

Make The Most Of The RESOURCE RECYCLING CONFERENCE

Increase your industry exposure, maximize your ROI, generate new leads and maintain your relationships.

Resource Recycling, Inc., publisher of *Resource Recycling* magazine invites you to attend the inaugural Resource Recycling Conference that will be held August 28th and 29th at the Hilton Austin, located just steps from famous 6th Street in Austin, Texas. This is the only major conference in North America focusing solely on the trends and issues affecting municipal waste recycling. The Resource Recycling Conference will offer in-depth, comprehensive assessments of MRF technologies, recycling market developments, collection innovations and new public policy and legislative initiatives. In addition, the exhibit hall will feature the latest recycling equipment and services.

For over 28 years, Resource Recycling, Inc., has been a leader in providing the recycling and composting industry with the most comprehensive information on all things recycling, from markets to research, data, technology and legislation, providing in-depth, educational articles and presentations from the industry's leading professionals. Resource Recycling, Inc. also publishes *E-Scrap News* and *Plastics Recycling Update*. The Resource Recycling Conference compliments the company's two highly-successful annual events, The Plastics Recycling Conference and The E-Scrap Conference. Both events are the largest conferences in the world in regard to their respective fields.

More than ever, it is important not to lose personal contact with your clients and prospects. The conference offers an array of sponsorship, exhibiting and advertising options that provide your organization with a cost-effective way to promote your products and services, establish your brand, build new business relationships and secure your position as a leader in the industry. Sponsorship and/or exhibiting is the perfect opportunity to reach industry decision makers including product manufacturers, federal, state and local government officials, and trade association leaders, among others.

Resource Recycling Conference looks forward to the opportunity to partner with you and showcase your organization.



August 28 –29, 2012 | Hilton Austin | Austin, Texas | www.rrconference.com

Exhibitor Opportunities & Guidelines

The tradeshow provides your company the perfect opportunity to reach key industry decision makers. The conference does not provide tickets/passes just to attend the tradeshow.

Conference Location

This year's conference will be held at the Hilton Austin. The exhibit hall will be held in Salon FGH.

Hilton Austin
500 E Fourth Street
Austin, TX 78701

Ph: 512.682.2700

Web site: www.austin.hilton.com

The Hilton Austin does not have adequate storage space for crates and exhibitor shipments and will not accept delivery. Please ship exhibits through the expo services company.

Booth Specifications

- 10'x10' standard exhibit booth
- 8' drape along back and 3' along sides of exhibit booth
- 7"x44" exhibitor identification sign
- 6'x30" skirted table
- 2 side chairs
- 1 waste basket

The above listed items are included in your booth package. Exhibitor kits will be emailed/mailed spring 2012 and will include information on electrical services, internet, audio/visual, freight/shipping, and additional rental items. Single booth space is 10'x10', double booth space is 20'x10' and triple booth space is 30'x10'.

Booth Fees

Single Booth Space (10'x10') - \$1,650

Double Booth Space (20'x10') - \$2,970

Triple Booth Space (30'x10') - \$4,200

Event Specification and Package

Exhibiting company receives:

- One complimentary registration. Additional registrations can be purchased for \$365 each. Regular registration rate is \$450 each. Registration includes entrance to sessions, tradeshow, meals and evening reception on August 28th and 29th. ***All booth representatives must be registered.***
- Company listing in the conference program and Web site. Company listing will include your organization's Web site and brief company description of the services and/or products offered by your organization.

Company Description

Please e-mail a brief company description (up to 100 words) of your services and/or product offered by your organization to jef@resource-recycling.com. This description will be used in the conference program and on the conference Web site. Company descriptions for the conference program are due by July 15, 2012. No changes to the company description will be permitted after July 20, 2012. All company descriptions are subject to approval by conference management. If a company description is not provided, *Resource Recycling* editors will pull one from your company Web site. Company descriptions will be edited by *Resource Recycling* editors.

Tradeshow Hours

Tuesday, August 28th
10:00 am – 10:45 am
1:00 pm – 1:30 pm
3:00 pm – 3:30 pm
5:00 pm – 7:00 pm

Wednesday, August 29th
8:00 am – 12:00 pm

The tradeshow floor may see traffic at other times during the conference. Official tradeshow hours are subject to change without notice.

Installation of Exhibit

Monday, August 27th
2:30 pm – 6:30 pm

Installation of exhibit equipment and material must be completely set-up and in-place by 6:30 pm on Monday, August 27th. Installation times are subject to change slightly.

Dismantling of Exhibit

Wednesday, August 29th
12:15 pm – 3:30 pm

Dismantling of booths may commence no earlier than 12:15 pm, and the exhibit hall must be completely cleared by 5:00 pm on Wednesday, August 29th.

