



# Sleep Show™

National Sleep Foundation

MARCH 8 – 10, 2019 | HOUSTON | [sleepshow.org](http://sleepshow.org)

*Introducing the*  
Three-Day Sleep Experience



Dear Exhibitor:

The National Sleep Foundation (NSF) is proud to announce *Sleep Show*<sup>™</sup>, a premier three-day consumer expo. Interact with 10,000 shoppers over 22 hours of exhibit time. Be one of the leading companies to showcase your newest sleep-related products.

Today's consumers know sleep is important to their health and wellbeing, and this shift is driving a new era in sleep products. *Sleep Show* will feature everything from mattresses, pillows, sheets, and furniture, to beauty, technology, baby products, over the counter sleep aids, and more.

Exhibiting at *Sleep Show* provides the opportunity to introduce your newest products, build visibility and emphasize your brand in a competitive marketplace, and meet face to face with consumers. Don't miss the first consumer show to combine all elements of sleep health under one roof.

Space is limited, so send in your application today.

Sincerely,

A handwritten signature in black ink that reads "DM Cloud".

David M. Cloud  
CEO

## Exhibit Booth Includes

- sleepshow.org booth listing
- Show Guide and Mobile *Sleep Show* App listing
- 10 Exhibitor tickets
- 20 VIP tickets to Friday's trade and media preview

## Exhibit Dates & Hours\*

- Friday, March 8: 10am – 12noon trade and media preview;  
12noon – 7pm open to the public
- Saturday, March 9: 10am – 6pm open to the public
- Sunday, March 10: 10am – 5pm open to the public

## Exhibit Space Rates

- Through January 3, 2019 ..... \$32.50 per sq. ft.
- Beginning January 4, 2019 ..... \$37.50 per sq. ft.

**93%** of consumers are looking for a better sleep product shopping experience.

**52%** are confused when researching sleep products.

**62%** want to attend an event where they can touch and buy sleep products.

**87%** of dissatisfied consumers are in the market for new sleep products.

\* Exhibit dates & hours are subject to change

# Sponsor Packages

## Platinum Benefits ..... \$50,000

- 20 x 20 booth (upgrade available for an additional fee)
- Priority booth location
- Product Theater: 20-minute time slot
- One hundred (100) guest tickets
- Digital signage branding
- Prominent logo placement on the *Sleep Show* website and pre-event email promotions
- Brand logo and company description in the *Sleep Show* App
- Sponsor recognition in strategic locations
- Social Media recognition and promotion

## Gold Benefits ..... \$40,000

- 20 x 10 booth (upgrade available for an additional fee)
- Priority booth location
- Fifty (50) guest tickets
- Prominent logo placement on the *Sleep Show* website and pre-event email promotions
- Brand logo and company description in the *Sleep Show* App
- Social Media recognition and promotion

# Sponsor Packages

## **Silver Benefits ..... \$25,000**

- 20 x 10 booth (upgrade available for an additional fee)
- Priority booth location
- Twenty-five (25) tickets
- Prominent logo placement on the *Sleep Show* website and pre-event email promotions
- Brand logo and company description in the *Sleep Show* App
- Social Media recognition and promotion

## **Bronze Benefits ..... \$20,000**

- 20 x 10 booth (upgrade available for an additional fee)
- Priority booth location
- Fifteen (15) tickets
- Prominent logo placement on the *Sleep Show* website and pre-event email promotions
- Brand logo and company description in the *Sleep Show* App
- Social Media recognition and promotion

# Additional Marketing Opportunities

## Print

|  |          |   |
|--|----------|---|
| Distributed to all attendees at registration. The <i>Sleep Show Guide</i> will include program schedule, facility maps, and exhibit guide. |          | Contact for print,<br>Scott Ravin<br>sravin@sleepfoundation.org<br>703-243-9274 |
| Attendee Show Guide  | \$10,000 |   |
| Conference Tote  | \$25,000 |   |

## Fixed Placement

|  |  |
|--|--|
| Opportunities throughout the convention center and hotel. Digital signage, window & floor clings, escalator decals, etc. | Contact for fixed placements,<br>Susanna Aguirre<br>saguirre@sleepfoundation.org<br>703-632-4207 |
|--|--|

## Digital

|   |         |  |
|---|---------|--|
| Similar to a text message but pushed via the show app. Real-time marketing for promotion of your booth activity, brand, or company. App users will receive new announcements throughout the <i>Sleep Show</i> . |         | Contact for digital,<br>Jessie Wurzer<br>jwurzer@sleepfoundation.org<br>703-243-1753 |
| <i>Sleep Show</i> App Alert   | \$2,000 |  |

\* Alerts & coupon pushes will be limited to time, arrival, & frequency. These are sold on a first come first served basis.

