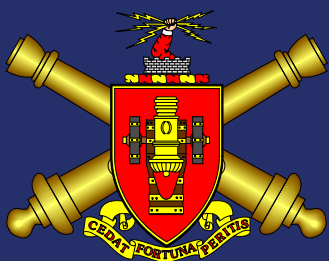


EXHIBITOR INFORMATION KIT



**2008 ARTILLERY STRONG:
OPPORTUNITIES AND CHALLENGES
IN AN ERA OF PERSISTENT CONFLICT
SEMINAR AND TRADE EXPO
JUNE 2-5 2008
FORT SILL, OKLAHOMA**



**TAKE ADVANTAGE OF
GREAT SPONSORSHIPS
AVAILABLE TODAY!**



EXHIBITOR INFORMATION KIT

2008 FIRES SEMINAR & TRADE EXPO

GENERAL OVERVIEW & INFORMATION

Location: Snow Hall
Fort Sill, OK 73503

Contacts: Monique Jenkins, Trade Expo Coordinator
703-771-0055 x10
Fax: 540-286-3125
mjenkins@mhli.org

Tonya Cordero, Sponsorship
580-442-3862
Fax: 580-442-7442
tonya.cordero@us.army.mil

Set up: Saturday, May 31 * 8 AM–7 PM
Sunday, June 1 * 8 AM–7 PM
* **REVISED HOURS.** The CG is tentatively scheduled to go through the tent on Sunday, June 1 at 3 PM.

Show Hours: Monday, June 2 6 PM—Exhibitors allowed in Expo Tent
Monday, June 2 6:30–8 PM—Icebreaker/Social, Expo Tent
Tuesday, June 3 7–8 AM—General Attendance Breakfast, Expo Tent
10:30–11 AM—Break in Expo Tent
12–1 PM—Lunch in Expo Tent
3–3:30 PM—Break in Expo Tent
6–8 PM—Informal dinner at the Patriot Club
Wednesday, June 4 7–8 AM—General Attendance Breakfast, Expo Tent
10–10:30 AM—Break in Expo Tent
12–1 PM—Lunch in Expo Tent
3–3:30 PM—Break in Expo Tent
7–9 PM—Dinner w/ Guest Speaker TBD, Patriot Club
Thursday, June 5 7–8 AM—General Attendance Breakfast, Expo Tent
9–9:30 AM—Break in Expo Tent

Tear Down: Thursday, June 5 *** 12 Noon–Midnight
*** Hollins requires time to remove carpet and return empty crates to booths.

PLEASE NOTE: Generally Trade Expo tent will be open from 7 AM to 5 PM. On Thursday, the tent will open from 7 to 9:30 AM.

Exposition Company: Hollins Exposition Services
540-362-3940

EXHIBITOR INFORMATION KIT

BOOTH SPACE APPLICATION

2008 FIRES SEMINAR AND TRADE EXPO

BOOTH FEES

\$2,800.00 per 10' x10' inside Exhibit Tent

You must purchase space inside the tent in order to have an outside space. Pricing is \$275 per space or piece of equipment

YOUR BOOTH FEES INCLUDE:

- One, 10' x 10' booth space
- One, 8' background drape
- One, 3' divisional drape
- One identification sign
- Two free booth representatives*
- Exhibitor Visibility**

BOOTH REGISTRATION DEADLINE IS MAY 2, 2008!

Booth payments are due in full prior to confirmation of your booth assignment.

***BOOTH REPRESENTATIVES**

Two free booth reps are provided; additional reps are \$100 each. After you have been assigned a booth space you will receive a form to sign up your booth reps. Information must be received by May 16, 2008.

****EXHIBITOR VISIBILITY**

Exhibitor listings will be on our web site at www.mhli.org prior to the conference.

EXHIBITOR INFORMATION KIT

TERMS AND CONDITIONS

Non exhibiting companies or their representatives are not allowed on the Trade Show floor at anytime.

BOOTH SPECIFICATIONS

Eighty-two 10' x 10' booths are available. Booths include 8' maroon and gold background drape, 3' maroon and gold divisional drapes and an identification sign are included in your booth fee. The exhibit tent is only carpeted in the aisles. Carpeting for your booth may be rented from the exposition contractor.

