



# ALLIANCE

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nationwide exposition

**SERWOCN**  
**2019 SERWOCN Society**  
**Conference**

Columbus Georgia Convention Center  
Columbus, GA  
October 2-5, 2019

**Prepared for and presented to:**

David DiPuma  
Event Manager and Executive Producer  
SERWOCN

**Prepared and submitted by:**

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Phone: 407-595-0169

## Welcome

On behalf of Alliance Nationwide Exposition, we appreciate this opportunity to present our proposal to SERWOCN. We pledge our commitment to provide nothing less than the finest in exposition service contracting. Our professional approach encompasses fulfilling the needs and objectives of SERWOCN, as well as those of your exhibitors.

Alliance Nationwide Exposition was developed on one simple premise...Excellent Customer Service without the "red tape". Our service philosophy is embedded in all aspects of our company culture. We view this as our strategic competitive advantage. As such we screen, hire, train and reward each member of our veteran team who all understand and embrace our deeply held culture. Our Results Only Work Environment (ROWE) provides empowerment and high morale to our team, in addition to reducing our environmental footprint. Everyone is fully vested in your success and each member has the authority to make decisions to best suit your needs.

Alliance Nationwide Exposition understands your objectives, and will deliver the promises we make in this proposal to you and your exhibitors. Our innovative and flexible approach to exposition management makes working together easy!

We are going to provide excellent service, quality equipment, creative and innovative décor and branding, while charging the absolute minimum.



## SERWOCN Needs Assessment

On behalf of Alliance Nationwide Exposition, we sincerely appreciate this opportunity to present our proposal to SERWOCN for 2019 SERWOCN Society Conference. Below is a list of items that we understand SERWOCN needs to ensure a successful partnership based upon your RFP requirements and our conversations with you. If you select Alliance, you will have a true partner as your general service contractor. As your partner, we will work with you to meet your specific goals for advancing the 2019 SERWOCN Society Conference with:

- **Consultative and proactive planning with a CONSISTENT veteran team - who can truly guide SERWOCN to successfully take this event to the next level by improving the look, feel and experience for attendees and SERWOCN.**
  - Alliance will act as an extension of SERWOCN staff and will communicate early and often with SERWOCN via regularly scheduled meetings and planning telephone calls, along with technology tools that enhance production abilities. Alliance will guarantee that all work will be performed in a professional manner and that continuity of team members will be maintained between shows.
  - Alliance will have a veteran local account manager assigned to 2019 SERWOCN Society Conference to ensure a smooth and easy transition. We will meet with SERWOCN in person and/or via conference call regularly. During these sessions, we will consult with each SERWOCN team member to determine their individual needs and goals, and incorporate this information into a comprehensive master timeline that will include milestones, goals, deadlines and even simple "to-do" items that will ensure we are able to effectively guide SERWOCN through a successful event and transition.
- **Professional and Creative Brand Imaging Ideas - that will improve the professionalism of 2019 SERWOCN Society Conference while remaining very cost effective.**
  - Our team will conduct a comprehensive design and branding analysis session with SERWOCN. We will extract branding and value proposition goals each year, and custom design creative inspiration examples and customized ideas to suit your needs.
  - Alliance has the resources and capabilities to assist with specialty areas such as the show floor, special décor for staging and a production manager who will work closely with you and your selected AV team, as well. These items will be quoted upon request with your specific requirements in mind.
  - Alliance will work closely with SERWOCN to develop an audience engaging floor plan that will offer creative specialty spaces, integrated food and beverage layout, and improved traffic flow throughout the hall.

## Exhibit Schedule

Event	Date	Time
Alliance Access:	Thursday, October 3, 2019	7:00 AM - 12:00 NOON
Registration Installation:	N/A	N/A
Exhibitor Move-in:	Thursday, October 3, 2019	12:00 NOON - 4:00 PM
Show Day:	Thursday, October 3, 2019	4:15 PM - 6:45 PM
Show Day:	Friday, October 4, 2019	8:00 AM - 12:00 NOON
Exhibitor Move Out:	Friday, October 4, 2019	12:00 NOON - 4:00 PM
Alliance Clear:	Friday, October 4, 2019	by 11:59 PM