# EXHIBIT SPACE APPLICATION HOUSTON CONVENTION & EXHIBITION CENTER

SLEEP SHOW DATES MARCH 8 – 10, 2019

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City | State | Zip | Country: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## CONTACT FOR EXHIBITS

**Scott Ravin**

sravin@sleepfoundation.org

703-243-9274

National Sleep Foundation

1010 N. Glebe Road, Suite 420

Arlington, VA 22201

**Electronic payment:** Routing 054001204, Account 0019 2221 5642

**Credit cards accepted:** Amex, Discover, Master Card, Visa

**Credit Card Number:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_ **CVV code:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_

**Billing Address if different from above:** \_\_\_\_\_

## BOOTH FEES

Space Rates: **\$32.50 per sq ft by 1/3/19**

**\$37.50 per sq ft after 1/3/19**

Each booth comes with pipe and drape, booth signage, ten exhibitor badges per 10'x10' booth, 2 show passes for VIP clients, and a website listing. Note that carpet is not included, but is mandatory. All exhibitors MUST provide carpet/floor covering for their entire booth.

Exhibitors are required to demonstrate Commercial General Liability Insurance of at least \$1 million per occurrence and \$2 million aggregate and active Workers' Compensation Insurance. See "Conditions of Contract" for complete details.

Your deposit must accompany your completed application to be processed.

- 50% deposit due with completed application
- Final payment due on or before January 3, 2019
- Payment is due in full for any applications received after January 3, 2019

Number of booths requested: (example: 10'x10' = 1, 20'x20' = 4 booths) \_\_\_\_\_

(Specific booth location requests will be considered, but not guaranteed)

We request NOT to be placed next to the following companies: \_\_\_\_\_

Space assignments: Exhibit space will be sold on an available basis. NSF will not hold space without a complete application and deposit. NSF reserves the right to reassign any exhibit location it deems advisable for the benefit of the *Sleep Show*.

**ACCEPTANCE** We understand that this application for exhibit space becomes a binding contract upon acceptance by NSF and is subject to all the terms, conditions, rules, and regulations as contained in, and made part hereof, the attached CONDITIONS OF CONTRACT AND REGULATIONS GOVERNING PARTICIPATION IN THE SLEEP SHOW. NSF reserves the right to reject any exhibit application for any reason.

**APPLICANT SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_

**NSF SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_

## CONDITIONS OF CONTRACT AND REGULATIONS GOVERNING PARTICIPATION IN THE SLEEP SHOW

- 1. CONTRACT FOR SPACE** The contract for space, the formal notification of space assignment, and full payment of rental charges, together constitute a contract between the exhibiting organization, hereinafter known as the exhibitor, and National Sleep Foundation, hereinafter known as the Show Management, for the right to use space in the Sleep Show for the time, date, and location of this event. The contract is based upon the plan of exhibits, rates shown thereon and general information contained in the Sleep Show brochure, all of which are to be considered along with details on the front and back of this form as part of the contract. A 50% deposit, of the total exhibit space value, is due with this completed application or space can be released. The balance is due by the remittance date hereinafter stated. The Show Management reserves the right to reassign space for which complete payment has not been made by the remittance date. Full payment for space applied for after the remittance date is due upon receipt of the contract by the Show Management.

All measurements shown on the floor plan are approximate and the Show Management reserves the right to make such modifications as may be deemed to be necessary, making equitable adjustment with any exhibitor or exhibitors thereby affected. The Show Management also reserves the right to adjust the floor plan to meet the needs of the venue and applicable laws and regulations.

Cancellation of space will result in the loss of deposit. After December 15, 2018 there will be no refunds of any monies. Failure to pay the balance due on the contract as specified will subject exhibitor to cancellation of contract and forfeiture of all monies paid, including deposit.

If the exposition is not held for any reason beyond the control of Show Management, the rental and lease of space to the exhibitor shall be canceled and all monies received by Show Management shall be returned to the exhibitor less all legitimate expenses incurred for advertising, promotion, rentals, salaries, and travel. Return of such monies will terminate the liability of Show Management.