Booth Construction and Display

Exhibit display panel or equipment should not project further than 8' from the back drape and 36" along the side rails. There shall be no obstruction in the aisle. Noise level on sound systems, recorders, speakers, live music, etc., shall be maintained so as not to disturb other exhibitors. No special signs, booth structures, apparatus or lighting fixtures are permitted in excess of 8' in height. No helium balloons are permitted. Exhibit material must not be set up as to interfere with the view into adjoining booths. All exhibits must comply with city fire, building and electrical codes and regulations. All electrical work must be ordered through the decorator or the facility.

Conference management reserves the right to request, at any time before or during the conference, samples of promotional literature and/or booth display layout before the exhibitor will be eligible to participate or continue in the exhibition. Resource Recycling Conference, in sole discretion, reserves the right to determine which forms, products and/or booth display layout are appropriate, and to refuse, cancel or restrict any applicant or exhibit. If conference management decides that any of these do not meet its standards or are not suitable, then the exhibitor must, at once, comply with the management demands and/or withdraw. Exhibitor engaging in objectionable methods shall be subject to eviction without refund.

Representatives of non-exhibiting firms will not be permitted to demonstrate their products or distribute advertising material in the tradeshow or conference. Exhibitors will not be permitted to demonstrate their products or distribute advertising material outside of their assigned booth space. Sponsors may distribute advertising materials at their assigned sponsored event (i.e., lunch, breaks, reception).

Subletting of Space

No exhibitor shall assign, sublet or share the whole or any part of its assigned space without the written approval by Resource Recycling Conference management.

Reserving and Contracting Space

The application for sponsorship must be completed in its entirety and payment must accompany the application. The receipt and acceptance by Resource Recycling Conference of the signed application/contract accompanied, by payment for sponsorship and exhibit space, will constitute a binding agreement for the right to use the space allocated. In the event of fire, strikes, war or other acts of nature rendering the exhibit area unfit or unavailable for use, this contract will be voided. Application for exhibit space must be made on the official form and accompanied by full payment to be considered final. Completion of application constitutes that the exhibiting company and its representatives agree to abide by all the terms and conditions listed in the exhibit guidelines.



August 28–29, 2012 | Hilton Austin | Austin, Texas | www.rrconference.com Assignment of Space

Assignment of exhibit space is based on a priority point system. The priority point system is designed to recognize organizations for their past and present support of the Resource Recycling Conference and to encourage new organizations to participate. Priority points are awarded for each year of participation as an exhibitor and/or sponsors and will be used to determine the order in which space will be assigned in the exhibit hall. In the event that more than one organization has the same number of points, priority for those organizations will then be determined in order of which contracts are received. Priority points are only awarded upon full payment of the exhibitor and/or sponsorship fees. The Resource Recycling Conference will make every effort to make assignments to preferred booth locations. If preferred space is not available, the Resource Recycling Conference will assign the next best available space. The Resource Recycling Conference reserves the right to use its sole discretion to relocate or reassign exhibit booths at any time for the overall benefit of the conference, such as separating competitors, or to accommodate revised floor plans. Specific booth assignments are not final until payment in-full has been received and confirmed in writing by the conference manager.

Priority Points are Awarded as Following:

- Four points for each year organization participated at a platinum level sponsor
- Three points for each year organization participated at a gold level sponsor
- Two points for each year organization participated at a silver level sponsor
- One point for each year organization has exhibited only
- Additional points for placing advertisements in *Resource Recycling*, *Plastics Recycling Update* and/or *E-Scrap News*
- Additional points for exhibiting and/or sponsoring at the E-Scrap Conference and/or the Plastics Recycling Conference

To maintain priority points, all exhibiting and/or sponsoring organizations are required to participate once as an exhibitor and/or sponsor in a two-year period. If a year is skipped, the exhibitor and/or sponsor will retain all earned points to-date, but will not earn additional points. If there is no participation in a two-year period, all priority points are forfeited. All exhibiting and/or sponsoring organizations are responsible for following all rules, regulations, guidelines and policies presented. Violations by individuals representing participating organizations will be cause for forfeiting all priority points.

Payment Policy and Schedule

Exhibitor agrees to enclose with application a minimum 50-percent deposit. The balance is due by July 15, 2012. After July 15th, if a credit card was provided to secure your deposit, the credit card will be automatically charged for the balance due. Payment may be made by check, credit card (Visa, MasterCard or American Express) or wire transfer. Make checks payable to Resource Recycling and mail to: Resource Recycling Conference, PO Box 42270, Portland, OR 97242. Credit card payments may be mailed to the above address, or faxed to 503.233.1356, or you may call 503.233.1305 to provide your credit card information over the phone.

