orleans, Louisiana. Based on our commitment to improving opportunities for women in federal employment, the training offered is targeted to provide participants with the tools required to establish and build a successful career and to deliver quality public service. The NTP attracts people from across the United States and overseas who are striving to enhance their skills through outstanding training and networking opportunities.

The attendees are from every sector of our society — government, members of the military, private industry, labor, non-profit organizations, and other entities. Many are decision and policy-makers with commitments to improving equal opportunity, career development, education, and leadership. FEW offers approximately 140 workshops that coincide with the U.S. Office of Personnel Management (OPM) Executive Core Qualifications (ECQ) and fundamental competencies.



**FEW Exhibits**  
**c/o Talley Management Group, Inc.**  
**700 N. Fairfax St., Suite 510**  
**Alexandria, VA 22314**