



REACH YOUR TARGET MARKET:

Exhibit at the Convention & Expo

The NCAR Convention & Expo is one of the largest shows in the Southeast. This networking opportunity brings together an estimated 1,000 prominent REALTORS® who are looking for the latest products and services to help them be successful.

WHAT'S IN IT FOR ME?
ACCESS TO DECISION-MAKERS

New Show and Hours!

You asked...
we listened.

- Condensed show of over 9.5 hours expo time over two days.
- All hours are specific expo-only time except for 2.5 hours.
- Exhibit at two shows during one trip. The South Carolina Association of Realtors® Show is September 16-18 in the same hall. Same show services! All in beautiful Myrtle Beach.

2010 NC Association of REALTORS® Convention & Expo September 19-21 Myrtle Beach, SC

- **Exhibitor Fees**
\$1,000-\$1,200 depending on booth location and date of registration.
See registration form on page 15 for more details on booth packages and volume pricing.
- **With Your Booth Fee You Will Receive:**
 - ▶ Face-to-face meetings with the most successful people in NC real estate, including top producers, brokers, managers, industry leaders, local association executives, and MLS executives.
 - ▶ 10 x 10 booth with pipe, drape, two chairs, a table, wastebasket, and a booth ID sign.
 - ▶ Two full convention registrations (additional passes may be purchased, see page 15)
 - ▶ Company listing on the Convention website (with weblink) and in the Convention Program.
 - ▶ Breaks in show area (includes lunch on Monday, Sunday afternoon refreshments and an evening Expo social)
 - ▶ Complimentary mailing list for post-show promotion
 - ▶ High-profile door prize drawings for those providing door prizes
 - ▶ Guest rooms at special discounted rates
 - ▶ Discount on *Insight* advertising
 - ◆ 25% off 1 full page advertisement at the 1-time rate
 - ◆ 10% off frequency rates in 2010

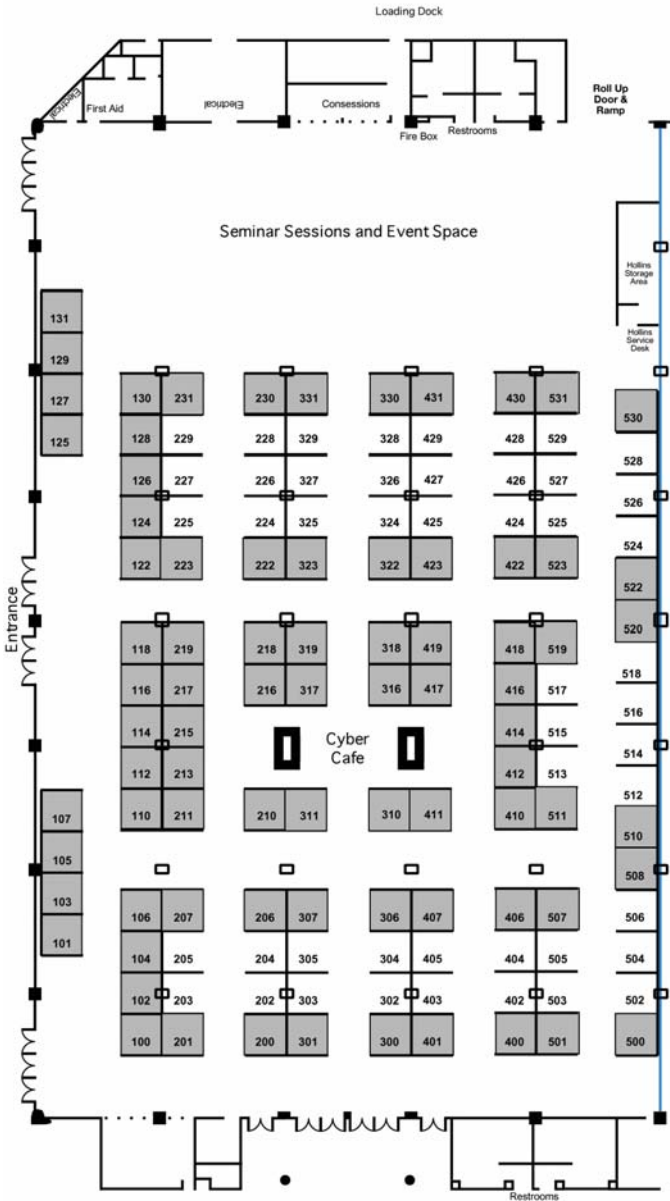


"NC Association of REALTORS® does one of the best jobs of getting the attendees into the exhibit area. The staff is well-organized, friendly and willing to listen. They treat exhibitors like partners."