EXPOSITION CONTRACTOR

The Hollins Exposition Services is the official exposition contractor. A service kit, including rental, labor and utility service forms will be e-mailed to exhibitors in April 2008. Please read these materials thoroughly. The Hollins Exposition Services will handle all freight arrangements for the conference. You may not mail any materials directly to Fort Sill.

PLEASE NOTE: No third party I & D companies will be allowed on the floor at any time unless they have contacted and registered with the Hollins Exposition Services by their specified deadline. You may not use any equipment including dollies to carry your freight on to the Show floor. If you do not use Hollins for freight services you may hand carry your freight onto the floor. MHLI will not mediate any disputes between the exhibitor and the exposition contractor. The Hollins Exposition Services may be contacted at 540-362-3940.

EXHIBITOR APPLICATION AND BOOTH ASSIGNMENT PROCESS

You may fax your application to 540-286-3125 or send by mail to MHLI, 154 Fort Evans Rd NE, Leesburg, VA 20176.

A signed corporate check (made payable to MHLI) or complete credit card information, for the total cost of booth space MUST accompany the application. Your signed exhibitor contract MUST accompany your application. If your application is received without payment or contract, a booth will NOT be assigned. You will receive an email confirmation within two days of booth assignment. Applications are processed in the order in which they are received. If none of your booth choices are available, you will be contacted by phone or email for your next choices. If we do not receive your next choices within 24 hours, we will move to the next applicant. You will receive registration information by e-mail later this month for booth representative names.

CANCELLATION AND REFUNDS

Due to the short time before the show there will be no refunds. In the event of cancellation of this show MHLI will reimburse you for the cost of the booth only.

BOOTH APPEARANCE

All exhibits will serve the interests of Fort Sill and shall be set up and operated in a way that will not detract from other exhibits, the exhibition or the Seminar as a whole. By accepting exhibit space, exhibitors agree not to deface, injure or mar the exhibit area. MHLI reserves the right to relocate exhibitors, change booth numbers or require an exhibitor to make adjustments to obstructed space.

PLEASE NOTE: Exhibiting companies may not obstruct the view of any booth beside them. Companies must be very careful using pop up booth displays that infringe on the side views of other exhibitors.

EXHIBITOR INFORMATION KIT

BOOTH SET UP AND TAKE DOWN

Set up will be Saturday, May 31, 2008 from 8 AM to 7 PM and Sunday, June 1, 2008 from 8 AM to 7 PM. THERE WILL BE NO EXCEPTIONS. You will be sent a move in schedule from the Hollins Exposition Services as to freight deliveries and set up times for your company. Exhibitors are not permitted to dismantle their exhibits or pack any materials until closing after 12 Noon on Thursday, June 5, 2008.

These times may change as we get closer to the show. The Exhibitor check in desk will be available for information and name badge pick up during the identified move in hours. You will need a Photo ID to pick up your badge and may not pick up badges for other exhibitors.

EXHIBITOR REGULATIONS

Exhibitors will adhere by the Federal Ethics Standards (5CFR2635.2020) at all times. Exhibitor behavior toward other exhibitors, Fort Sill and seminar staff, and participants is expected to be professional at all times. Respectful treatment of other exhibitors and their products is expected. Exhibitors are expected to adhere to the following policies:

Exhibitors may not:

1. Sublet or assign any portion of their booth(s) to any other company or organization without prior written authorization from MHLI. Sharing booth space with a non-affiliated company will not be permitted. Badges for booth representatives will have the name of the company that signed the contract for the booth. If you wish to have an alternate company name on the badge, there must be a signed contract from that company.
2. MHLI has the right to relocate booths and/or exhibits at its discretion.
3. Conduct business activities in a manner that interferes with easy navigation of the aisle in front of the Exhibitor's booth(s). Demonstrations and sales activities are to be conducted primarily within the Exhibitor's designated booth space.
4. Distribute advertising or promotional materials outside of the exhibitor's designated booth(s).
5. Photograph or videotape any product, material or booth. If you would like to take a picture of your own booth you must request authorization from MHLI and must be supervised by a MHLI representative.
6. Have access to the Exhibit Tent during non-exhibit hours. Exhibit Tent hours will be included with your check in package.
7. Tamper with or remove materials from any booth other than the exhibitor's own.
8. Initiate or participate in actions perceived as intimidating, hostile, disrespectful or inappropriate.
9. Hospitality suites are not permitted for attendees.

