

Where Indian Gaming Does Business

April 6-9, 2010 San Diego, CA

Be part of the growth happening in Indian Gaming!

500+ Exhibitors • 5000+ Attendees • 200+ Tribes represented • 49 states, 6 countries, 7 Canadian Provinces • 216+ Hours of Training



**INDIAN²⁰
GAMING¹⁰**
San Diego

Make most of your marketing dollar

- Reach 5000 Attendees
- Talk with DECISION MAKERS and generate quality leads
- Attend a PACKED 4-day conference specifically designed and implemented to bring you together with the key decision makers in the Indian Gaming industry – the only show SPECIFIC to INDIAN GAMING
- Attend events created to promote networking
- Meet, connect and increase your exposure in Indian Country face to face
- PAY 2009 PRICES FOR BOOTHS

As an Exhibitor, you receive:

- Convention Registrations so you can attend all the educational sessions and receptions
- 2 days of Exhibit time - 12 Hours of non-conflicting Trade Show buyer interaction and lead generation
- Booth ID Signage
- Business Listing in the Indian Gaming '10 Show Guide and Online
- 24 Hour Limited Security

Who attends?

- Tribal Leaders
- Tribal Council Members
- Indian Gaming Commissioners/Regulators
- Key Decision Makers of Facilities (CFO's, CEO's, Managers, etc)
- Staff of Facilities (Slot Techs, Cashiers, Hosts/Hostesses, etc)
- Facility Managers at: Indian Gaming Properties, Resorts (Golf Courses, Spas, Destination properties, etc), Economic Development Properties (Truck Stops, Convenience Stores, Shopping Complexes, etc), Industry Professionals

Questions? or Visit us at www.indiangaming.org

Who Exhibits:

Businesses Related to:

- Financial Organizations
- Architecture and Construction
- Accounting/Financial Management
- Economic Development
- Slot Machines, Video Technology, Games of Chance
- Indian Gaming properties and Facilities
- Advertising and Marketing
- Entertainment
- Publications and Media
- Food & Beverage
- YOU!

What makes exhibiting at Indian Gaming '10 so unique?

As the only Trade Show & Convention created by the Trade Association of the Indian Gaming Industry, the National Indian Gaming Association, Indian Gaming '10 is Specific to Indian Gaming. We have a niche in the market of gaming and take the time and care to develop the 4 days of events so that they are relevant to Indian Gaming and the related issues.

What makes attendees at Indian Gaming '10 so unique?

The attendees are the "Who's Who of Indian Gaming!" Tribal leaders, Tribal Council members and delegates, Indian Gaming professionals and staff members. They come for the association's Annual Membership Meeting, training, networking and fun! NIGA sets the standard for networking and training in Indian Gaming with innovative and comprehensive topics recognized for their excellence. Attendees come year after year for this one-stop-shopping on the latest in everything in the industry.



April 6 – 9, 2010 ♦ San Diego, California

VENDOR INFORMATION:

Company / Booth Name:		
Address:		
City:	State:	Zip:
Phone:	Fax:	
Company Contact:	Company Contact Email:	
Booth Contact:	Booth Contact Email:	

BOOTH PRICING

	Member	Non-Member
Single 10'x10'	\$2850	\$3550
2-4 (each)	\$2550	\$3200
5 or more (each)	\$2450	\$3000

BOOTH CHOICE

1st Choice: _____
 2nd Choice: _____
 3rd Choice: _____
 Total # of Booths: _____

FLOOR PLAN:

[http://www.indiangaming.org/
events/tradeshows](http://www.indiangaming.org/events/tradeshows)

TRADE SHOW HOURS

SET UP

Tuesday, April 6 8AM – 8PM
 Wednesday, April 7 8AM – 8PM

TRADE SHOW

Thursday, April 8 10AM – 4PM
 Friday, April 9 10AM – 2PM

TEAR DOWN

Friday, April 9 2PM - 10 PM

Questions?

Call Laura Hylden at
 202-546-7711 or email:
lhylden@indiangaming.org

BOOTH PRICE	
x number of booths	
= total for Space	
+ premium due	
= Total Amount Due	
50% DEPOSIT	
BALANCE DUE	

Calculation for Premium: There is a 10% surcharge for each corner booth space	
Number of Corners	
	x.1
= premium	
X total for Space	
= Premium Due	

- Two gold level registrations (Trade Show and Workshops) accompany each booth.
- Two additional gold level registrations can be purchased for \$50 each.
- Each 10'x10' booth includes 2 chairs, 6' skirted table & wastebasket.
- NIGA will confirm receipt of your Exhibitor Contract. A minimum of 50% deposit is due within 30 days of confirmation.
- Deposit is NON-REFUNDABLE.
- Register booth personnel online at www.indiangaming.org beginning Feb 2010.
- Login and password will be sent upon confirmation where company description, product categories and company updated may be entered.

