

Exhibitor Prospectus

**National Environmental Health Association
72nd Annual Educational Conference & Exhibition**

Sunday, June 22—Wednesday, June 25, 2008 (Exhibition June 22 & 23 only)

NEW in 2008 - The Exhibitor Education Forum

Dear NEHA Partner,

You are invited to exhibit at the 2008 National Environmental Health Association (NEHA) Annual Educational Conference (AEC) & Exhibition. And this one won't be quite like years past! We're shakin' it up and bringing a more hands-on, interactive approach to the way attendees will learn at this conference, and we want you - the exhibitors - to participate in the educational process. These interactive sessions will take place in our new Learning Laboratory at the Hilton. So in addition to being a part of the Exhibition, you are also invited to take part in the Exhibitor Education Forum (EEF) where you will have a key opportunity to present your knowledge as a subject matter expert to conference attendees. You will also have the opportunity to meet with them in a much more intimate, personal, small-group setting. Additionally, with the EEF you get more face-time with attendees than in years past.

The goal of every AEC is for NEHA to provide environmental health professionals with education, practical knowledge, tools, and information so that they can be the best in the industry. You serve this market by providing them the products and services to do their jobs, but you can also educate them on how you can be a partner in their efforts. The EEF is your opportunity to do just that. There is no additional cost for you to participate in the EEF - it comes with your purchase of booth space - so don't miss out on this value added opportunity.

Reserve your space today! Please review the information throughout the prospectus for more reasons why you should exhibit at the NEHA 72nd AEC & Exhibition. Also, be sure to check neha.org for additional conference information.

Questions? Please call Jill Cruickshank, NEHA Marketing and Communications Manager, at 303.756.9090 ext. 342.

Sincerely,

Nelson Fabian
NEHA Executive Director

Booth Pricing

Reserve by:	8' x 10' Booth	Tabletop
12/31/07	\$1,075	\$900
4/30/08	\$1,150	\$975
6/18/08	\$1,199	\$1,025

Prime booths are \$100 more per space. NEHA Sustaining and Educational Members receive a 10% discount. Booth price includes all of the extras listed below. Please visit neha.org to learn more about the benefits of NEHA Membership.

And you get all this...

- Participation in the **Exhibitor Education Forum**
- **8' x 10'** space with 8' back drape and 4' side drape
- Two badges for the 150+ **educational sessions** (a \$1,000 value!)
- A **table**, two chairs, and a wastebasket
- **Pre-conference** attendee mailing list
- **Post-conference** attendee mailing list
- NEHA **membership** or specialty list
- Two cash concession vouchers
- Exhibition Grand Opening & **Party**
- A **link** to your Web site from the conference section of neha.org
- A **listing** in the Conference Program
- Exhibition **security**

Meet and EDUCATE Your Potential Customers at the Exhibition and Exhibitor Education Forum

2 Day Exhibition! June 22 & June 23

(the conference continues for two more days)

Your Opportunity to Meet 1,500 Attendees

- ❖ There are exhibit hours dedicated to the exhibition with no educational sessions opposing them.
- ❖ You have the opportunity to meet with attendees in a more intimate small-group setting at the Exhibitor Education Forum.
- ❖ Virtually all attendees will visit the exhibition Sunday night since most registrations include a ticket to the Exhibition Grand Opening & Party.
- ❖ Monday morning breakfast served in the exhibition ballrooms.
- ❖ Concession lunch on Monday held in the exhibition ballrooms.
- ❖ The Presidio Ballroom will host the Poster Sessions on Monday.
- ❖ The Turquoise Ballroom will host the Bookstore and Silent Auction Sunday and Monday.
- ❖ Three different door prizes will be announced in the exhibition ballrooms throughout the day on Monday and during the EEF.

The Schedule*

Sunday, June 22

1:00 pm – 5:00 pm	Exhibitor Set-Up
6:00 – 9:00 pm	Exhibition Grand Opening & Party

Monday, June 23

8:00 am – 2:00 pm	Exhibition Open
8:00 am – 11:00 pm	Poster Sessions (Presidio Ballroom)
11:30 am – 1:00 pm	Concession Lunch
2:00 – 5:00 pm	Exhibitor Education Forum**
2:00 – 6:00 pm	Exhibitor Tear-Down

*Times subject to change.

**Tentative educational session.

The Exhibitor Education Forum

The Exhibitor Education Forum is an alternative way for exhibitors to educate our attendees about environmental health issues in addition to the resources that are available to address those issues. This initiative represents a new way to accomplish our educational mission, and having attendees and exhibitors take part in the EEF, enhances the total conference for all of those involved.

