



NATIONAL WEATHER ASSOCIATION

228 West Millbrook Road
Raleigh, North Carolina
Tel (919) 845-1546 Fax (919) 845-2956
exdir@nwas.org

ANNOUNCING exhibit booths, sponsorships and advertising opportunities at the 2010 NWA Annual Meeting in Tucson, Arizona

You and all members of your organization are most cordially invited to attend the National Weather Association's 35th Annual Meeting to be held at the Marriott Tucson University Park Hotel, Tucson, Arizona from October 2-7, 2010.

Your organization is also invited to exhibit products and services at the Annual Meeting. An application form for exhibitors, for donations/sponsorships, and advertising in the preprinted meeting program is enclosed herein. For those planning to attend as individual participants, preregistration information for individuals is available at Web page: <http://www.nwas.org/meetings/nwa2010/preregistration.php>.

The exhibit room will be in the meeting hotel adjacent to all presentation rooms. The exhibit room schedule will be:

- Saturday, 2 October: Noon to 10:00 PM setup time (time will also be available early Sunday morning)
- Sunday, 3 October 10:00 AM to 6:00 PM exhibits open
- Monday, 4 October: 9:00 AM to 7:30 PM exhibits open
- Tuesday, 5 October: 9:00 AM to 4:00 PM exhibits tear down after 4PM

Exhibitors do not have to be at their booth during the entire exhibit time and they are welcome to setup late and leave early if desired. If more information or coordination is needed, please call or e-mail. Thanks for your consideration, and we hope to see you and many others from your organization at the 35th NWA Annual Meeting!

Sincerely,

Steve

Stephen W. (Steve) Harned
Executive Director

Enclosures



NATIONAL WEATHER ASSOCIATION

35th Annual Meeting

When? - October 2 – 7, 2010

Where? – Marriott Tucson University Park Hotel
880 East 2nd St., Tucson Arizona 85719

Exhibitor, Sponsorship and Advertising Application Form

Exhibit dates: October 3 - 5, 2010

Date of submission: _____

Corporate Name: _____

Address: _____

NWA Corporate Member: Yes No

[Corporate memberships are available at \$125 per year. See Web site:
<http://www.nwas.org/membership/forms/NWACorporateApplication.pdf>]

Contact Person: _____

E-mail address: _____

Telephone: () _____ FAX: () _____

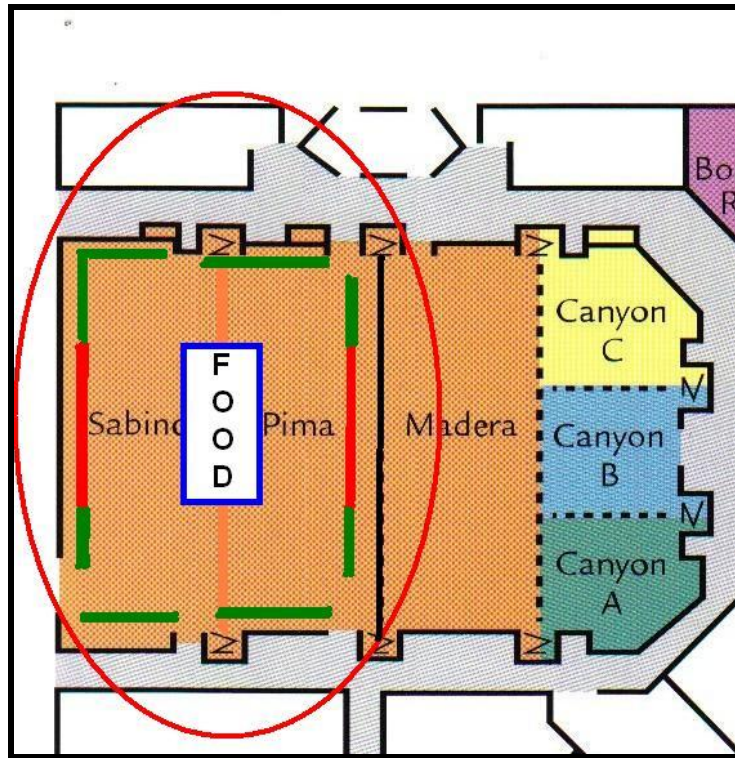
Applicants requesting exhibit space, sponsorship and/or advertising opportunities, please complete the appropriate pages that follow.

Exhibitor Space Requirements: Please indicate the number and type of spaces requested.