Violations of these regulations may result in sanctions by MHLI management in any manner deemed appropriate by MHLI management.

EXHIBITOR ACCOMODATIONS

Included in this package is information for local hotels. To make your hotel reservations, please visit www.findlocalhotels.com/listings/lawton_ok_us.html.

EXHIBITOR INFORMATION KIT

BOOTH SPACE APPLICATION

2008 FIRES TRADE EXPO

COMPANY NAME: _____

POINT OF CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

TELEPHONE: _____ FAX: _____ E-MAIL: _____

PRODUCT OR SERVICE (must be completed): _____

WEB SITE: _____

DO YOU REQUIRE INTERNET SERVICE IN YOUR BOOTH? (If yes, please describe):

BOOTH SPACE REQUEST IN ORDER OF PRIORITY IS:

1. _____ 2. _____ 3. _____ 4. _____

BOOTH SPACE REQUEST IN ORDER OF PRIORITY ARE (if buying more than one booth):

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____

TOTAL NUMBER OF BOOTHS: _____

TOTAL EXPENSE: _____

METHOD OF PAYMENT: VISA MASTERCARD AMERICAN EXPRESS DISCOVER CHECK

CREDIT CARD NUMBER: _____

EXPIRATION DATE: _____

NAME AS IT APPEARS ON THE CARD: _____

BILLING ADDRESS: _____

CITY: _____ STATE _____ ZIP CODE: _____

SIGNATURE: _____

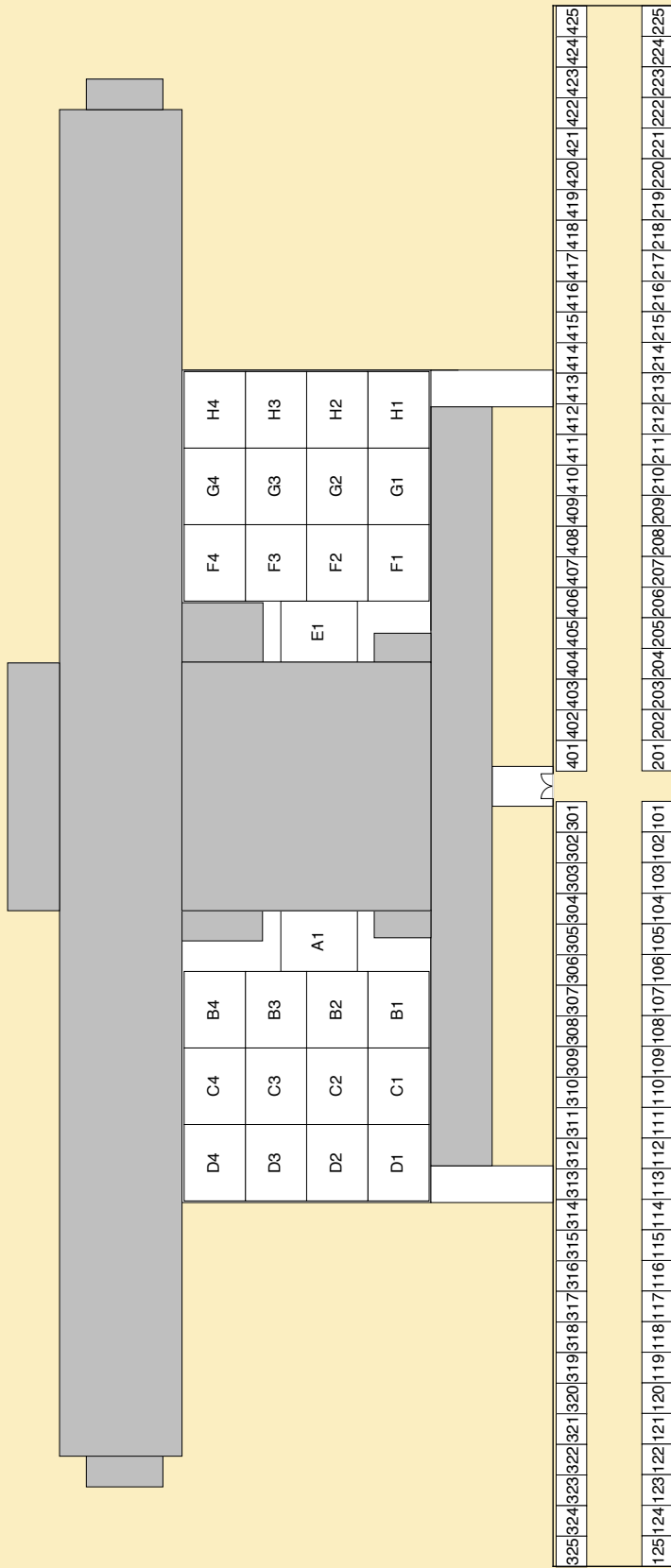
Fax applications to 540-286-3125 for fastest service!