The EEF will take place Monday afternoon following the closing of the exhibition at 2:00 pm. The format is still being tinkered with as we continue to receive input from exhibitors, however, the format will look something like this:

The Format*

- ❖ 3 hours on Monday afternoon
- ❖ Exhibitors sign up for 1 hour time slot
- ❖ 1 large conference room
- ❖ 16 round tables with 8-10 people each
- ❖ Three waves of attendees each hour
- ❖ Meet with 24-30 attendees in that hour
- ❖ More intimate, personal, small-group setting
- ❖ Educational sessions - presentations/demonstrations/let the audience decide. NO sales presentations allowed.

*Subject to change.

To be eligible to participate in the EEF, you must reserve booth space for the exhibition. Like exhibit booths, space in the EEF will be allocated on a first-come, first-serve basis. So reserve your space at the Exhibition and EEF today!

Visit neha.org for additional information and to reserve your space. If you have already reserved a booth at the Exhibition and would like to participate in the EEF, please contact Jill Cruickshank at 303-756-9090 ext. 342 or at jcruickshank@neha.org.

Your feedback about the Exhibition and EEF will be key this year to help determine the format for future conferences. Therefore, in-person interviews will be done by NEHA personnel with Exhibitors in lieu of focus groups.

Create Attendee Awareness for Your Company Before, During, and After the Conference

Before the Conference

NEHA does many AEC promotions to create awareness for the conference and exhibition. We also provide you tools to help you promote your company, so attendees are aware of who you are before they even get to the conference.

- ❖ Direct mailings will be sent to tens of thousands of potential attendees including NEHA members
- ❖ Conference advertisements are featured in the monthly *Journal of Environmental Health*
- ❖ In-person promoting at industry conferences and workshops
- ❖ NEHA's Web site is regularly updated with conference information
- ❖ NEHA's Affiliates and Partners also promote the AEC & Exhibition through various communication channels
- ❖ Your company is listed on NEHA's Web site. Posted information includes:
 - Booth number
 - Time and presentation content for the EEF
 - Your company Web site embedded
- ❖ Your company gets one-time use of pre-conference lists of attendees for a promotional campaign
- ❖ Your company gets one-time use of NEHA membership or specialty list for a promotional campaign

During the Conference

Many opportunities exist for exposure of your companies during the conference. In addition there are ample opportunities for you to meet with attendees.

- ❖ A steady flow of attendees will pass through the Exhibition on Sunday and Monday
- ❖ The Exhibitor Education Forum provides additional time for you to meet and educate attendees
- ❖ Your company listing will be included in the Conference Program
- ❖ You can attend educational sessions
- ❖ As a sponsor, your name will appear throughout the conference on signage, literature, napkins, room keys, and more. (Note: Visibility for your company depends on your sponsorship.)

After the Conference

Connections can continue to be made after the conference.

- ❖ Your company gets one-time use of post-conference list of attendees for a promotional campaign
- ❖ Your company is listed on conference materials that attendees take back to their offices to share with other team members

Sponsorships

Do a grand promotion or a targeted one. Make a splash with a champagne toast or treat attendees to dessert under the stars. We can also work together to create a customized sponsorship that reaches your promotional goals.

All sponsorships include a Sustaining Membership (value \$425) that provides discounts on AEC booths, advertising in our *Journal of Environmental Health* (JEH), three subscriptions to JEH for your organization, and more!

Here are some of the sponsorship packages available:

- ❖ President's Banquet
- ❖ Exhibition Grand Opening & Party
- ❖ AV Sponsorship
- ❖ Cyber Cafe
- ❖ Lanyards
- ❖ Poster Session
- ❖ Hotel room key cards

Contact Jill Cruickshank at 303-756-9090, ext.342 to discuss a sponsorship opportunity.

Meet Face-to-Face with Environmental Health Professionals

1,500 environmental health (EH) professionals are expected to attend NEHA's 72nd AEC & Exhibition.

Don't miss this opportunity to demonstrate your products or services to this market. No other EH conference can match this diversity.

10 Top Reasons Environmental Health Professionals Attend:

1. It's the premier conference for EH professionals.
2. It's the opportunity for unparalleled networking.
3. Exhibitors come from all over the U.S. and beyond with cutting-edge products and services.
4. This conference covers all areas of EH and beyond.
5. To find out what's happening at the national level and around the country.
6. NEHA adds to the fun with festive evenings, a silent auction, prize drawings, icebreaker reception, and a networking luncheon.
7. We offer more than 150 educational sessions in 20 technical sections covering A to Z (ambient air quality to zoonotic diseases).
8. To learn from the best in the field—speakers of national and even international prominence.
9. This conference is developed by EH colleagues based on interviews with numerous EH professionals.
10. To earn continuing education credits towards NEHA credentials.