**BOOTH SHARING:** Booths are for individual companies. More than one company may not share a booth.

**SPACE & HEIGHT REGULATIONS:** Exhibits must be confined to the exact space allocated. Height limitations and other restrictions pertaining to the design of exhibits and the use in the exhibit booth space of pedestals, tables, racks, shelves, risers and similar display equipment are described in detail under "Types of Exhibits" and "Special Provisions." Note: Where an exhibitor's display is built beyond the limitations and restrictions as set forth in the Contract and/or in any other applicable laws, regulations or rules, Show Management reserves the right to correct such display violations by having the exhibitor alter, remove or rearrange any or all the display at its expense so that it will comply with regulations. If the exhibitor is not available to make such corrections, Show Management is hereby authorized to make any and all necessary corrections at the exhibitor's expense. In cases where the reverse side of an exhibitor's backwall, sidewall, riser or display, is exposed to view, such portion of this display must be suitably draped with fireproof materials so that no part of the display construction, electrical wiring, or the like, can be seen from the aisles or booth spaces belonging to other exhibitors. Circulars, publications, advertising matter and all kinds of promotional giveaways may be distributed only within exhibit booth spaces. Nothing can be posted on, tacked, nailed, taped, screwed in, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Signs, truss, rails, etc. will not be permitted to intrude into or over aisles. The maximum allowable height of exhibit displays, drapery, scrim, screens and hanging signs within island exhibit spaces 40 sq. ft. or larger is limited by ceiling height and restricted by the physical height limitations of overhead structure(s) and/or by the policies of the convention center ("Convention Center"). All booth constructions exceeding 8 feet high must be approved by Show Management. For exhibit spaces less than and equal to 400 sq. ft., inline, and corner exhibit booth spaces, the maximum allowable height is 8 feet (the same as the backwall drape height). No single horizontal display can occupy more than 25% of the booth. For special consideration, please submit requests in writing to Show Management.

**TYPES OF EXHIBITS:** All exhibiting companies must comply with all applicable laws, regulations, and rules. Should you be required to alter your exhibit in order to so comply, NSF will not be responsible for any costs related to such alterations. If required, an engineering certification of structural integrity must be submitted to Show Management not less than 60 days prior to the show opening. The following types of exhibits have been approved. Any deviation from the types of exhibits described below must be submitted in writing to Show Management for clearance before February 1, 2019.

- a. ONE-AISLE EXHIBIT BOOTH SPACE:** The back wall, including signs, must not exceed 8' in height. The side walls may be at the maximum 8' height limit for a distance of 5' from the back wall toward the aisle. The height of the side walls must be lowered to 48" for the remaining distance to the aisle. This type of display is permitted anywhere in the exhibit hall.
- b. TWO-AISLE EXHIBIT BOOTH SPACE:** All restrictions are the same as for one-aisle exhibit booth space and for one-aisle exhibit booth space.
- c. THREE-AISLE EXHIBIT BOOTH SPACE (PENINSULA):** The use of the two end exhibit booth spaces across the end of an aisle provides exposure on three aisles. The common wall with the neighboring exhibits may not exceed a width of 5' on



each side of center except for exhibit booth spaces where this dimension may be exceeded by the width of the pillars separating the rows of exhibit booth spaces.

- d. ISLAND EXHIBIT BOOTH SPACE: (Minimum 400 sq ft.) This is a free-form display offering maximum flexibility by eliminating the usual restrictions on exhibit booth space dimensions. Contact Show Management for construction approval.
- e. OTHER: Exhibitors constructing exhibits must submit plans to Show Management for consideration and approval.

## 2. **INSTALLATION AND DISMANTLING OF EXHIBITS**

Crates cannot be stored in the booth. Delivery of freight, installation of exhibits and completion of erection of exhibits will take place on the dates hereinafter shown. The exhibits must be ready for inspection no later than 5:00 p.m. the day before the show opening. Show Management reserves the right to authorize the installation of any exhibit on the floor not installed by 5:00 p.m. of the day prior to the first show day at the expense of the exhibitor. Freight delivered to a booth but unopened by 9:00 a.m. the first show day will be removed from the hall at the expense of the exhibitor. Freight will not be delivered to booths during show hours. Dismantling may not begin until the close of the exposition on the final show day. (If booth space is not occupied by 8:00 a.m. of the first Show day, the Show Management shall have the right to use such space as it sees fit to eliminate blank spaces in the exhibit.) Goods and materials used in any display, except bona fide samples, shall not be removed from the exhibit hall until the exposition has officially been closed.