- Chuck Worthington, Dee Sign Company

How Do I Confirm My Space?

Send in your registration early for early bird rates and top booth choices! Complete the registration form on page 15 and return to NCAR with payment: Business Development Dept., 4511 Weybridge Lane, Greensboro, NC 27407.



Myrtle Beach Convention Center

(Floor plan subject to fire marshal approval)

 Premium Booths

What Are The Expo's Hours?

Sunday, September 19

8 a.m. - 1 p.m.
Exhibitor set-up

3 - 6 p.m.
Grand opening with refreshments

Monday, September 20

10 - 2:45 p.m.
Expo open and lunch

4 - 6 p.m.
Evening social in the Expo

6 - 9 p.m.
Exhibitor move out

EXHIBITOR RESERVATION FORM

PLEASE PRINT OR TYPE AND FAX FORM TO THE BUSINESS DEVELOPMENT DEPT., 336-299-7872

Company Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____

Contact Person _____

E-mail _____ Website _____

Product or Services:

(To assist NCAR in assigning exhibit booth space, please describe your company's product/service.)

Two (2) full convention registrations are included with each booth reservation. Please list the names of these registrants below. Additional Expo-only passes may be issued for \$50 per person, OR, you may purchase a full member registration.

EXHIBIT REGISTRATION OPTIONS

BOOTH FEES:

BOOTH CHOICE: 1st _____ 2nd _____ 3rd _____

Please see floorplan
on page 9.

	Before March 31, 2010	After March 31, 2010
First Premium Booth	\$1,100	\$1,150
Additional Premium Booth	\$1,000	\$1,050
First Standard Booth	\$1,000	\$1,050
Additional Standard Booth	\$900	\$950
Quad (4-booth set)	\$3,200	\$3,250

PARTIAL PAYMENT

\$_____ A minimum 50% deposit due
with signed contract

\$_____ Remaining balance due before
August 2, 2010.

Check

Credit Card (Visa or MasterCard only)

Credit Card No.: _____

Exp. Date: _____

3 Digit Security Code: _____

Name on Card: _____

OR

FULL PAYMENT

100% payment enclosed for \$_____

Check

Credit Card (Visa or MasterCard only)

Credit Card No.: _____

Exp. Date: _____

3 Digit Security Code: _____

Name on Card: _____

Once we receive your registration form and complete payment, we will send you a confirmation packet. This packet will include hotel and travel information, electrical and Internet forms, and other relevant convention center forms and information.

FOR NCAR USE ONLY: Date Rcd: _____ Amount Rcd: _____
Credit Card/Check#: _____ Amount Due: _____
Confirmation Sent: _____ Booth#: _____

Application and Eligibility

Application for booth space must be made on the printed form provided by the North Carolina Association of REALTORS®, Inc. (hereinafter NCAR); must contain the information as requested; and must be executed by an individual who has the authority to act for the applicant (hereinafter "Exhibitor"). NCAR reserves the right, in its sole discretion, to limit the types of companies and products represented in its trade show, to accept or reject applications and to assign booth space as NCAR deems appropriate.

Payment Dates

A minimum 50% deposit is due with the signed contract in order to hold your booth space. Final payment is due on or before August 2, 2010. Failure to pay full booth fee on or before August 2, 2010, will result in space being released and forfeiture of the deposit to NCAR.

Cancellation of Booth Space/Loss of Payment

In the event the Exhibitor cancels or otherwise notifies NCAR of its intent to repudiate this contract prior to August 2, 2010, NCAR shall retain the deposit as liquidated damages. If NCAR receives such notice on or after August 2, 2010, NCAR shall retain the deposit or full exhibit booth price (whichever is greater) as liquidated damages. The parties acknowledge and agree that the precise damages which will be suffered by NCAR as a result of an Exhibitor's canceling or repudiating this contract are uncertain and not subject to precise calculations and that the liquidated damages set forth herein are a reasonable estimate of the damages likely to be incurred.