## Meet Your Dedicated Alliance Team

**The Alliance Nationwide Exposition SERWOCN veteran account team will be led by Brenna Halsey.**



**Nicole Unger, CMP, Vice President of Sales** -Nicole has more than 23 years of progressive crossover industry experience and is a Certified Meeting Professional (CMP). Prior to moving to the GSC side of the industry in 2007, Nicole was the Director of Account Management for a leading DC meeting planning firm serving National Associations nationwide. Before joining Conference & Logistics Consultants in 2003, Nicole held positions at the American Society for Microbiology and the National Association of Foreign-Trade Zones where she was hired as a Meeting Manager and was promoted to the Deputy Executive Director during her six year tenure. Nicole's diverse background allows her to easily understand her client's objectives, and effectively communicate these with her team to produce winning results. Nicole is very active within the events industry. She is a Past President of both the MPI Orlando Chapter and the PCMA Chesapeake Chapter. Currently, she serves as Conference Chair for the MPI Sunshine Education Summit, and also serves as Secretary on the National Board of Directors for the Association of Women in Events.



**Brenna Halsey, CEM, National Sales Manager** - Brenna started her career in the events and tradeshow industry 5 years ago. She attended Florida State University's Interior Design program giving her great knowledge in floorplan design as well as a good eye for design/layout in an event space. Prior to joining Alliance, Brenna worked in exhibitor services and account management, giving her a wide variety of knowledge in the industry. She began her career with AGS Exposition Services in Business Development/Marketing and quickly excelled. Soon after, she moved into an Account Management roll producing multiple events over the course of 4 years. Brenna's clients have experienced her strong interpersonal communication, problem solving and decision making skills. Her ability to establish and maintain strong relationships both with the staff and show floor has been her upmost attribute.



**Jessica Pratti, Director of Account Management & Design** - Jessica has acquired over 17 years of seasoned experience in the meeting industry which initiated in the show management arena overseeing exhibit programs, sponsorship operations and media production. In 1998, she moved to the General Services Contractor sector with a large, nationwide contractor. During her 14 years with the organization, she was promoted within Sales and eventually transitioned into Account Management. She has managed a broad scope of events in most major markets throughout North America and developed a solid foundation that encompasses all aspects of the event process from sales to onsite execution of convention center engagements, exhibit programs, special events, design and fabrication, and interactive market initiatives. Jessica joined Alliance in 2011.

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**Mary Johnston Sullivan, Director of Exhibitor Services** - Mary has over 25 year experience in the exhibit/ meeting industry. Mary began her career as an Exhibitor Services Representative with Freeman in 1990 in the Boston office. Mary was promoted several times during her career with Freeman into various customer and operational roles including Freight Operations Supervisor . In 1997, Mary was promoted to the position of Director of Exhibitor Services leading a department of eighteen Exhibitor Service Professionals. Mary also served as a SME in the development of internal freight and marshaling yard training courses deployed to each branch. Mary was instrumental in developing training programs for Directors of Exhibitor Services with in Freeman and was tasked with training new hires for this position in Denver, New York, Toronto and Washington . Mary brings a wealth of customer and operational experience to our team. Mary joined Alliance in May 2014 as our Exhibitor Services Coordinator where she enjoys daily contact with our management and exhibitor customers and providing outstanding service to each and every one of them.



**Brian Yuska, Director of Operations** - Brian joined the Alliance team in June of 2011 as an operations manager. Prior to joining Alliance, Brian had a 20 year career in the retail sector where his focus was on store operations and financial planning. Brian held key management positions with such large corporations as Target, Old Navy, and Ulta Salon and Cosmetics. Brian's corporate logistics background has provided innovative processes and quality control measures, unique to Alliance.



## Management Requirements

### FLOOR PLANS

Alliance Nationwide Exposition will develop an initial floor plan. Our fully automated drafting department is equipped with the latest in industry software and computer technology. Alliance Nationwide Exposition utilizes software such as AutoCad, 3D Studio Max, and Adobe Creative Suite. Our design staff is fluent in both PC and Mac platforms. In addition to quickly producing floor plans, our drafting department also has the ability to produce three-dimensional schematics and various required exhibit floor, poster session, registration, meeting room, and association area layouts.

- Alliance is pleased to provide floor plans at **No Charge** with up to three complimentary revisions. Additional revisions will be provided at \$75 per hour.