Mail all applications to:

MHLI
154 Fort Evans Rd NE
Leesburg, VA 20176

EXHIBITOR INFORMATION KIT



JOINT FIRES AND EFFECTS SEMINAR June 3-5, 2008 Fort Sill • Lawton, Oklahoma

Booths 101-425: 10 ft. Wide x 10 ft. Deep
 Spaces B1-D4, F1-H4: 25 ft. Wide x 20 ft. Deep
 Spaces A1, E1: 20 ft. Wide x 25 ft. Deep



EXHIBITOR INFORMATION KIT

MHLI EXHIBITOR CONTRACT AGREEMENT

2008 FIRES TRADE EXPO

EXHIBITS

1. Exhibit space is located in the Expo Tent at Snow Hall, Fort Sill, OK according to the enclosed floor space diagram. Exhibit spaces are 10' x 10". Exhibits must be constructed so they do not obstruct the public aisles or general view in the adjoining spaces. Exhibits shall not contain audio, visual or other devices that cause interference with other exhibitors. Any manner of vendor display within Snow Hall beyond the assigned space is strictly prohibited. MHLI provides 8' high back-wall drape, 3' high side divider drape and one (1) 7" x 44" identification sign for each booth space. **No other signs may be used without express permission of MHLI. No food or beverages are allowed in vendor booths excepting samples of vendor products from the assigned booth of that vendor.** Vendor may not sublease or assign any portion of exhibit space. Exhibits shall be open only during the times noted in the published schedule.
2. Vendors are required to set up exhibits on Saturday, May 31, 2008 from 8 AM to 7 PM and Sunday, June 1, 2008 from 8 AM to 7 PM. Space unoccupied by Sunday, June 1, by 6 PM will be resold by MHLI. NO EXCEPTIONS. All exhibits shall be removed no earlier than 12 Noon on Thursday, June 5, 2008 and no later than 12 AM, Friday, June 6, 2008.
3. Exhibitors are responsible for the shipping, storage, set up, take down and return of all exhibit materials. Only piping and draping shall be supplied by MHLI. Arrangements for electrical and telephone services shall be the responsibility of the exhibitors and Hollins Exhibits.
4. MHLI reserves the right to relocate booths and/or exhibits at its discretion.

PAYMENT AND REGISTRATION

5. Payment will be made at the time of application for registration.
6. NO ONE is allowed on the trade show floor at any time without an MHLI-issued badge clearly visible on their person at all times. Each paid booth gets 2 representative badges. Each additional badge will cost \$100.00 and must be requested by May 16, 2008.
7. There will be no refunds of booth spaces.
8. Upon acceptance of this contract, the decorator, Hollins Exposition Services, will provide a package of information on additional signs, furniture, carpets and services. Only the authorized decorator, Hollins Exposition Services, may provide piping and draping for the exhibits. No other decorating companies are permitted on the floor at any time.
9. Spaces will be assigned on a first come/first served basis according to priorities assigned by the requesting company. MHLI may also assign exhibits among applicant companies to ensure diverse representation of the federal defense business. MHLI reserves the right to change an assigned booth space to another location at any time it deems necessary.