Booth Furnishings, Equipment and Service

A uniform style exhibit booth 10' wide x 10' deep will be provided with pipe, drape, one table and two chairs. Additional booth needs may be specified by Exhibitor on the contract and will be provided by NCAR if possible. If there is to be a charge for any of these additional needs, Exhibitor will be notified before such charges are incurred. Additional display units and furnishings will be available through the display company. The Exhibitor is responsible for any additional charges for such additional equipment or furnishings. Exhibitors are responsible for contacting the Convention Center directly for electrical and Internet equipment needs and will also be responsible for any additional charges for such electrical, telephone or Internet needs. A form from the Convention Center will be provided for these specific purposes. Payment for these additional services must be made with the company providing the service.

Assignment of Booth Space

Booth space will be assigned by NCAR in its sole discretion as Application / Agreement and deposits are received and accepted provided; however, that Sponsors of NCAR shall be given preference in the allocation of exhibit space and assignments of exhibit locations. NCAR reserves the right to make and/or to change all booth assignments, as it deems appropriate.

Dismantling and Staffing of Exhibits

Exhibit booths must be staffed during all open hours and no Exhibitor will be permitted to dismantle prior to the close of the show on Tuesday. Dismantling of exhibits can take place after the end of the show. Any Exhibitor violating this regulation of dismantling will be fined \$200 and may be denied exhibit space in future NCAR trade expositions.

Exhibit Staff Registration

Each exhibitor is allotted two complimentary full convention registrations per booth rented. Additional Expo-only passes may be issued for \$50/person. Expo-only passes permits registrants into the Expo (only). Full convention registrations may be purchased at the member rate, and will permit registrants to attend all non-ticketed functions.

Failure to Occupy Space

Any space not occupied by 1 p.m. on Sunday, September 19, 2010, shall be forfeited by the Exhibitor and space may be resold, reassigned, or used by the exhibit staff without refund, unless a written request for delayed occupancy has been received by the NCAR office by September 10, 2010, and received written approval. NCAR reserves the right to reject future applications for exhibit booth space at NCAR Trade Shows and other functions in the event the Exhibitor does not staff its exhibit booth during all open show hours.

Liability for Damages or Loss of Property

The Exhibitor expressly represents that its exhibit complies with all fire and safety rules and regulations adopted by all applicable governmental agencies and Convention Center. In the event NCAR were to be liable for any occurrence that might result from the Exhibitor's action or failure to act, including, but not limited to, acts or omissions constituting negligence, deceptive trade practices, strict liability, or the creation of a liability resulting from an unreasonably dangerous product (products liability), such exhibitor shall reimburse and indemnify NCAR for damages resulting from such liability and the costs incident hereto including attorneys' fees and costs of litigation. Exhibitor further agrees that it shall hold harmless and indemnify NCAR for any loss, damage, expense, or penalty arising from any action, including an action based upon strict liability or negligence, for personal injury or property damage to exhibitor, its employees, guests or property.

Security

While NCAR shall use reasonable efforts to have the exhibit hall secured during non-exhibition hours, NCAR does not guarantee or insure that the exhibit hall shall be so secured and does not assume responsibility for the safety of property left in the exhibit hall at any time. Any exhibit booth, which is not located in the exhibit hall, shall not be secured. Exhibitors agree that they shall be solely responsible for valuables and other possessions left in an exhibit booth.

Insuring the Exhibits

NCAR will not provide insurance for Exhibitors exhibits, mechanical or display materials. Exhibitors are encouraged to insure their exhibits, merchandise and display materials against theft, fire, etc at their own expense.

Cancelling Exhibit

If for any cause beyond the control of NCAR, such as, but not limited to the destruction of exhibit facilities by an act of God, the public enemy, authority of law, fire or other force, NCAR is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by Exhibitor shall be refunded to Exhibitor, less expenses incurred by NCAR to the date of termination allocable to Exhibitor after prorating thereof among all exhibitors.

Miscellaneous

The Exhibitor expressly agrees to be bound by all the terms, conditions and specifications herein listed and by the Rules and Regulations established by NCAR from time to time thereafter modified, and expressly agrees that this contract and such Rules and Regulations contains the entire agreement between the parties hereto and supersedes any prior agreements, written or oral. This contract shall be interpreted under the laws of the United States.