### ENTRANCE TREATMENT

Alliance will provide either two (2) single-sided meterboards OR a two-column entrance treatment with your specified messaging thoughtfully designed using your show look and logo. Installation & dismantle labor is included.

- Two (2) single-sided meterboards at **No Charge**.
- Two-column Entrance Treatment at **\$850.00**.

### TRADE SHOW EXHIBIT BOOTH PACKAGES

Alliance will provide the following for each 10' x 10' inline booth space in any standard drape color:

- Back wall & Side Rail Drape
- 7" x 44" Standard Booth ID Sign
- (1) 6' x 30" Skirted Table
- (2) Side Chairs
- (1) Recyclable Wastebasket
- Installation & Dismantle Labor
- Floor Marking

Exhibits will be provided at **\$55.00 each**  
**(Based on 90 booth minimum)**

### POSTER BOARDS

Alliance will provide 4' x 8' double-sided poster boards as requested by SERWOCN. Installation & dismantle labor is included.

- Poster boards will be provided at **\$75.00 each**

### DRAPE

Alliance will provide 3' and/or 8' banjo drape for masking, storage, and other required areas within the exhibit hall, as requested by SERWOCN. Installation & dismantle labor is included.

- 3' drape.....\$1.75 per linear foot
- 8' drape.....\$2.25 per linear foot

*Drapery in other heights is available and will be quoted upon request.*

## **EVENT GRAPHICS MANAGEMENT DESIGN & TECHNOLOGY**

Alliance Nationwide Exposition will provide the services of our design and graphics team who are capable of high level design work, digital graphics, show card signs, banners printed on various materials and custom work. The Alliance design team is fluent in all current industry software and dual operating systems.

**Box - Alliance** offers Show Management an online project management tool to facilitate and simplify the graphics approval process. This system is available to show organizers 24/7/365. We created this system to enable event managers to:

- Review design & graphic elements
- Document changes
- Approve signs & graphic proofs at your convenience

## **SIGNS & GRAPHICS PRICING**

Alliance will provide all signs, banners, and graphics for SERWOCN Show Management. Alliance will guarantee the following discounted signage rates to SERWOCN based on completion of production milestones. Alliance is pleased to offer discounted rates for all graphics that are received and approved 21 days in advance, please see the below for pricing.

- Alliance will provide two (2) Meter Boards at **\$150.00 each**. Additional Meter Boards will be at the below rates.

Type	Unit Price >21 Days out	Unit Price < 21 Days out
22" x 28"	\$65 each	\$79 each
28" x 44"	\$89 each	\$109 each
Meter Boards – Single Sided	\$225 each	\$295 each
Meter Boards – Double Sided	\$325 each	\$425 each
Banner Material	\$11 sq. ft	\$13 sq. ft

## **CLEANING/TRASH REMOVAL**

Alliance Nationwide Exposition will provide show cleaning services for SERWOCN, unless this service is provided by the hotel/venue. This includes the removal of all trash to prepare the exhibit hall for show opening and then returning the room to its prior condition before the next event.

- Alliance will provide this service at **\$35.00 per man hour**. Cleaning labor will be on a daily four-hour minimum.

## **SHOW MANAGEMENT TRANSPORTATION**

Alliance Nationwide Exposition understand the dynamics unique to trade show freight delivery and pick-up. Alliance will provide round trip transportation to show site from the SERWOCN headquarters office for a discounted rate. Local labor will be available to deliver, unpack and assist with movement of boxes and set up.

## **MATERIAL HANDLING**

Alliance Nationwide Exposition will receive, handle and coordinate the distribution and movement of all management freight. This service will also include delivery to designated areas, storage and return of empty containers and loading onto outbound carriers. We realize one of the most important parts of your meeting is to have the necessary materials and supplies from your office in the right place at the right time when they are required.

- Alliance will provide material handling for up to 1,000 lbs of show management materials at **No Charge**.

## **SHOW MANAGEMENT DISCOUNTS**

### ***STANDARD FURNITURE***

Furniture and carpeting from our standard furnishings inventory, required for the show office, meeting rooms, association exhibits, etc. will be provided at our list rates, less 50%.