Cancellation / Refund Policy

Notification of booth space cancellations must be in writing and received on or before July 15, 2012. Notification can be mailed to Resource Recycling Conference, PO Box 42270, Portland, OR 97242 or faxed to 503.233.1356 or emailed to cara@resource-recycling.com. Any cancellation of booth space for any reason is subject to \$100 processing fee. No refunds provided after August 15th. There will be no refund for exhibitors who for any reason do not exhibit at the Resource Recycling Conference and have not submitted a written cancellation request prior to the deadline outlined above.

Liability & Security

Exhibiting company agrees to assume all responsibility for any loss or injury related to their booth, and that they shall indemnify and hold harmless Resource Recycling Conference, Resource Recycling Inc. and company owners and employees as well as the Hilton Austin, Hilton Hotels & Resorts and the Hotel's owners, managers, subsidiaries, affiliates, employees and agents from all liability in which may ensue, for any cause. The exhibit hall will be secured, to the extent possible, during those hours when the exhibit hall is not open to the public and attendees. However, Resource Recycling Conference cannot guarantee against loss, damage or injury of any kind. Be advised, exhibitor should not leave valuables unattended during set-up, exhibitor hours and after show hours, and/or dismantling. Exhibitors are solely responsible for the security of their exhibit and equipment. Exhibitors understand that neither Resource Recycling, Inc. nor hotel parties maintain insurance covering the Exhibitor's property, and it is the sole responsibility of the exhibitor to obtain such insurance.



Registration and Badges

The conference sessions and tradeshow are limited to attendees who have registered to attend the conference. Sponsors and/or exhibitors representatives are required to register for the conference and wear badges throughout the exhibition and conference. Exhibiting companies receive one complimentary registration. Registration includes entrance to sessions, exhibit hall, meals and evening reception. Additional registrations can be purchased at a discounted rate for \$365. (Regular registration rate is \$450. The Resource Recycling Conference reserves the right to withdraw the use of the badge used to gain admission to the exhibit hall by any person other than the one for whom it was assigned.

The Resource Recycling Conference reserves the right to refuse to admit and eject from the tradeshow or conference any objectionable or undesirable person or person; and on the exercise of this authority, the exhibitor, for himself, his employees and agents, hereby waives any right and all claim of damages against the Resource Recycling Conference, Resource Recycling, Inc. and the host hotel.

On-site sponsor and/or exhibitor registration is subject to a \$50 on-site processing fee, in addition to the \$365 discounted registration fee that is offered to sponsors and exhibitors.

Social and Meeting Functions

Any social function in a public space of the Resource Recycling Conference approved hotel(s) must be approved by the Resource Recycling Conference management. Most social functions are not restricted, with the exception of the request that these functions do not take place during official conference and tradeshow schedule times, including the networking reception(s).

The Resource Recycling Conference has secured a few small meeting rooms for sponsors and exhibitors to meet with clients or potential clients in a private setting. To reserve one of these meeting rooms, please contact Cara Bergeson at cara@resource-recycling.com prior to the conference or speak to a conference representative at the conference registration desk on-site.

Media Circulation

Resource Recycling is distributed to over 12,500 readers each month. Magazine readers include executives, owners, operation managers and waste management professionals in private recycling and composting businesses; by local, state and federal governments; waste haulers; consultants; equipment dealers; waste generators at commercial businesses and institutions; and others allied in the field.

Conference attendees will receive a conference packet that includes the show issue of the *Resource Recycling* magazine and the conference program. Copies of *Plastics Recycling Update* and *E-Scrap News* will be available at the registration desk or at the Resource Recycling, Inc. booth in the tradeshow for those attendees interested in a sample copy.

For more information on advertising in *Resource Recycling*, *Plastics Recycling Update* and *E-Scrap News* and/or the corresponding electronic newsletters, please contact Rick Downing at 440.257.6453.



RESOURCE RECYCLING CONFERENCE

2012 Exhibitor Checklist

- Contract** – Please complete the exhibitor contract and return with payment.
- Attendee Registration Forms** – Please complete one registration form for each person who will be attending from your organization. Exhibitors receive one complimentary registration, and any additional attendees will be at the discounted rate of \$365 per person. On-site sponsor and/or exhibitor attendee registration is subject to a \$50 on-site processing fee, in addition to the \$365 discounted registration fee that is offered to sponsors and exhibitors.
- Company Description** - Please e-mail a brief company description (up to 100 words) of your services and/or product offered by your organization to jef@resource-recycling.com. This description will be used in the conference program and on the conference Web site. Company descriptions for the conference program are due by **July 15, 2012**. No changes to the company description will be permitted after July 20, 2012. All company descriptions are subject to approval by conference management. If a company description is not provided, *Resource Recycling* editors will pull one from your company Web site. Company descriptions will be edited by *Resource Recycling* editors.
- Booth Selection** - Booth Assignments will be made and released the end of July/early August. Please select your desired space in order of preference on your exhibitor contract. Refer to the Exhibitor Guidelines for details on how booth assignments will be made. Exhibitor kits will be sent early summer and will include information on shipping, electrical, internet, additional booth furnishings, etc.
- Company Logo** – Please email your company logo to jef@resource-recycling.com by **July 15, 2012** to be included on the conference website. Logos must have a white background.

