

NYMix Community Connections, the tradeshow reINVENTED
Exhibitor Registration Form

MPI Member Rate: \$1300.00

Package includes one exhibitor registration with full access to NYMix 2010 program including the closing networking reception.

Non-Member Rate: \$1500.00

Package includes one exhibitor registration with full access to NYMix 2010 program including the closing networking reception.

I would like _____ Exhibit space(s).

Additional Exhibitor registration fee is \$350.00 per person. Limit 2 Exhibitors per table.

All tables are 6 ft and placement on the Exhibit Floor will be allocated based on a first come, first served basis.

Main Exhibitor Contact Information:

Name: _____
Title: _____
Company: _____
Address: _____
City/State/Zip: _____
Phone: _____
Fax: _____
Email: _____

Additional Exhibitor Contact Information:

Name: _____
Title: _____
Company: _____
Address: _____
City/State/Zip: _____
Phone: _____
Fax: _____
Email: _____

Credit Card Payment Information

Main Exhibitor

Print Name: _____
Billing Address: _____
City/State/Zip: _____

Credit Card Type: _____
Card Number: _____
Expiration Number: _____

Amt Charged: _____
Signature: _____
Date: _____

Additional Exhibitor

Print Name: _____
Billing Address: _____
City/State/Zip: _____

Credit Card Type: _____
Card Number: _____
Expiration Number: _____

Amt Charged: _____
Signature: _____
Date: _____

Payment Terms

Full payment due by Monday, February 1, 2010.

Payment is accepted by check or credit card. If paying by check, make it out to MPIGNY and mail this form to:

MPIGNY

c/o NYMix
7 Fox Run Road
Briarcliff Manor, NY 10510-1736

If paying by credit card, please complete the credit card information above and email this form to Kathie Stapleton, kstapleton@mpigny.org

Cancellations must be made in writing and be received by February 26, 2010. After this date no cancellation request will be honored unless there is a waiting list for Exhibit tables.

Community Connections, *the tradeshow reINVENTED* is at its core, a way for buyer to meet seller and planner to meet supplier. In an effort to maximize ROI for NYMix Exhibitors, we have reIMAGINED the traditional tradeshow. The meetings industry largely consists of intangible goods or those too large to bring on the tradeshow floor. Community Connections, *the tradeshow reINVENTED* is **intended for you to meet face-to-face and create relationships** within the Meetings Industry. It is also an opportunity for our industry to connect with the New York Community by giving back.

The Short Version

- As a Registered Exhibitor, NYMix will assign a Donation Item that needs to be provided by Exhibitor.
- Exhibitor is allowed to showcase Business Cards and a 1-page brochure/flyer.
- Planner Attendee will receive a bag upon arrival with a checklist of Donation items to collect at each table.
- As Planner Attendee visits each table, Exhibitors will make introductions and quick connection. (NYMix is asking to keep conversations to max of 2 minutes in order for planners to see each table)
- At the NYMix Closing Reception Exhibitors will reCONNECT with Planners by building upon relationships established during **Community Connections**.

The Long Version

The goal of Community Connections, *the tradeshow reinvented* is for you, the Exhibitor, to meet as many planners as possible and thus foster a greater ROI for your organization. In order to do this, each exhibit table will **provide one item for each planner** to collect as they make their way around the floor. A few examples of items that will be donated to Project Sunshine are Shampoo, Lip Balm, Pens, Gum, Candles, Metro Cards, Magazines, Puzzles, Books etc. This item will be in lieu of the usual promotional items and collateral you would purchase for the tradeshow.

Upon entering, Planners will be given a list of the items available at each table and a checklist to complete. Each Planner must visit each table in order to fill the bag. The completed bags will be donated to Project Sunshine, the MPIGNY 2009-2010 philanthropy. Project Sunshine is a nonprofit organization that provides free educational, recreational and social programs to children facing medical challenges and their families.

The end goal is to make a quick *connection* during the Tradeshow that you can follow up on during the Closing Reception. Non-Exhibiting Suppliers will not be invited to attend the Closing Reception as this is one of benefits of being an Exhibitor at NYMix 2010.

During the Reception, we encourage you to speak more about your organization and to build or further develop a relationship that business can flourish upon. During Community Connections, *the tradeshow reINVENTED* if the planner asks about your organization then by all means continue the conversation, but remember this part of the event is meant to be **quick and efficient**. This will also keep all the planners on pace to meet all the Exhibitors, including you.

The NYMix committee is excited about this new vision with our tradeshow and we hope that this change will be refreshing for you as well. We also recognize that with change comes some questions. Please contact the NYMix 2010 Co-Chairs listed below if you have something to ask.

Co-Chairs

Stephanie Olivero, CMP: solivero@metlife.com + **Ileana Quiles, CMP:** ileana.quiles@hilton.com