

Houston, Texas

## 2008 NPRA Cat Cracker Seminar: Exhibitor Prospectus

Intercontinental Hotel  
Houston, Texas  
August 19-20, 2008



## 2008 NPRA Cat Cracker Seminar: Exhibitor Prospectus

### What is the Cat Cracker Seminar?

The NPRA Cat Cracker Seminar is a biannual meeting which focuses on the operations and reliability challenges that are specific to FCC process units.

Although it began as a maintenance meeting, the Seminar has evolved into a comprehensive program that covers FCCU reliability, regulations, equipment technology, refractory, and process technology. The program utilizes discussion-driven workshops and a Q&A forum to share insights into smarter, safer and more reliable FCCU operation.

The Seminar includes a tabletop exhibition for equipment and service providers that specialize in the needs of FCCU's. Exhibitors are given 4.5 hours in the 1 1/2 day program to meet with attendees.

The 2006 Seminar had 203 decision makers from 38 domestic and 6 international refining companies. A total of 72 refineries were represented at the meeting.

You can count on The Cat Cracker Seminar to deliver a well focused FCCU audience at a reasonable cost.

### Who is NPRA?

The National Petrochemical & Refiners Association has the honor of being the oldest trade association to serve the oil industry. Formed in 1902 with the merger of the National Petroleum Association and the Western Petroleum Association, the National Petroleum Refiners Association

served the petroleum refining and petrochemical manufacturing industries for the last 100+ years with pride. NPRA is now known as the National Petrochemical & Refiners Association, a name which, while rooted in the heritage of the Association, reflects the true make-up of the membership and highlights the increasing interdependence of the refining and petrochemical industries that we represent.

NPRA represents 103 regular member companies, encompassing nearly all of the petroleum refiners and petrochemical manufacturers in the United States. Membership also consists of international refining and manufacturing entities, as well as domestic and foreign companies which have special interests in petroleum refining and petrochemical manufacturing, while not operating the refineries or facilities themselves.

### How to Reserve a Tabletop

You may either complete the attached application and fax to 202.835.0467 or complete your application online by visiting the [Cat Cracker Seminar website](#). Click on the link to the Online Exhibitor Application under "Related Web Pages and Sites". If you do not have a username and password for the NPRA website, please email [cat@npra.org](mailto:cat@npra.org) or call 202-457-0480.

### Interested in Membership?

Please contact NPRA at 202.457.0480.

## Tabletop Information

## Cat Cracker Seminar: Exhibit Prospectus

### Move-In Hours

Tuesday, August 19  
8:00 am – 10:30 am

### Move-Out Hours

Wednesday, August 20  
1:30 pm – 4:00 pm

### Sponsorships

Show your support for the industry, contact Lynne Schoenbeck for sponsorship opportunities at 202.457.0480 or [LSchoenbeck@npra.org](mailto:LSchoenbeck@npra.org).

### Space Assignments

Member companies who submit their contracts by June 27, 2008 will receive priority processing for entry into the show and assignment of tabletop location. After June 27, tables will be assigned on a first-come, space available basis. This year's floor plan consists of 56, 8' tabletops.

After space is assigned, a confirmation will be sent to the exhibitor with tabletop assignment. The NPRA reserves the right to make necessary changes in assigned tabletop locations for the benefit of exhibitors and the betterment of the entire meeting.

### Display Information

Tabletops should consist of very simple displays. Elaborate demonstrations will not be possible. Electrical services will be available at a cost to the exhibitor. Appropriate order forms will be sent with the confirmation. Security will be provided, but valuable equipment such as laptops should be removed from the tabletop area when the displays are not open. NPRA will provide:

- 1, 8'x30" skirted table
- 1 chair
- 1, 7"x44" table sign with company name and space number
- Attendee lists (including full mailing address prior to and after the conference).
- Wastebasket

### Fees

Tabletop fees are listed below. These fees do NOT include any complimentary exhibitor registrations or passes. All exhibit personnel working the show must register for the conference using full registration as outlined below. This method will allow you to better manage your budget and personnel and also afford you the convenience of registering and reserving your hotel rooms on-line. The floor plan on page 5 indicates the location of the tabletops and food service areas. Locations are believed to be accurate, but are not guaranteed.

### Tabletop fees:

Member	\$ 350 / table
Non-member	\$ 450 / table

Please apply [on-line](#) or fax the completed Tabletop Application to Kelly Monday, 202.835.0467.