If you have any questions regarding any of these items, please contact Jef Drawbaugh by phone at 503-233-1305, or email at jef@resource-recycling.com.



RESOURCE RECYCLING CONFERENCE

Exhibitor Contract

Please complete all sections of the contract and return with payment to Resource Recycling, Inc., PO Box 42270, Portland, Oregon 97242-0270 or fax to 503.233.1356. For questions, contact Cara Bergeson at cara@resource-recycling.com.

Contact Information (for correspondence only)

Organization / Company

Contact Person

Email

Mailing Address

City / State / Zip

Phone / Fax

Company Information for Conference Program & Web site

The information provided below will be used for the conference program and Web site.

Organization / Company

City / State

Phone

Web site

Please email a brief description (up to 100 words) of your services and/or products offered by your organization/company to cara@resource-recycling.com.

Registrations

Additional registrations may be purchased at a discounted rate of \$365 each. Please complete a registration form for each person attendee the conference, complementary and discounted registrations.

Additional Advertising

- Banner or Tower Advertisement in Attendee Newsletters – an additional \$250
- Would like to advertise in *Resource Recycling*, *E-Scrap News* and/or *Plastics Recycling Update*. A representative will contact you.

Booth Space

- Single Booth - \$1,650
- Double Booth – \$2,970
- Triple Booth – \$4,200

Please select desired space in order of preference. Refer to the Exhibitor Guidelines for details on how booth assignments will be made. Selections are not guaranteed.

Payment

Amount enclosed: \$ _____

- Check (make checks payable to Resource Recycling, Inc.)
- Credit Card (check one): Visa MC AMX
- Please invoice

Card Number

Exp Date

Billing Address (if different than the contact address listed above)

City / State / Zip

Name on Card

Upon acceptance by Resource Recycling, Inc., this contract for sponsorship of the Resource Recycling Conference will become a contract between the applying sponsor and the Resource Recycling Conference. The sponsoring company and its representatives agree to abide by the terms and conditions listed. If exhibiting, the sponsoring company and its representatives agree to abide by all the terms and conditions listed in the exhibitor guidelines.

Authorized Signature

Printed Name

Date

Office Use Only:

JD _____ CB _____ JP _____

Payment _____

Booth Number _____

RESOURCE RECYCLING CONFERENCE

Sponsor/Exhibitor Registration Form

First / Last Name (as to appear on name badge)

Title

Organization / Company

Email

Phone

Fax

Mailing Address

City / State / Zip

Country

Platinum Sponsor Gold Sponsor Silver Sponsor Exhibitor Only

Special Requests/Needs:

I will need assistance or special accommodations to participate. Please specify: _____

Special meal request Vegetarian Vegan Kosher

Registration Information: Exhibiting only organizations/companies receive one complimentary registration. Additional registrations can be purchased at a discounted price of \$365 per person.

Please submit one registration form per attendee. Duplicate this form when registering more than one person from an organization. If payment is made for multiple attendees attach all individual registration forms to check.

Complete all sections of registration form and return with payment to the Resource Recycling, Inc., PO Box 42270, Portland, OR 97242-0270 or by fax at 503.233.1356.

Registration includes two continental breakfasts, two lunches, refreshment breaks, conference packet, and admission to all Resource Recycling Conference sessions, exhibit hall and evening reception on the 28th. All Resource Recycling Conference sessions and trade show will be held at the Hilton Austin.

On-site registration is subject to a \$50 processing fee in addition to the late registration fee of \$365 US Dollars.

Questions: For registration questions, contact Jef Drawbaugh at 503.233.1305 x118 or by email at jef@resource-recycling.com

Hotel Accommodations: Hotel reservations can be made directly with the Hilton Austin by calling 1.800.HILTONS or online through the conference Web site, www.rrconference.com. Conference attendees will receive a special discounted rate of \$169 plus taxes for single/double occupancy.

Registration Fees:

- Complimentary Registration
 Additional Registration \$365

Payment:

Full payment must accompany this registration form. Your confirmation and receipt will be emailed to the email address provided above. **If you do not receive an email confirmation within 48 hours, please resubmit your registration form.**

- Check (make checks payable to Resource Recycling, Inc.)
 Credit Card (Visa, MasterCard, Amex)

Card Number

Exp Date

Billing Address (if different than mailing address)

City / State / Zip / Country

Name on Card

Office Use Only:

JD _____ CB _____ JP _____ Payment _____

Ribbons: Platinum Gold Silver Exhibitor Speaker Moderator