GENERAL RULES, RIGHTS AND DUTIES

10. The vendor agrees to indemnify and hold harmless Fort Sill MWR, MHLI, Snow Hall, The Hollins Group and any government employee, their members, directors, officers, agents, representatives and employees against any and all liability whatsoever arising from any or all damage to a person or property caused by the vendor, Fort Sill, their agents' representatives, employees or any other such person. MHLI and the Trade Expo Coordinator shall have sole authority to enforce and interpret these rules and shall be subject to the statutes of the state of Virginia.
11. No person under the age of eighteen are permitted on the trade show floor during installation and dismantling
12. No camera, photographic equipment, audio records, video cameras or visual image recorders of any type are permitted on the trade show floor at any time.
13. No booth drawings are permitted. The value of giveaways may not exceed \$20.00.
14. All exhibitors purchasing outdoor space must purchase at least one space inside the tent.
15. All exhibitors purchasing outdoor space will be held responsible for any landscape damages.
16. **The Federal Standards of Conduct and Ethics must be adhered to at all times by all participants. Among other requirements, the Federal Standards of Conduct and Ethics preclude vendors and exhibitors from having hospitality suites or potential purchasers who act on behalf of the Federal Government or a related entity.**
17. Any exhibitor who fails to abide by the rules and regulations of MHLI, may, in the sole discretion of MHLI, not be invited to exhibit at any further trade expositions or any other sanctions deemed appropriate by MHLI.

BY SIGNING THIS AGREEMENT, the exhibitor warrants its knowledge of and familiarity with the Federal Standards of Conduct and Ethics as of the date signed. The exhibitor warrants its knowledge of all MHLI terms, conditions, regulations and procedures and certifies that they have the authority to commit our Company's agreement to abide by these as well as any additional regulations deemed necessary by the MHLI management on site. I agree to inform all other company representatives attending the MHLI Seminar of these terms, conditions, regulations and procedures.

X

Authorized Signature

Title

Date

Company Name

FAX SIGNED FORM WITH SPACE APPLICATION TO: 540-286-3125

EXHIBITOR INFORMATION KIT

Contact us today for the best Sponsorship Opportunities!

Fort Sill's Morale, Welfare and Recreation has already begun planning for the Spring 2008 Joint Fires and Effects Seminar and Trade Expo. MWR anticipates approximately 300 senior attendees, 300 students and 300 corporate vendor staffs to attend this 3-day event. The Trade Expo will have space for approximately 200 10' x 10' exhibitor booths in the expo tent and 30 spaces in the outside expo area. We invite your company to utilize the marketing services provided to assist in increasing your company's awareness and sales by targeting the valuable military market.

As this event continues to expand, MWR has increased the investment opportunities for the attending exhibitors to sponsor selected events in conjunction with the seminar and trade expo agenda. The 2008 Fires Seminar and Trade Expo offers creative and unique sponsorship and advertising opportunities for your company to include getting your name prominently displayed during the event, as well as associating your company logo with the event in all advertisements.

Even if you choose not to participate in the Trade Expo, these sponsorship opportunities provide you with another means to promote your business face to face with various military leaders, Soldiers and attendees from around the world. Several of the sponsored items can be given individually to all attendees and businesses displaying in the Trade Expo. MWR has several sponsorship opportunities available to fit any budget. The following items will be available to supplement your customized investment packages. Please refer to pages 10-11 for a detailed breakdown of each item.

- Tote Bags
- Name Tag Lanyards
- Beverage Tickets
- Pad Folio's
- Pens
- Welcome Dinner
- Banquet Dinner
- Lunches (3)
- Breakfasts (3)
- Icebreaker Social

**We look forward to teaming up with you and marketing your business.
For additional information contact:**

Tonya Cordero

tonya.cordero@us.army.mil

580-442-3862

Fax: 580-442-7442

EXHIBITOR INFORMATION KIT

Sponsorship and Advertising Opportunities

Trade Expo Icebreaker and Social • \$2,500

Company Logo will be displayed during the Icebreaker Social. Several dignitaries will recognize your company for its support and investment with Fort Sill during the Icebreaker and/or Social. Includes 100 beverage tickets to all Icebreaker/Social attendees' compliments of your company and Company Name and Logo listed in the final program as the Icebreaker and/or Social Sponsor.

Welcome Dinner • \$2,500 (Sponsored)

Company Logo will be displayed during the Welcome Dinner, June 2, at the historic Fort Sill Patriot Club. Includes 100 beverage tickets for Company representatives to distribute during the Welcome Dinner. Dignitaries will recognize your company for its support and investment with Fort Sill during the event. Your Company Name will be listed in the official program.

Expo Banquet Dinner • \$2,500 (Sponsored)

Company Logo will be displayed during the Expo Banquet, June 3. Sponsorship includes 100 beverage tickets for your distribution to banquet guests. Dignitaries will recognize your Company for its support and investment with Fort Sill during the banquet. Your Company Name will be listed in the official program.