### Registration fees:

	Before July 21	After July 21
Members	\$ 350	\$ 450
Nonmembers	\$ 695	\$ 795

[Click here to register  
for the conference!](#)

Cover photo courtesy  
TapcoEnpro International.

### Schedule of Events

#### Tuesday, August 19, 2008

8:00 am – 6:00 pm	Registration Open
8:00 am – 10:30 am	Tabletops Move-In / Set-Up
11:00 am – 12:30 pm	Lunch / <b>Tabletop Displays Open</b>
12:30 pm – 4:30 pm	Q&A Session
4:30 pm – 6:00 pm	Reception / <b>Tabletop Displays Open</b>

#### Wednesday, August 20, 2008

8:00 am – 2:00 pm	Registration Open
8:00 am – 8:30 am	Networking – Coffee and Rolls
8:30 am – 9:30 am	3 Concurrent Workshops
9:30 am – 9:45 am	Refreshment Break
9:45 am – 10:45 am	3 Concurrent Workshops
10:45 am – 11:00 am	Refreshment Break
11:00 am – 12:00 pm	3 Concurrent Workshops
12:00 pm – 1:30 pm	Lunch / <b>Tabletop Displays Open</b>
1:30 pm – 3:00 pm	2 Concurrent Workshops
1:30 pm – 4:00 pm	Tabletop Displays Tear-Down / Move-Out

**These rules and regulations, and all text in this Exhibitor Application, are to be construed as part of all tabletop contracts. NPRA reserves the right to interpret them as well as make final decisions on all points which the rules and regulations do not cover.**

#### **Space Assignments**

Prior to and including June 27, 2008, priority for assigning space will be determined by NPRA membership and number of previous years of participation in the tabletops. After June 27, 2008, space will be assigned on a first-come, space available basis.

NPRA reserves the right to change space assignment if, in NPRA's judgement, it becomes necessary to do so.

#### **Payments and Cancellations**

In applying for space, the exhibitor must pay the full cost of the space with the application. A full refund will be made if space is not available. Refunds for cancellations will be made only if the space can be resold, according to the following schedule:

By July 11, 2008 - full refund;

by July 17 - 90% of space rental fee;

by July 24 - 75%;

by July 31 - 50%;

after July 31 - 0% of space rental fee.

Cancellations must be made in writing and forwarded to Kelly Monday at fax number: 202.835.0467 or email:

[kmonday@nptra.org](mailto:kmonday@nptra.org).

#### **Space and Equipment**

The space will include 1, 8'x30" skirted table, 1 chair, 1, 7"x44" table sign with tabletop number, and a wastebasket. All other display materials will be provided by participant at his/her own expense.

#### **Default of Occupancy**

- If by 11:00 am on Tuesday, August 19, 2008, an exhibitor fails to register and occupy any space contracted for but not canceled in writing to NPRA, NPRA shall have the right to use said space to suit its own convenience, including selling the space to another exhibitor, without any rebate or allowance to the defaulting exhibitor.
- If the display material has been delivered to the table but has not been assembled, NPRA reserves the right to remove the material and place it in storage.
- NPRA assumes no responsibility for having included the name of the defaulting exhibitor or descriptions of that exhibitor's products in the show brochures, news releases, or other materials.

#### **Rules and Regulations**

Exhibitors will abide by all other provisions of said rules and regulations and with fire regulations and all other regulations of governmental agencies and the Intercontinental Houston.

#### **Objectionable Material and Activities**

NPRA reserves the right to require modification of any tabletop it deems questionable for any reason. Raffles, drawings, fishbowls, contests or similar activities are not permitted (see tabletop conduct and activities on next page).

#### **Handling and Storage**

- Shipment should be minimal due to simple nature of display.
- The exhibitor will make his/her own arrangements for delivery and receipt of shipment and storage of crates before move-in time. The arrangements may be made, if desired, through the official drayer, The Freeman Companies.
- To facilitate the handling of crates and other freight upon arrival at the Intercontinental Houston, the participant will provide copies of bill of lading to official drayer, but this will not place the participant under obligation to said official drayer for services unless participant so desires. The hotel does not accept advance freight shipments.