Is this your market?

Environmental Health professionals:

- **are regulators** who inspect restaurants, day care centers, onsite systems, schools, and institutions; and enforce housing, property management, and zoning codes
- **are responsible for analyzing data**, developing studies, and tracking outbreaks, environmental impacts, disease prevalence, inspections, etc.
- **are key information communicators**, providing critical alerts to the public in emergency situations, and important public health education guidelines for everyday
- **are scientists** whose backgrounds include biology, chemistry, engineering, and health studies, and who take samples of water, air, and soil, and conduct special studies
- **work in public health departments** at the city, county, and state levels, in many federal agencies, (including CDC, EPA, and FDA), the private sector, and the uniformed services

EH professionals work each day to protect the public's health in the indoor and outdoor environment by performing activities in a multitude of areas including:

- Terrorism and All-Hazards Preparedness
- Vector Control and Zoonotic Diseases
- Hazardous Materials and Toxic Substances
- Indoor Air Quality
- Ambient Air Quality

- Food Safety and Protection
- Emerging Pathogens
- Geographic Information Systems
- Environmental Health Tracking and Informatics
- Injury Prevention/Occupational Health

- Onsite Wastewater Systems
- Drinking Water Quality/Water Pollution
- Swimming Pools/Recreational Waters
- Children's Environmental Health
- Institutions/Schools Environmental Health

They need many tools to do their jobs, and are anxious to know about successful and new programs, services, and products that can enhance their effectiveness.

Products and Services Attendees Seek

Your Opportunity to Meet Potential Buyers

Over the last four AECs, the percentage of attendees who have influence decisions on purchases has been between 50-60%. They seek out products and services such as:

- ❖ Air sampling equipment
- ❖ Computer equipment
- ❖ Educational/training materials
- ❖ Electronic inspection programs
- ❖ Emergency response/preparedness
- ❖ Field inspection equipment
- ❖ Food safety equipment
- ❖ Hand sanitizer
- ❖ Handwashing stations
- ❖ GIS services
- ❖ Indoor air quality tools
- ❖ Inspection software
- ❖ Laboratory services/supplies
- ❖ Mold measuring kits
- ❖ Monitoring equipment
- ❖ Pool testing equipment
- ❖ Sanitation chemicals
- ❖ Testing equipment
- ❖ Thermometers
- ❖ Vector control products

How the Exhibition Benefits Attendees

According to last year's survey, attendees found many benefits in attending the exhibition including:

- ❖ Building vendor contacts
- ❖ Education
- ❖ Exposure to many interesting vendors
- ❖ Increased awareness of important resources
- ❖ Learning about innovative and state-of-the-art equipment
- ❖ Meeting owners, operators, and sales people
- ❖ Opportunities to find/view/purchase products and services
- ❖ Obtaining information and samples to share with co-workers
- ❖ Obtaining latest advances in technology
- ❖ Securing information to engage the public and communities
- ❖ Speaking with experts about products and services

Recent AEC & Exhibition Exhibitors

ADAPCO	Eljen Corporation	National Environmental, Safety & Health Training (NESHTA)	San Jamar
Advanced Drainage Systems	EZ Set Company	National Environmental Services Center (NESC)	SANI SINK
Aerobiology Laboratory Assoc Inc	F R Mahony & Associates Inc	National Ground Water Association	SneezeGuard Solutions Inc
Alexeter Technologies LLC	Food Talk/Food Protection Report	National Library of Medicine	TAP Series
American Academy of Sanitarians	FoodHandler Inc	National Registry of Food Safety Professionals	The University of Findlay
American Food Safety Institute	FoodSafety.Com	National Restaurant Association Educational Foundation	Twenty First Century Communications
American Manufacturing Company Inc	Garrison Enterprises Inc	National Swimming Pool Foundation	Underwriters Laboratories Inc
Association of Environmental Health	Government Institutes	NCEH/ATSDR (Agency for Toxic Substances and Disease Registry)	University of Wisconsin-Eau Claire
Academic Programs (AEHAP)	HealthSpace USA Inc	Netafim USA	URS Corporation
Ayres Associates	Hoot Aerobic Systems Inc	NSF International	US EPA Community Action for a Renewed Environment (CARE)
Bio-Microbics Inc	Industrial Hygiene News/Rimbach Publishing	Orkin Commercial Services	US EPA Indoor Environments
Bord Na Mona	Interactive Occupational Training (IOT)	OverNite Software Inc	US EPA Memorandum of Understanding
Chicopee Inc	Intertek Testing Services	Paster Training Inc	US EPA Office of Solid Waste
Clearstream Wastewater Systems	Kairak Inc	PHFE	US EPA Office of Water
COOLTUBE	Knight Treatment Systems	Poly John Enterprises Corp	US EPA Onsite Wastewater
Cooper Atkins Corporation	LaMotte Company	Portable Sanitation Association Intl	US EPA Sunwise Program
CSA International	Mars Air Door	Premier Tech Environment	US Navy Recruiting Command
Custom Data Processing Inc (CDP Inc)	NASCO Whirl-Pak		US Public Health Service (USPHS)
Decade Software Company LLC	National Association of Local Boards of Health (NALBOH)		Waterloo BioFilter Systems Inc
Ecolab Inc	National Center for Healthy Housing		
Edlund Company			