I agree to abide by the rules of the Indian Gaming 2010 Trade Show and Convention and understand my deposit is non-refundable: Authorized Signature: _____

Attached is our check # _____ in the amount of \$ _____ payable to:
 "National Indian Gaming Association"

Please use the following credit card: Amex Visa MC

Name on Card:	
Billing Address:	
Card #:	
Expiration Date:	V-Code:
Signature:	

TO RESERVE YOUR SPACE:

EMAIL form to Laura at lhylden@indiangaming.org
FAX form to 866-614-7363. Attn: Laura
MAIL registration to: NIGA, 224 2nd St SE, Washington, DC 20003

Trade Show Rules and Regulations

1. Eligible Exhibits: The Show Management reserves the right to determine the eligibility of any company or product for inclusion in the exhibit hall.

2. Music: No music of any kind shall be utilized by an exhibitor. The exhibitor agrees that the exhibitor will be liable for any and all costs, including legal fees, incurred by show management for violation of this rule.

3. Literature Distribution: The distribution of publications, samples and printed matter of any kind, or any promotional material, is restricted to the confines of each company's exhibit space

4. Limitation of Liability: The exhibitor agrees to make no claim for any reason whatsoever, including negligence against Show Management, its members or agents or employees, or the sponsors or the lessors or owners of the exhibit premises for loss, theft, damage or destruction of property; nor any injury to themselves or employees while in the exhibit area. Each exhibitor is encouraged to purchase their own insurance.

5. Defacing of Building: Exhibitors are liable for any damage caused by fastening displays or fixtures to the building floor, walls or to the standard booth equipment; or for damage caused in any other manner. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building walls and floors or to standard booth equipment.

6. Display Dimensions: ALL INLINE BOOTHS: The maximum exhibit height is 8 feet from the floor. This height may only be maintained ½ the length of the booth side walls, where it then needs to be dropped down to the height of 3 feet. If a linear booth is backed up to the perimeter wall (of the building) then the back wall height limit can be extended to 12 feet high. If an unfinished portion of an exhibit is exposed, the offending surface must be made presentable at the expense of the exhibitor. PENINSULAS & END CAPS: The maximum exhibit height for an end cap booth is 8 feet from the floor.

If an end cap booth backs up to linear booths, then the back wall height may only be maintained 5' to each side from center and then drop down to 3 feet. Only peninsula booths 400 sqft or larger will be allowed to build to the ceiling and/or hang items from the ceiling. Peninsula booths 400 sqft or larger will be allowed to extend their back wall from end to end even when abut linear booths. If an unfinished portion of an exhibit is exposed, the offending surface must be made presentable at the expense of the exhibitor. ISLANDS: Only island booths 400 sqft or larger will be allowed to build to the ceiling and/or hang items from the ceiling. If an unfinished portion of an exhibit is exposed, the offending surface must be made presentable at the expense of the exhibitor.

7. Sharing/Subletting of Exhibit Space: Only the exhibitor whose company name appears on the contract will be allowed to exhibit products and services in the booth. Companies may share space only if they receive prior approval from Show Management. Companies may not sublet any of their exhibit space.

8. Show Guest Passes: Five (5) Trade Show floor-only passes per exhibitor will be issued for distribution to customers/clients. The use of these passes is limited to non-exhibiting customers/clients, therefore misuse is prohibited.

9. Sound Level and Performances: The use of devices for mechanical reproduction of sound is permitted, but must be controlled. Sound or any form of entertainment must not be projected outside the confines of the exhibit booth so as to interfere with the activities of other exhibits. Show Management will determine reasonable levels. Exhibits featuring performers or other attractions must be large enough to contain the audience within the exhibit. Aisles must be kept clear.

10. Insurance: Fire and theft insurance, if so desired, must be taken out by each exhibitor at his own expense. Show Management is not responsible for direct or consequential damages.

11. Exhibit Logistics: Detailed data in the form of an Exhibitor Service Kit will be emailed in PDF format to each exhibitor. Exhibitors can order services and equipment directly from GES Exposition Services at (800) 475-2098. All relevant information regarding shipment, labor, electrical services (unless otherwise noted), rental forms, exhibit hours, etc. is available through these services.

12. Guards: NIGA will employ guards during the course of the Show. The duty of the guards will be to protect the general exhibit against fire or other catastrophes. Neither NIGA nor the owners or lessors of the exhibit premises will assume any responsibility for exhibitor's property.

13. Fire & Safety Laws: Federal, State and City Laws must be observed. Aisles and fire exits cannot be blocked by exhibits.

14. Cancellation of Exhibit Space: The Indian Gaming Trade Show supports the Purpose and Mission of NIGA therefore, the 50% deposit is non-refundable. Exhibitors cancelling before February 5, 2010 will receive one half of the amount paid above the non-refundable 50% deposit. Exhibitors cancelling after February 5, 2010 will not be entitled to any refund.

15. Acts of God, Fire, Strikes, Etc.: In the event of any outside cause, such as war, fire, strike, government action, other emergency, prevents the exhibit from being held, Show Management may retain such part of exhibitor's rental as shall be required to recompense Show Management for expenses incurred up to the time such contingency shall have occurred.

16. Corner Premium: Each corner booth purchased will incur a 10% surcharge calculated by the total number of booth(s) purchased. For example, if a vendor purchases booth space with one corner, the vendor will pay a premium of 10% of the total booth cost. If a vendor purchases a booth space with two corners, a premium of 20% of total cost will be charged.