### ***SPECIALTY FURNITURE***

Specialty custom furniture will also be provided at a 25% discount.

### ***LABOR***

Alliance is pleased to extend an additional 20% discount off published exhibitor rates for any labor needs. Please note that additional labor charges may apply for any services requested outside of Alliance's contracted move-in and move-out schedule. Complimentary and discounted services are extended in conjunction with the Exhibit area access dates and times.



## Cost Summary

Item	Qty	Price	Total
Booth Packages	90	\$55.00 each	\$4,950.00
Fire Marshall Approval	1	TBD	TBD
Entrance Treatment (2 column structure)	1	\$850.00	\$850.00
4' x 8' Posterboards (if needed)	5	\$75.00 each	\$375.00
Single-sided Meterboards (if needed)	2	\$150.00	\$300.00
Cleaning (Estimated - 2 days, 4 hours - pre & post)	8	\$35.00/hour	\$280.00
Material Handling for Show Management	up to 1,000 lbs	No Charge	No Charge
<b>Estimated Total</b>			<b>\$6,755.00 + Tax</b>



## Exhibitor Management

The efficient and courteous handling of exhibitor requirements is an essential element in a successful show. Alliance Nationwide Exposition believes that exhibitors are valued customers and should be treated accordingly.

### **EXHIBITOR EXPERT PROGRAM**

Our leading exhibitor ordering technology combined with our personalized "**EXHIBITOR EXPERT**" program will be offered to SERWOCN and will provide your exhibitors first class service from Alliance.

- Exhibitors will be contacted by their own personal "Exhibitor Expert" who will reach out to them individually to introduce Alliance and to provide guidance, advice and assistance with any service that they need.
- In addition to our fully staffed Exhibitor Service desk, Alliance will provide an on-site "Exhibitor Expert" during move-in and move-out. The expert will act as a concierge and will bring VIP service to the exhibitors by visiting each exhibitor in their booth, assuring all orders have been received, and even placing new orders on demand with Alliance's mobile technology.

### **SERVICE CENTER**

An attractive and functional Service Center will be staffed during all move-in/move-out hours. We will provide the necessary counters and furniture for all "official contractors".

### **ACCOUNTING/INVOICING**

Alliance Nationwide Exposition has all exhibitor services automated on computers for pre-show and show site orders. This computerization will assist exhibitors in settling their invoices at show site.

### **EXHIBITOR SERVICE KIT**

Alliance Nationwide Exposition will prepare and electronically send each exhibitor a link to our "on-line" manual containing order forms for all rates and services. We will assist in coordinating the order forms for any additional contractors you may select, such as floral, photography, security, models, etc. A copy of the Alliance Exhibitor Service Kit will be sent over for approval prior to publishing.

#### **Sample Online Exhibitor Service Kit**

Link to Sample Kit 2018: <https://alliance-exposition.boomerecommerce.com/Pages/Security/Login.aspx>

Login: [alliancesalessample@gmail.com](mailto:alliancesalessample@gmail.com)

PW: salessample

## **UNION JURISDICTION RULES FOR EXHIBITING COMPANIES**

**Union Labor** - Exhibitor personnel may set up their own exhibits. Union labor is available to assist in the installation and dismantling of exhibit booths. Exhibit labor, freight and rigging labor, electricians and plumbers can be arranged for an established rate, using the enclosed forms.

**Freight Handling Jurisdiction** - Alliance has the responsibility of receiving and handling all exhibit material and empty crates. It is their responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the exhibition. Alliance will not be responsible, however, for any materials they do not handle.

Exhibitors are permitted to hand carry their booth materials through the front door of the exhibit hall. The use of wheeled carts or dollies is prohibited.

**Exhibit Cleaning Jurisdiction** - Exhibitors are allowed to maintain their own exhibit space but they are restricted to the use of company personnel. All other cleaning of exhibit spaces is the exclusive responsibility of Alliance.

**Sign Hanging Jurisdiction** - Facility regulations and contractor liability require that Alliance hang all exhibit signs and banners in facilities where there is not an exclusive rigger.

**Booth Cleaning & Porter Service** - Alliance Nationwide Exposition has been selected by Show Management to serve as your official contractor for this show. In that respect, Alliance has jurisdiction over all booth cleaning and porter service.