Dismantling cannot begin before 5:00 p.m. on Sunday March 10th and must be completed and all exhibit materials removed by Monday March 11th at 11:59pm.

## 3. **STORAGE OF BOXES AND PACKING CRATES**

Exhibitors will not be permitted to store boxes or packing crates in or behind exhibit booths. Prior to 8:00 a.m. of the first show day, all boxes and crates will be placed in storage provided they are properly labeled for storage. Those not so labeled will be removed and destroyed as refuse. (NOTE: Storage labels will be provided at the Exhibitor's Service Desk.)

## 4. **INSURANCE REQUIREMENTS & LIABILITY**

Insurance protection will not be afforded to the exhibitor either by the NSF or Convention & Exhibition Center. Exhibitors insurance is MANDATORY. Exhibitors MUST carry their own insurance to cover exhibit material damage. Exhibitors utilizing independent contractors MUST provide Show Management with a certificate of insurance in full compliance with all provisions as stated below by January 30, 2019. IMPORTANT: independent contractors' certificate of insurance MUST list the exhibit company name and booth number. Also, a separate certificate of insurance must be provided in the exhibiting company's name. Note: NSF is required to provide similar proof of our insurance to the convention center.

## 5. **FIRE PREVENTION**

All booth decorations must be flame-proofed, and all hangings must clear the floor. Electrical wiring must conform to the National Electrical Code and local ordinances. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise might incur a fire hazard, Show Management reserves the right to eliminate or remove, at the exhibitor's expense, all or such part of the exhibitor's display determined to be hazardous.

The exhibitor is charged with knowledge of all local laws, ordinances and regulations pertaining to health, fire prevention and public safety affecting his participation in the exposition. Compliance with such laws is mandatory for all exhibitors and is the sole responsibility of the exhibitor. If unusual equipment is to be installed, or equipment that might conflict with fire codes is to be used, the exhibitor must communicate with the exposition director and wait for approval from the Fire Marshall before proceeding.

## 6. **LIGHTING, SOUND AND VIDEO DISPLAY**

All projection equipment must be in accordance with the requirements of the fire prevention authorities and in compliance with any agreements entered into by Show Management with the director of the exhibit hall or applicable labor unions. All plans for installation and operation of projection equipment must be approved by Show Management before operation is undertaken. All projection equipment, lighting devices, displays, or demonstrations must be arranged in such a manner as not to annoy other exhibitors or the exposition in general. Show Management reserves the right to restrict the use of objectionable lighting.

## 7. **PHOTOGRAPHY AND VIDEOGRAPHY**

No photography, videography, or audio/visual of any kind is allowed anywhere on the exhibit floor or in the conference areas of the show before, during, or after show hours, except by official NSF photographers and those professional photographers approved by Show Management. Violators will be escorted from the show and their film and/or credentials forfeited.

## 8. **DISPLAY RULES & USE OF SPACE**

All demonstrations, distribution of circulars, or other promotional activities must be confined to the limits of the exhibit booth, and must not interfere with adjacent booths or intrude on aisle space. Demonstration of equipment that requires the use of space above the 8-foot backwall height must be approved by Show Management at least 60 days prior to the opening of the show. Exhibitors shall not assign, sublet or share the space allotted without the knowledge and consent of Show Management. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business, except for prizes. Exhibitor representatives manning the exhibit will be owners, employees or agents of exhibiting companies, and such representatives will wear proper badge identification furnished by the exposition. Such badges will be supplied upon presentation of the list of personnel by the exhibitor or by application made at the Exhibitor's Registration Desk. Exhibitors are forbidden to pass along badges designated for exhibit personnel to their customers or prospects. If such use of exhibitor's badges is made and this is recognized, these badges will be removed. Each exhibitor will place the name of the representative on file at the Exhibitor Registration Desk who has the prime responsibility on the floor for the exhibitor's display, and who is authorized to make decisions for the exhibitor as requested by the exposition director. Setup rules must adhere to the Guidelines for Display Rules & Regulation by IAEE. See Exhibitor Service Manual for details. Backgrounds 8 feet high may extend out from the booth backline one-half the depth of the booth and from that point to the aisle to a maximum height of 44 inches. However, no equipment, partitions, etc., may extend above 44 inches height within five feet of any aisle. Exhibitors building to these specifications must mask any exposed and unfinished side or back portion of their exhibit so it will not be objectionable to adjacent exhibitors. Show Management reserves the right to have such masking done, billing the exhibitor for charges incurred. Built-up exhibits or other construction shall not exceed the 8-foot backwall height including company name or other advertising except as specifically provided hereinafter. In island spaces, or across-the-aisle space, overhead panels or open "bridge-type" construction will be permitted to a maximum height of 20 feet. However, built-up construction, except slender supporting posts, shall not exceed 44 inches in height within 4 feet of any aisle. Plans for such abovementioned displays must be submitted to and approved by the exposition director at least 60 days prior to the opening of the show. Each exhibitor is required to respect the rights of other exhibitors and to recognize that the general appearance of the exposition as a whole must take precedence over that of any individual exhibit. Interference with the light or space of other exhibitors will not be allowed. All booths must be carpeted.