_____ Standard Booth (8ft x 8ft) @ \$600.00 (corporate members); \$725.00 (nonmembers)

_____ Premium Location Upgrade – Additional \$250 to standard booth fee (See Figure next page for details)

_____ Poster Display (3ft x 4ft) @ \$250.00 (corporate members); \$325.00 (nonmembers)



Exhibits will be held in Sabino/Pima rooms which have a square footage of 4650. This is approximately 50% larger than the space for exhibits last year in Norfolk (3300 Sq. Ft.). Red and green lines around perimeter of room mark locations for exhibits. The premium upgrade locations are shown in red. These are the locations closest to the food and beverage locations for all breaks which will be held in exhibit area. The general sessions will be held next door in the Madera and Canyon rooms.

For each booth ordered, two corporate associates will have full complimentary meeting registrations to include the Awards Luncheon on October 6th. Please list the individual's names and titles:

1. _____
2. _____

For other corporate associates preregistering to assist at exhibit space AND attend annual meeting activities -- please complete an individual preregistration form (available at the end of this Web page) for each. Number of forms attached: _____ Fee total: \$ _____

Other corporate associates who will assist at the exhibit booth/display space, but not register as full annual meeting attendees (\$75 fee each):

Names: _____

_____ Number of Assistants ____ x \$75 = Fee total: \$ _____

Total cost of exhibit space and for additional corporate associates attending: \$ _____

General Description of Exhibit Contents: _____

Special Requirements for Your Booth (include information for your requirements)

Exhibit room will have 15 foot ceilings

Electricity_____

Tables_____

Internet connection (indicate if hardwire connection is required) _____

Chairs_____

Telephone connection_____

Other requirements_____

Note: Additional fees may be necessary for above and will be billed after the meeting. For additional information regarding additional fees, please contact Steve Harned at (919) 845-1546 or exdir@nwas.org

See below for advertising and sponsorship opportunities and details on submitting this entire application.

NEW!! Annual Conference Underwriter and Sponsor Opportunities:

Annual Meeting Sponsor - \$2,500

Logo and link on NWA Annual Meeting Website page and in Annual Meeting Program. 24" x 36" signs* in the Poster Session room, Exhibit room, and at the entrance to the main Annual Meeting room.

Ice Breaker Underwriter - \$2,000

Logo and link on NWA Annual Meeting Website page and in Annual Meeting Program. 24" x 36" signs* at the door of the Icebreaker room and the entrance to the main Annual Meeting room.

Awards Luncheon Underwriter - \$3,000

Logo and link on NWA Annual Meeting Website page and in Annual Meeting Program. 24" x 36" signs* at the door of the Award Luncheon room and the door of the main Annual Meeting room. Logo in the Awards Luncheon Program.

Student Paper Awards Sponsor - \$750

Logo and link in NWA Annual Meeting Program. Logo on NWA Annual Meeting Page of the Website.

Student Session Sponsor - \$1,000

Logo and link on NWA Annual Meeting Website page. 11" by 17" sign* at entrance to the Student Session room.

Poster Sessions Sponsor - \$1000 each or \$2,500 for all Four

Logo on NWA Annual Meeting Website page. 11" by 17" sign* at entrance of Poster Session Room.

Coffee Breaks Underwriter - \$750 per break or \$4,000 for all 9 breaks

An 11" by 17" sign* in the Coffee Break room.

*All signage provided by the NWA

Note: Annual Meeting Website page remains online for at least a year

Indicate underwriter or sponsor initiative you wish to support:

Underwriter or Sponsorship Fee enclosed or to be paid by September 1, 2010 _____

ADVERTISING SPACE will be available in the Annual Meeting Program. Please provide the advertisements in .eps, .psd or in high resolution .pdf or .jpg format by September 10, 2010. The preferred method for delivering the advertisement is to attach the file to an e-mail message and send to exdir@nwas.org. Advertising prices are: back cover - \$400 B&W, \$800 Color; full inside page - \$300 B&W, \$600 Color; half-page - \$150 B&W, \$300 Color; and, professional business card size - \$40 B&W, \$80 Color.

_____ Yes – I have attached advertising requirements or will remit them by September 10th

I request the advertisement be B&W _____ or Color _____ and sized to:
Full page _____ Half Page _____ Business Card size _____
and if full page, be placed on back cover _____ or inside page _____
(half page and business card size Ads will be placed inside)

Advertising Space Fee enclosed or to be paid by September 1, 2010 _____

Please complete and remit this exhibit application form and any attachments to the NWA by August 1, 2010 by e-mail, regular mail or to fax number: (919) 845-2956

Please mail in fees for exhibit space, extra individual registrations, sponsorship opportunities and advertising opportunities payable to "NWA" in US funds by a US bank check, money order or government/institution purchase order no later than September 1, 2010 to:

**National Weather Association
Annual Meeting Exhibits
228 West Millbrook Road
Raleigh, North Carolina 27609-4304**

If you wish to be billed electronically to pay by credit card or you need any additional information, please contact:

Steve Harned
NWA Executive Director
Tel: (919) 845-1546/ Fax: (919) 845-2956
exdir@nwas.org

NATIONAL WEATHER ASSOCIATION 35th ANNUAL MEETING

PREREGISTRATION PROCEDURES

For other corporate associates preregistering to assist at exhibit space
AND attend annual meeting activities (as stated on Exhibit Application page 2)

The NWA 35th Annual Meeting will be held from October 2 – 7, 2010 at the
Marriott Tucson University Park Hotel, Tucson, Arizona

THE ANNUAL MEETING OVERVIEW:

- **Saturday, October 2:**
On-site registration will begin, training may be offered by corporate members, exhibits will set up, and the eighth annual golf outing in support of scholarships will occur at a Tucson area golf course, weather permitting. Details on the golf outing will be available later in June. Proceeds over costs will go to support the NWA scholarship program.
- **Sunday, October 3:**
Broadcast Meteorology Workshop will include special presentations and other activities appropriate for the continuing education of weathercasters, however, it is open to all. **DVD Swap in the evening** – bring a DVD of a recent weathercast for discussion.

3rd Annual NWA Student Session will provide guidance for students regarding how to best prepare themselves to enter the workplace. Includes a large student poster session and networking opportunities with broadcasters and other NWA members. Evening resume/DVD critique session included! This session will begin in the University of Arizona Student Union and in the late afternoon move to the meeting hotel.

Corporate Exhibits Open Sunday through Tuesday.

- **Monday-Thursday, October 4 - 7:**
General Sessions will consist of both oral and poster sessions targeting the meeting theme, “**Fire and Ice: Science and Society**.” A Monday evening icebreaker will be held at the nearby Arizona State Museum. The NWA Annual Awards Luncheon will be held on Wednesday, October 6th.

For information on hotel room reservations, abstract submissions and other Annual Meeting details, please return to the main meeting page at <http://www.nwas.org/meetings/nwa2010/>

ANNUAL MEETING PREREGISTRATION : The preregistration fee includes a preprint volume with program and abstracts. For the period of days registered, it also includes: admission to all oral presentations, poster sessions, and exhibit sessions plus coffee/refreshment breaks. Full registration includes the Wednesday NWA Annual Awards Luncheon. **Registration after the preregistration period and onsite will result in fee increases of \$5 to \$25.**

2010 INDIVIDUAL PREREGISTRATION FEES for 35th NWA Annual Meeting:

- **Sunday, October 3: Broadcast Workshop and DVD Swap 8 a.m. – 11 p.m.**
\$100 NWA members and presenters
\$50 student and retired members or presenters
\$140 for non-members
\$95 for non-member students and retired
- **Sunday, October 3: Student Seminar, poster session and Resume/DVD critique 1 p.m.-11 p.m.**
\$35 NWA student members
\$50 for non-member students
- **Monday-Thursday, October 4 - 7: General Sessions/Activities**
(Includes awards luncheon)
\$240 NWA members and presenters
\$125 student and retired members or presenters
\$280 for non-members
\$175 for non-member students and retired
- **Special One-Day Rates for period October 4 – 7**
(Does not include awards luncheon, but tickets are available for purchase)
\$95 NWA members or presenters
\$50 student and retired members or presenters
\$120 for non-members
\$90 for non-member students and retired
- **Special Rates, All events Sunday-Thursday**
\$330 NWA members and presenters
\$410 for non-members
- **Special Student & Retired Rates, All events Sunday-Thursday**
\$145 NWA members and presenters
\$215 for non-members

Individual Preregistration Form for 35th NWA Annual Meeting

Complete this form for each individual corporate associate preregistering to assist at the exhibit space AND attend annual meeting activities (as stated on Exhibit Application page 2) and mail it with the Exhibit Application by August 1, 2010 to: NWA Meeting, 228 West Millbrook Road, Raleigh NC 27609-4304 USA. Make payment by September 1, 2010 to "NWA" in US funds by a US bank check, money order or government/institution purchase order.

Name (Preferred for nametag): _____

Employer, School or other Affiliation (for nametag): _____

City/State (for nametag): _____

Telephone number and e-mail address: _____

Arrival Date at meeting: _____ Departure Date from meeting: _____

Preregistration fees: \$ _____ Number of extra Luncheon tickets (\$30 each): _____

Will attend 8th annual "Golfing for Scholarships" event, Sat., Oct 2nd _____

Total Funds enclosed or to be paid by September 1, 2010: \$ _____

Please Circle all applicable phrases listed here: NWA member

NWA Corporate member NWA local chapter member Session Chair

Presenter Program committee member Local Arrangements committee member

I will bring a DVD to the DVD Swap I'll attend the DVD Swap but not bring a DVD