**Exhibitors and/or Exhibitor Appointed Contractors (EACs)** are NOT PERMITTED to have vacuum cleaners or any floor cleaning equipment on the show floor unless it is the property of Alliance and is operated by an Alliance appointed person or employee. For your convenience, a Booth Cleaning & Porter Service order form has been included in this service manual.

**Gratuities** - Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special considerations for service rendered. Do not give coffee breaks other than mid-morning and mid-afternoon, when the union has a 15-minute paid break. Meal breaks are one hour. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to the Exhibit Manager and to Alliance.

**In General** - Craftsmen at all levels will be instructed to refrain from expressing any grievances or directly challenging the practices of any exhibitor. All questions originated by labor are to be expressed only to Alliance or to the Exhibit Manager.

Exhibitors are asked to refrain from voicing labor complaints directly to craft personnel. Any questions regarding contract labor should be directed to the Exhibit Manager or to Alliance.

## Client Testimonials

We understand that having a committed team is an important aspect of a successful tradeshow, please see the below testimonials provided by our current clients.

- Alliance has earned their place as our firm's preferred show decorator. Their professionalism, commitment to service, consistent solutions-oriented energy and their "Yes, Of Course, No Problem" attitude thrills our clients and makes my team's job so much easier. The attention to detail, quick responses and creative solutions have made us all look like stars to our clients.  
- **Conference and Logistics Consultants- Paul Henning President**
- Your customer support was exceptional – sincerely one of the best I've experienced in the industry. Your team's professionalism was excellent as well – both prior to and at the event. Your responsiveness was that absolute best. I knew if I brought an issue or question to you, you were on it and I can't tell you how much I appreciated that. I would not hesitate to hire you guys again for the exhibit management portion of the event."  
-**Blue 52 Productions LLC-Michelle Williams, Founder and President**
- I'm VERY happy with Alliance in fact, I just re-signed for 2016. I've been in the industry for around 18 years. I've worked both association and corporate so I've had large and small exhibit needs. Alliance is smaller, more nimble and flexible, all of their clients are important to them and really pride themselves on outstanding customer service. They are small enough to give you the attention you need and great pricing but they are large enough that they can still do large shows too. I would not hesitate to recommend them.  
- **Association of Change Management Professionals- Nikole Fridenmaker, Director of Meetings**
- I LOVE Alliance – so helpful, professional, courteous. Staff is always on top of things – Connie is very quick in replies to me and to our exhibitors. They work well with the convention center and/or hotel staff. I really can't say enough good things about them – I hope to always have them as our decorator.  
- **Hearing Loss Association of America, Nancy Macklin, Director of Event and Marketing**
- They are fabulous. The level of customer service and the attention to detail no matter what time of day, what day it is....simply amazing. Onsite they were over the top. I do 24 shows with all different service contractors and if you're looking for special attention this is the team. My account manager is the best and also for onsite logistics the ops team hits a home-run always. I would highly recommend them and stand by my word.  
- **A Fassano & Company - Deborah Howley, Director of Operations**
- Your leadership, guidance and support was instrumental to the success of our event. I want to thank Gil Larsen for his expertise and behind the scenes orchestration. His knowledge of exposition services, onsite management and execution goes without saying. He's an amazing person.  
- **Paralyzed Veterans of America - Stacy Kulig Clift, Associate Director of Meeting Services**