Tucson

Real. Natural. Arizona.

Tucson is a growing metropolis of 1,000,000 people situated in southern Arizona amidst rolling hills, craggy mountains, and cactus forests. Tucson has a long history of settlement by ancient Native American peoples, Spanish explorers, and Anglo frontiersmen. Tucson's history is reflected by it's nickname, "The Old Pueblo."

Conference Resorts

Please go to neha.org to make online reservations or to check out what each resort has to offer.



The Hilton Tucson El Conquistador Golf & Tennis Resort is one of two luxurious resorts chosen to host this year's conference. Note: **The Exhibition and EEF will be held at the Hilton.**

Conference rate is \$109 plus tax/night.
Reservation Line: 1.800.HILTONS
Mention Group Code: NEH

10000 North Oracle Road
 Tucson, Arizona 85704
 520.544.5000

THE WESTIN LA PALOMA

RESORT & SPA
 Tucson

The Westin La Paloma Resort & Spa is the second of two beautiful resorts chosen to host this year's conference.

Conference rate is \$109* plus tax and resort fee/night. Rate is for a standard room.
Reservation Line: 1.800.WESTIN1
Mention Group Block: NEHA

3800 East Sunrise Drive
 Tucson, Arizona 85718
 520.742.6000

*Subject to availability. A limited number of rooms are also available at \$129 plus tax/night.

ENJOY TUCSON

Desert beauty. Mountain views.

The perfect place to explore new vistas in environmental health.

Experience Tucson! Tucson is a growing metropolis of 1,000,000 people situated in southern Arizona amidst rolling hills, breathtaking mountains, lush desert surroundings, and a night sky ideal for star-gazing. Explore the rich history of the culturally diverse area, hike miles of desert and cactus forests, or gather friends for a round of golf. Tucson offers the perfect setting to relax and rejuvenate after a full day of learning.

Two luxurious destination resorts chosen to host this year's AEC & Exhibition:

The Hilton Tucson El Conquistador Golf & Tennis Resort

The Westin La Paloma Resort & Spa

Both resorts feature world-class golf and tennis facilities, luxurious spa treatments, and spectacular guest room views. Top quality guest service is a hallmark of both of these resorts. So, pamper yourself and join us in Tucson!

To reserve a room and for more information about these beautiful resorts and activities available in Tucson, visit neha.org.

GREEN EVENT

NEHA believes that protecting our natural environment is critical to the health and prosperity of our communities and country. Check out the following examples of ways NEHA is continuing to take strides in making our 2008 AEC & Exhibition a more "Green" event:

NEHA Initiatives

- On-line registration available, which saves paper
- Exporing opportunities for attendees to purchase carbon offsets
- Local, organic food served as much as possible
- Reduce the amount of paper used, including handouts and conference materials
- Recycling and re-use efforts
- Educational sessions focused on sustainability
- NEHA will present the first-ever Award for Excellence in Sustainability
- Conference bags made from natural and biodegradable materials

The Hilton Tucson El Conquistador Golf & Tennis Resort Initiatives

- Compact fluorescents used in all guest rooms
- Office paper and all cardboard are recycled
- Old paint given to charities for re-use
- Tennis ball cans recycled during tournaments (up to 480 cans per event)

The Westin La Paloma Resort & Spa Initiatives

- Preserved 80% of the over 8,000 mature Sagaro cacti that occupy the property
- Golf course uses effluent water
- Cardboard, newspapers, aluminum, glass, and office paper are recycled
- Uses only EPA certified green cleaning products in cleaning guest rooms

For more detailed information on these efforts, visit neha.org.

Visit neha.org for additional conference information.