Trade Expo Luncheon • \$750

Company Logo will be displayed at a featured luncheon. Several dignitaries will recognize your company at the luncheon. Includes receipt of 4 complimentary lunch tickets for your company and Company Logo and Name listed in the final program as the Luncheon Sponsor.

Gourmet Boxed/Bagged Lunch • \$750

Company Logo will be displayed on individual boxed lunches. Several dignitaries will recognize your company during lunch. Includes receipt of 4 complimentary lunch tickets for your company and Company Name and Logo listed in the final program as the Gourmet Boxed Lunch Sponsor.

Trade Expo Morning Refreshments • \$2,500

Company will have opportunity to provide the morning continental breakfast prior to the start of each seminar. Signage will be provided and placed accordingly to recognize the sponsor. A commuter mug with the sponsor's logo can be provided to each attendee for an additional \$1,200 investment.

EXHIBITOR INFORMATION KIT

Beverage Tickets • \$6.50 per ticket

Drink tickets are good for both the evening Icebreaker and evening Social. Each drink ticket is good for one mixed drink, a glass of wine, a glass of beer, or a soft drink. Tickets will have the sponsor's logo displayed and will be distributed at the sponsor's discretion.

Attendee Tote Bags • \$10.00 each (minimum of 350) (Sponsored)

Tote bags are given to each attendee at time of registration. Bags are used throughout the event to carry seminar and vendor information. The price includes a one-color logo placed onto the front of the bag.

Tote Bag Advertisement Material • \$300

Company will have opportunity to place a one-page flyer or small brochure package directly into each attendee tote bag. Company will provide appropriate advertising material to be placed in the bags.

Pad Folio Notebooks • \$10.00 for full-size pad / \$7.00 for junior-size pad (minimum 350)

Company can invest in attendee pad folio notebooks, that will display your Company Logo and will also be placed in each attendee tote bag. Company Logo on pad folio will be one-color.

Commemorative Pens • \$750

Company will have the opportunity to invest in attendee commemorative pens that will display your Company logo. These pens will also be placed in each attendee tote bag. Company logo on pens will be one color.

Name Tag Lanyards • \$4.00 each (minimum 350)

Expo Lanyards will have your Company Name (not logo) on both sides. Also includes recognition of Company in the form of signage.

EXHIBITOR INFORMATION KIT

Trade Expo Exhibitor Raffles

Companies can also participate in the Exhibitor Raffles, an additional booth draw at the Trade Expo. To ensure we remain compliant with federal ethics rules, Fort Sill Morale, Welfare and Recreation will conduct the exhibitor raffles instead of allowing exhibitors to do individual drawings. This also ensures MWR will remain compliant with federal ethics ruling (5 CFR 2635.202) limiting federal employees from receiving gifts.

NOTE: EXHIBITOR DRAWINGS ARE STRICTLY PROHIBITED!

Exhibitors participating in the raffle will be provided an "Official Raffle Sponsor" sign for their booth. Signage will be displayed at the entrance of the Trade Expo with your Company's Name listed. There is no limit to the value of the item to be raffled, but we ask you limit the raffle item to a single item or package. We are assigning the price of tickets at 5 for \$1.00, and the raffle tickets will be sold from a single booth located near the entrance of the expo. Representatives from Fort Sill MWR will man the Raffle booth. This will alleviate exhibitors having to make change or carry cash. All proceeds will go to the Fort Sill MWR Fund.

Attendees will place half of the numbered tickets they have purchased in a container at the exhibitors booth and during the Banquet Dinner, participating exhibitors will draw the winning numbers and the winners will be announced right away. Attendees will also be told that they must be present at the Banquet to win. Winners will return to the exhibitor booth to collect each item won. Any arrangements for shipping and handling are between the exhibitor and the winner. FORT SILL MWR AND MHLI WILL NOT SHIP ANY RAFFLE ITEMS.

We ask that each exhibitor wishing to participate in the raffle, register the item/package with Tonya Cordero. Information about your raffle and your logo must arrive to us not later than 6 weeks prior to the event to be placed on the signage.

Additional information about this event can be provided by contacting Tonya Cordero, Commercial Sponsorship and Advertising Coordinator, at: 580-442-3862 or tonya.cordero@us.army.mil.