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- I am the Convention Services Manager here at the Sheraton in Charlotte NC. The Power Washer's Convention is with us this weekend and I just wanted to drop a quick note to let you know that Alliance is by far the most professional and courteous crew I have had the pleasure of working with. Each and every one of them have gone above and beyond what I could have expected and assisted in moving some equipment that didn't have anything to do with the event they were setting up. I thanked your on-site crew many times and they said "It's my pleasure, we are all a team here". I will only recommend Alliance for any of my clients going forward because of the great customer service interactions I have observed today.  
- **Terry Chavez, Sheraton Convention Services Manager**
- I have had the pleasure of working with the same decorating foreman both times he was in Cleveland. First for the Council on Foundations and recently with the Society of American Archivist. Gilbert goes above and beyond and provides top notch customer service to show management and exhibitors. With someone like Gilbert working for your company, you can be relieved that you have a member of your team representing your company in the best way possible.  
- **Loresa Novy, Edlen Event Services**
- I enjoyed working with all your staff; they were incredible and very accommodating. They were a joy to work with and deserve a round of applause.  
- **Veronique Dodson, National Association of Black Journalists**
- Thank you so much for all of your assistance. It was a tremendous show and Louie and the guys on site were great.  
- **Central Florida Vacation Rental Managers - Denis J Hanks**
- Alliance Exposition Services has been a great asset to our organization. They are reliable, professional and a pleasure to work with. It is great to work with someone who can anticipate your needs and be proactive with their clients. They truly take the time to understand our needs and help us to fulfill these!  
- **National Association of Home Care and Hospice, Ron Everly**
- I just wanted to say a big THANK YOU to you and to your team for your partnership and great work last week.  
- **Omni Shoreham Hotel - Baris Agacbuken, Director of Sales**
- I cannot thank you enough for your time, patience, insight and helpful nature with our NABJ shipping and load in process for the Chrysler booth. We SINCERELY thank the entire Alliance team.  
- **Juanita Davis, National Association of Black Journalists (Exhibitor)**
- Thank you for taking such good care of us and our [NAMPI] exhibitors. Your team made the whole process seem seamless and effortless. Alliance brought a new level of professionalism to the conference and we hope to continue this relationship in the future.  
- **ARB Meetings & Events - Anne Michaels, President**

## Alliance Company Profile

**"Alliance" is more than our name, it's our mission.**



**Mark Yuska, President** - With his 20+ years of experience in General Service Contracting, Mark Yuska founded Alliance Nationwide Exposition in early 2008. Alliance is headquartered with a full-service facility, in Sterling, VA. Alliance has grown Nationwide with representation in almost every major city. Alliance Nationwide Exposition is currently the fastest growing General Service Contractor in the US; to date we are servicing over 300 shows and events annually.



**Inc. Magazine honored Alliance Nationwide Exposition as one of the nation's fastest-growing private companies by adding it to the prestigious 500|5000 list in 2013 and 2014. We attribute the company's huge success and tremendous growth to a highly selective team development process in combination with very thoughtful daily decision making. We have discovered that this process leads to empowered employees who deliver outstanding customer service. According to Eric Schurenberg, Editor in Chief of Inc. Magazine, the 2013 list was harder to get into than any other year in than ever in its history. As an Inc. 5000 honoree, Alliance Nationwide Exposition now shares a pedigree with some of the nation's most enduringly successful companies like Intuit, Zappos, Under Armour, Microsoft, Timberland, Pandora, Cliff Bar and Oracle, just to name a few. In addition to Alliance Nationwide Exposition, the list included powerhouse companies like Alex and Ani, LivingSocial, Bojangles and Otterbox.**

Alliance is flexible and nimble with great people! We have strategically built a group of veteran industry team members who operate in a progressive work environment known as ROWE (Results Only Work Environment). This employment strategy creates a feeling ownership and high morale among our team. Each team member is empowered to make decisions, which leads to loyalty and excellent customer service.

At Alliance, we stand out from the competition because we take a unique, personalized approach to every trade show and event we produce and we approach our resource model differently. Every day, our teams of event experts tirelessly pursue innovative new ways to achieve our overall mission. We are constantly building on and strengthening our strategy by:

- Hiring the industry's most reputable, experienced and creative people, and empowering them with the tools and support required to meet each customer's unique needs
- Holding strong to our core values – Integrity, Accountability and Quality – in every decision we make
- Providing comprehensive product options to meet every budget for events of all sizes
- Employing easy to use, innovative technology like online exhibitor ordering and workflow systems to help make your job easier
- Always putting the people who use our services at the center of everything we do.

Alliance's paramount focus is on analyzing and understanding our client's needs and providing access to solutions that are customized and cost-effective.

Our model is unlike many of our competitors. Our processes in place are precise, yet flexible and have been thoughtfully considered based on the broad array of our team's experience of what has worked and what has not worked well in the industry as a whole. This new model allows us to be extremely flexible, creative and cost-effective.

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We have done in-depth reviews and analysis on reducing overhead and exploring ways to keep costs to a minimum while making our account management and operations teams run seamlessly. We have many great industry partners around the country, which allows us complete flexibility.