## 9. **MEDICAL PRODUCT/SERVICE DISPLAY**

Any medical device, pharmaceutical or other type of prescription or non-prescription (over-the-counter or OTC) medical product exhibited, sold, or sampled must comply with all applicable U.S. Food and Drug Administration (FDA) laws, guidelines and regulations; Healthcare Convention Exhibitors Association Guidelines for U.S. Healthcare Conventions and International Exhibitions & Congresses; and the Consumer Healthcare Products Association (CHPA) OTC Regulations.

## 10. **ATTENDANCE PRIZES AND GAMES**

In deference to all exhibitors, those wanting to give away prizes to develop traffic at their displays will comply with the following rules:

- a. The exhibitor is charged with the knowledge of national, state, and local legal restrictions on any merchandising, advertising, or promotional inducement that might be construed as a lottery, gambling or gambling devices. Show Management does not accept responsibility for any promotional schemes undertaken by exhibitors, but does require that any drawing and announcement for special gifts must be done within the confines of the exhibit booth and ticket holders need not be present to win when drawing is made.
- b. All prizes must be approved by Show Management, and requests for such approval must be received in Show Management's office at least 30 days prior to the opening of the show.
- c. The method of drawing or selection of winners must have the approval or be under the supervision of Show Management.
- d. The name(s) of the daily winner(s) must be posted at Show Management exhibit for at least 1 full session of the exposition, except for the final day.
- e. Games in which winners are immediately known because of their participation will be permitted, providing there is no infringement on the rights of other exhibitors. The approval for such games must be given by the exposition director and requests for such approval must be received at least 60 days prior to the opening of the show.
- f. Display of prizes must conform to the aforementioned rules for exhibiting.
- g. Prizes given to persons attending hospitality functions and the method in which winners are selected must be approved by the exposition director and requests for such approval must be received at least 60 days prior to the opening of the show. These regulations become a part of the contract between the exhibitor and Show Management and have been formulated in the best interest of all concerned. The director respectfully asks the full cooperation of the exhibitors in their observance.

All points not covered are subject to the decision of Show Management.

11. **NO SUITCASING**

Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the Exhibition Policy, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to Show Management. Show Management recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. Show Management must be informed of any hospitality suites, and Show Management written consent must be received prior to the event

12. **CARE OF BUILDING AND EQUIPMENT**

Exhibitors or their agents shall not injure or deface the building, the booths or the equipment of the booths. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

13. **RESTRICTIONS IN OPERATION OF EXHIBITS**

Show Management reserves the right to restrict exhibits which, because of noise, lighting, method of operation, materials, or for any reason are considered objectionable, and also to prohibit from exhibiting or evict from the exposition as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that the exposition director determines is objectionable to the exposition. In the event of such restriction or eviction, Show Management is not liable for any refunds of rentals, or other exhibit expense. Advertising plans and stunts that are intended to promote traffic must be submitted at least 60 days prior to the opening of the show to the exposition director for approval. Sideshow tactics, scantily attired models or other undignified promotional methods will not be permitted.

14. **HOSPITALITY FUNCTIONS**

Show Management **MUST** approve exhibitor hospitality in advance. Only exhibitors will be permitted to conduct hospitality functions in hotels under contract to Show Management. Breakfast functions are not permitted. Permission for hospitality functions must be received 60 days prior to opening of show.



NATIONAL SLEEP  
FOUNDATION