#### **Liabilities and Insurance**

- The exhibitor, by entering into this contract, hereby waives any claim against and shall indemnify, save and hold harmless NPRA, the Intercontinental Houston, its agents and employees for any damages or injuries to property or persons occasioned by or in connection with the conference unless caused by the willful misconduct of NPRA, the Intercontinental Houston, its agents or employees.
- Exhibitor agrees to maintain such insurance that will fully protect NPRA and the Intercontinental Houston from any claims of any nature, including claims under the Workmen's Compensation Act, and for damages for personal injury, including death, which may arise in connection with the presence and/or operation of participant's display. In the event the exhibitor damages the building, or any part thereof, he agrees to reimburse the owner of the building for the cost of repairing such damages to said building, or any part thereof, directly or indirectly.
- NPRA will not be liable for failure to hold the seminar as scheduled. Payments for tabletop space will be returned in that event, less the exhibitor's pro-rata share of all costs and expenses incurred and committed by the NPRA.
- The exhibitor hereby consents to the jurisdiction of the courts of the District of Columbia with respect to any right of action arising under this contract.

#### **Admission**

- NPRA will have sole control over admission of all persons. All persons visiting the tabletops will be admitted according to the rules and regulations of the conference as issued or amended by the authorized representative of NPRA.
- All persons visiting the tabletops must be registered and wear an official NPRA badge at all times.
- No one under the age of 18 years of age will be allowed in the tabletop area at any time.

**Tabletop Configuration**

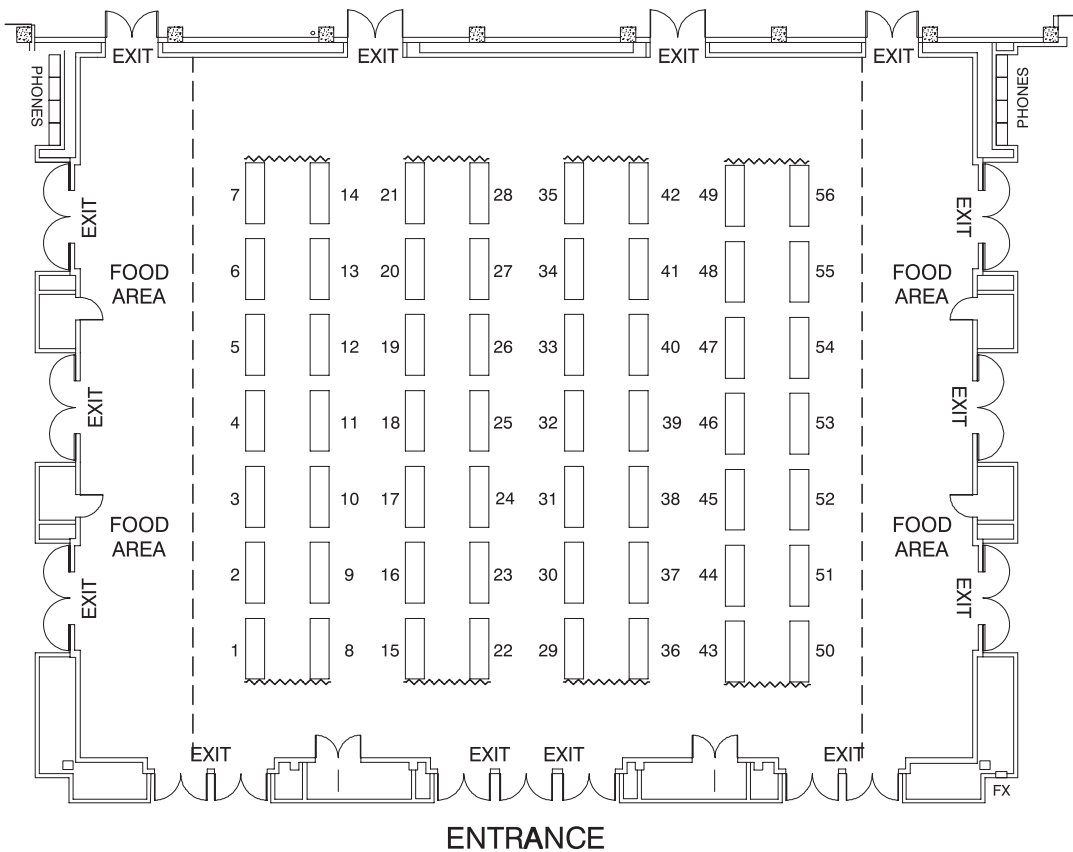
- Display material may be placed up to a height of 8' from the hotel floor and must sit on top of the 8' table. No freestanding displays placed on the floor are permitted. No heavy equipment is permitted. All display material must be safely supported by the tables provided. Any signs or banners must be affixed to the tabletop; however, no nails, screws or other damaging device may be used in this process.
- NPRA reserves the right to restrict the use of glaring or irregular lighting effects. The use of signs or lighting involving the use of neon or similar gases, and flashing electrical signs or lighting are not permitted.
- NPRA reserves the right to restrict the use of demonstration equipment that produces a noise level objectionable to NPRA, attendees or neighboring exhibitors.
- The use of minimal audio-visual equipment will be permitted, subject to written approval of NPRA.