We take pride in creating a one-of-a-kind experience for our exclusive customer base. Our goal is to create an environment every day where we are a true partner, and our team is an extension of our client's staff. We are leaders in the industry, not order takers. We are always looking for the best way to approach each event individually with personal care and attention. Unlike many competitors, we have the flexibility with our business model to truly customize our services to each client's needs depending on their goals, show size and city rotation.



## Terms

### **BINDING EFFECT**

This contract inures to the benefit of and is binding upon both parties and their successors and assigns to the effect, in the event that all or any portion of either company is sold or transferred or in the event that any of the events contemplated by this agreement are sold or transferred, the selling-transferring party shall notify the purchaser/transferee of this contract and as part of any such transaction shall require that this contract be honored by the purchaser/transferee as to those events effected by the sale or transfer. All parties signatory to this contract recognize, in writing as part of this agreement, the right of Alliance to complete said contract.

### **FACILITY FEES**

Alliance will secure all necessary permits for the event from the Fire Marshal and/or local municipalities and will be invoiced at direct cost to SERWOCN. If there are any additional services required by facility including security, elevators, docks, dumpsters or permits, these will also be billed directly to SERWOCN at cost.

### **CANCELLATION OF EVENT**

In the event that it is necessary to cancel any event listed within this agreement prior to the scheduled opening due to any cause beyond the control of SERWOCN, including but not limited to: damage to or destruction of the convention and exhibit building, or strikes, Alliance shall be reimbursed only for direct costs incurred by Alliance prior to the date of cancellation.

### **PAYMENT TERMS**

100% of estimated show management invoice is due 30 days prior to the first day of move-in. Payment in full is due no later than 15 days after show close. Amounts in dispute are due 15 days after resolution of dispute. Please note that a processing fee of 3% will be added to any invoices over \$2,000.00 when paid by credit card.

### **EXHIBITOR LIST**

SERWOCN agrees to send Alliance Nationwide Exposition an initial exhibitor list at least 30 days prior to the opening of the 2019 SERWOCN Society Conference. If exhibitors sign up after this date, SERWOCN will provide Alliance Nationwide Exposition with this information as it becomes available. In the event an exhibitor list is not received by this date, Alliance reserves the right to charge an additional 25% fee on top of the booth package pricing stated within this contract.

### **CONFIRMATION DEADLINE**

Arrangements must be confirmed by or the prices herein are subject to change.

### **EXCLUSIVITY CLAUSE**

SERWOCN acknowledges and agrees that Alliance Nationwide Exposition, LLC. shall serve as the official service contractor and in the interests of safety, continuity and control, shall be the exclusive on-site service contractor in the exhibit hall, meeting rooms and all other show management areas including, but not limited to, drayage, rigging, electrical, truss and lighting, plumbing, vacuuming, custom cleaning and all booth furnishings, including floor coverings and drapery installation, signage, and the labor necessary to complete the stated services, except however that Alliance will consent to such services that are provided by the facility on an "exclusive basis", i.e. an "in-house exclusive service" as it is commonly referred to in our industry and not an optional value added service. When necessary, at its discretion, Alliance shall appoint official common and air carriers.

## CONFIDENTIALITY

Alliance expects that our proposal and all other information disclosed about Alliance will be treated as confidential.

Simply stated, all information submitted by Alliance should be used internally for evaluation purposes by SERWOCN or with outside parties, such as consultants, accountants, or attorneys who are retained by SERWOCN. SERWOCN will not release this material to any other outside party without the express written agreement of Alliance.

The Parties hereto acknowledge that each Party's Confidential Information is the property of the Disclosing Party and the disclosure of the Confidential Information to the Receiving Party does not convey any right, title or license in the Confidential Information to the Receiving Party. The Receiving Party shall not appropriate the Confidential Information to its own use or to the use of any third party.

## GENERAL INDEMNITY

Alliance Nationwide Exposition, LLC will indemnify SERWOCN for any and all damages, liabilities, claims, losses and expenses which may be incurred by SERWOCN arising out of or resulting from any act or omission by Alliance Nationwide Exposition, LLC or its agents, directors, officers, or employees; and any action, suit, proceeding, investigation, assessment or judgment arising out of or incidental to this Agreement, including, in any event, reasonable fees and disbursements of counsel. SERWOCN agrees to indemnify Alliance Nationwide Exposition, LLC in respect of any and all damages, liabilities, claims, losses and expenses which may be incurred by Alliance Nationwide Exposition, LLC arising out of or resulting from (i) any act or omission by SERWOCN its agents, directors, officers or employees; and (ii) any action, suit, proceeding, investigation, assessment or judgment arising out of or incidental to this Agreement, including, in any event, reasonable fees and disbursements of counsel (whether prior to or at trial or in appellate proceedings).

## INSURANCE AND LIABILITY

At all times during the term of this Agreement, Alliance Nationwide Exposition, LLC, shall, at its own expense, maintain Worker's Compensation Insurance, as well as all hazards Public Liability and Property Damage Insurance in an amount of not less than Five Million Dollars (\$5,000,000.00) coverage per person. Such insurance shall be in such form and with such companies (each of which shall be legally authorized to transact business in the State of the Show's location) as shall be acceptable to Promote. Alliance Nationwide Exposition, LLC shall provide Show Management with true copies of all such policies of insurance within sixty (60) days after the signed date of this agreement, showing SERWOCN as an additional insured and a loss-payee. Show Management may, in its sole discretion, on thirty (30) days written notice to Alliance Nationwide Exposition, LLC, require to obtain additional or different insurance coverage as SERWOCN reasonably requests.

## RESOLUTION OF DISPUTE

Any controversy or claim arising out of, or relating to this Agreement, including but not limited to cancellation of any Event or termination of this Agreement for any reason other than non-renewal of the Agreement, shall be subject to reasonable efforts of Alliance Nationwide Exposition, LLC and SERWOCN to resolve any such controversy or claim within fifteen (15) days written notice from either party to the other of the existence of such a controversy or claim and, if such controversy or claim is not resolved within said fifteen (15) days, the controversy or claim may be submitted to arbitration, in lieu of any other recourse, in Virginia, subject to agreement by the parties. If the parties agree to arbitration, the following procedures shall be followed: (a) Selection of Arbitrators - The panel shall consist of one mutually agreed upon arbitrator. This arbitrator shall be an individual with at least five (5) years of significant experience in the association meeting planning industry. (b) Discovery - Discovery shall be permitted in accordance with the rules established by the arbitrators unless otherwise agreed to by the parties, but both parties agree to submit, at least thirty (30) days in advance of the hearing, copies of all documents to be introduced into evidence before the arbitrators, and each shall allow a deposition to be taken of any expert witness no later than thirty (30) days before the hearing. (c) Rules - The arbitration shall be conducted by and under the Commercial Rules of the American Arbitration Association, except as otherwise provided or agreed to by the parties. The fees of such arbitrators shall be borne equally by each party. (d) Effect of Decision - The arbitration decision shall not limit the parties' rights to appeal or file for judicial review, or exert their rights to a trial by jury.

## AUTOMATIC CONTRACT RENEWAL

This contract will automatically extend for an additional one (1) year period following each yearly 2019 SERWOCN Society Conference event/conference with the the pricing set forth herein, unless either party sends written notice to the other within thirty (30) working days from the conclusion of the event/conference of their intention not to continue this contract.



## Conclusion

This completes the basis of Alliance Nationwide Exposition's proposal to serve as your Official Tradeshow Contractor for the 2019 SERWOCN Society Conference.

When making your final decision, please consider our commitment to:

- Understanding SERWOCN needs with proposed solutions as addressed in the Needs Assessment
- Creative design and production capabilities with a consultative approach
- Creative and consultative exposition management with an expert team
- Sensitivity to budgetary needs
- New and innovative approach to exposition management that will offer SERWOCN new value and service levels

We would welcome the opportunity to meet with you personally, to present our services further elaborate on our business model and why we believe an Alliance/SERWOCN partnership would be beneficial to SERWOCN.

Again, thank you for this opportunity.

Brenna Halsey, CEM  
National Sales Manager



**Signature**

**Presented to:**

SERWOCN  
March 21, 2019, 12:00:01 PM

**Accepted by:**

Laura Shafer

**Printed Name**

*Laura Shafer*

**Signed Name**

President of SERWOCN

**Title**

4/5/2019

**Date**