**Tabletop Displays and Conduct**

- Displays should be directly related to the products and services provided by the exhibitor in the regular course of business.
- Tabletop personnel must be limited to employees of the exhibitor or its affiliates. Exhibitors are not permitted to use celebrities, models, caricaturists or entertainers. Spouse registrants are not permitted to work in the booth.
- Raffles, drawings, contests, or similar activities of any kind, regardless of the intended purpose or winnings, are not permitted and no exceptions will be made. Therefore, no fishbowls are permitted on the tabletops.
- Give-Aways are permitted only when the item is of minimal value, available to all attendees, and not related to any type of raffle, drawing or contest.
- Distribution of any open food item is not permitted.

- Sales are not to be made nor orders placed at any of the exhibit facilities.
- Exhibitors must confine their activities to the space for which they have contracted, and may not distribute samples or souvenirs except from their tabletop.
- The exhibitor shall be responsible for the safety of all individuals participating in or viewing their display.
- Live animals and smoking are not permitted in the tabletop area.
- Exhibitors will not be permitted to behave in a manner that is, in the sole discretion of NPRA, objectionable. Any questions of propriety should be cleared in writing with NPRA.

**Floorplan**



## Tabletop Application

You may also download this application from our website: [www.npra.org](http://www.npra.org)

1. Complete all of the sections below in their entirety and sign.  
This information will be used in all seminar literature and mailings.
2. Forward this form by **June 27, 2008** with full payment of tabletop fees to NPRA at fax: 202.835.0467, or mail to: 1899 L Street NW, Suite 1000, Washington DC 20036. Full payment must be received by June 27, 2008 for space to be assigned. Payment may be made by credit card.
3. Or, [click here](#) to request a tabletop online.

### Exhibitor Information

Exhibiting Company (35 character limit – Name for promotional and conference materials)

Street Address for Program

Street Address for Program

City State Zip

Website Address

Contract Representative

E-mail

Phone Fax

On-Site Representative (if different from contract rep.)

E-mail

Phone Fax

Who should receive the conference materials (details/order forms/etc.)?  
NPRA Member Company?  Contract Rep.  On-site Rep.  
 Yes  No

If so, name of company

### Tabletop Selection

List first 12 tabletop choices:

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_  
4th \_\_\_\_\_ 5th \_\_\_\_\_ 6th \_\_\_\_\_  
7th \_\_\_\_\_ 8th \_\_\_\_\_ 9th \_\_\_\_\_  
10th \_\_\_\_\_ 11th \_\_\_\_\_ 12th \_\_\_\_\_

(requested locations cannot be guaranteed)

Special Requirements:

Competitors you wish to be separated from:

(by company, not category / Tabletop separation is not guaranteed)

Description of products/services for final seminar program.  
(30 word maximum)

### Tabletop Fees

- Member: \$350 / table  
 Non-Member: \$450 / table

**Note:** Tabletop fees do NOT include exhibitor registration. All exhibitors must pay the registration fee for the conference.

### Agreement by Exhibitor

We hereby agree to:

1. Abide by all the rules and regulations, as stipulated in the Tabletop Application and in any exhibitor materials mailed after booths are assigned.
2. We agree to remit the full tabletop rental fee to NPRA. We understand that space cannot be assigned until all tabletop fees have been paid in full to NPRA. We also understand that any balance due to NPRA from previous exhibitions will prevent us from obtaining tabletop space for the 2008 Cat Cracker Seminar.

Exhibitor Authorized Signature Date

(Application cannot be processed without signature)

### Method of Payment

- VISA  MasterCard  American Express

Credit Card Number

Exp. Date

Name of person on card (Please print)

Signature (Required, authorizing charge and acknowledging cancellation policy)

### NPRA Official Use Only

Date Received Application Number

Table Assigned Points

Amount Paid Check Number Date