

# Reliability & Maintenance Conference and Exhibition

Ernest N. Morial Convention Center  
New Orleans, Louisiana

May 23 – 26, 2017

Exhibitor Prospectus



FACES OF THE INDUSTRY



American Fuel &  
Petrochemical  
Manufacturers

#AFPMMC17

[afpm.org](http://afpm.org)

**Why exhibit?**

The AFPM Reliability & Maintenance Conference and Exhibition is the premier event for networking, information exchange, and sales to reliability and maintenance professionals, specifically in the petroleum refining and petrochemical manufacturing industries.

The exhibition encompasses 9 hours and 30 minutes of unopposed show time, scheduled during lunch and late afternoon reception hours to encourage traffic flow in the hall. Complimentary food and beverage service is provided in the hall.

The conference is a 2.5 day program consisting of keynote sessions, workshops, and discussion sessions. All sessions focus on managing and executing maintenance and reliability in process plants.

A total of 1211 attendees and exhibitors registered for the full conference in San Antonio, TX in 2016 and another 160 purchased one-day passes. Full registration in 2015 in Austin, TX was 1355 with an additional 179 one-day passes.

**Who should exhibit?**

The exhibit invitation is extended to both domestic and international companies that provide equipment, technologies, and/or specialty services to the petroleum refining or petrochemical manufacturing industries. Due to the demand for booths, auxiliary services such as trade press, local attractions, general interest promotional offerings, etc. may not occupy a booth.

**How to Reserve a Booth**

You may either [apply](#) online or complete the attached application and fax to 202.835.0467. Click on the link to the Online Exhibit Application under the "Exhibitors & Sponsors" tab for further instructions. If you do not have a username and password for the AFPM website, please email [rmc@afpm.org](mailto:rmc@afpm.org) or call 202.457.0480.

**Booth Fees**

Booth Size	10'x10'	10'x20'	20'x20'
Member	\$ 850	\$ 1,700	\$ 3,400
Non-member	\$ 1,600	\$ 3,200	N/A

*Please note: ALL exhibitors must register for the conference. NO complimentary booth passes are included in the booth fee. See conference registration fees on page 4.*

*Currently, the 20x20 booth configuration is available to AFPM member companies only.*

All 20x20 booth applications must be accompanied by a detailed floor plan indicating height and width of all display elements. If you are submitting an online application, simply email the detailed floor plan to [rmcexhibits@afpm.org](mailto:rmcexhibits@afpm.org).

**Priority Deadline**

**February 8, 2017**

**Who is AFPM?**

American Fuel & Petrochemical Manufacturers (AFPM), formerly the National Petrochemical & Refiners Association (NPRA), is an organization with a proud 115-year history of serving. We adopted our new name in January 2012 to better describe who we are and what we do. AFPM is a trade association representing high-tech American manufacturers of virtually the entire U.S. supply of gasoline, diesel, jet fuel, other fuels, and home heating oil, as well as the petrochemicals used as building blocks for thousands of vital products in daily life. AFPM represents 79 regular member companies, encompassing nearly all 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.

**Booth Selection**

There are many requests for booths that are near the entrance and/or near the food and lounge areas. We ask that you request 12 locations on the floor plan, including some that do not reside at these positions. While we do our best to accommodate your needs, we are not able to fulfill every space location request.

This year's floor plan consists of 20 20'x20' island booths, 70 10'x20' booths, and 137 10'x10' booths.

**Booth Includes:**

- 3 Attendee lists with addresses prior to and after the conference
- 8' high back drape and 3' high side rails
- 7"x44" company identification sign
- Aisle carpet throughout the exhibit hall
- Aisle signs identifying booth numbers
- Daily aisle cleaning and trash removal from public areas
- General illumination
- Guard service throughout the official period of installation, showing, and dismantling
- Lunch and reception food and beverage prior to each exhibit open time
- Access to Hospitality Suites in the conference hotel
- A total of 9 hours and 30 minutes of non-conflicting exhibit time

**Exhibit Open Hours**

You've asked, and we've answered. More show floor time was requested by many in our most recent survey, so we have rearranged the schedule to give you just that. An added bonus – teardown begins three hours earlier. Find the extended open floor hours below.

**Tuesday, May 22**

5:00 pm – 7:00 pm    Opening Reception

**Wednesday, May 24**

12:00 pm – 2:00 pm    Luncheon  
4:00 pm – 6:00 pm    Reception

**Thursday, May 25**

11:30 am – 3:00 pm    Luncheon

**Booth Assignments**

For contracts received during the priority period (by February 8, 2017), priority for entry into the show and assignment of booth location will be determined by AFPM membership status and number of previous years exhibiting with this show. Booths are assigned by a priority point system. To learn more about this, please refer to the Meeting FAQ [page](#). After the priority period, booths will be assigned on a first-come, first-served basis.

To ensure that first-time exhibitors have access to space, a reserve of at least ten 10x10 booths will be set aside and assigned only to first-time exhibitors. First-time exhibitor priority is based on a company's wait list status from the prior year, and the date the application is received by AFPM.

AFPM will notify exhibitors of initial booth assignments in March. AFPM reserves the right to make necessary changes in assigned booth locations for the benefit of exhibitors and the betterment of the entire conference.

**Booth Cancellation**

Cancellations must be made in writing and forwarded to the exhibit coordinator at fax number 202.835.0467 or email address [RMCEXhibits@afpm.org](mailto:RMCEXhibits@afpm.org). Refunds or cancellations will be made only if the space can be resold, according to the following schedule.

By February 27, 2017	90% of rental fee
By March 27, 2017	75% of rental fee
By April 24, 2017	50% of rental fee
After April 24, 2017	0% of rental fee

Click [here](#) for a link to Previous Exhibitors

**Booth Conduct and Activities**

Displays and activities should be directly related to the products and services provided by the exhibitor in the regular course of business. Booth personnel must be limited to employees of the exhibitor. Exhibitors are not permitted to use celebrities, models, caricaturists, or entertainers. 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 in the booths.

Please refer to the [rules and regulations](#) for complete details.

**Housing Warning**

The official AFPM registration and housing reservation service will open in January through our website [www.afpm.org](http://www.afpm.org). In previous years, our exhibitors have received improper solicitation from third party housing agencies (Convention Housing Services or Convention Expo Travel, Convention Hotel Management, Exhibitor Housing Services, National Travel Associates, Global Housing Services, Corp., Exhibitors Housing Management) identifying that they are calling regarding the AFPM show. These companies will often times offer lower quality rooms at a lower rate, rooms at a different hotel that is far away from the meeting, or often have steep and unforgiving cancellation policies. For these reasons, and to support the quality of the AFPM Reliability & Maintenance Conference, we encourage you to book your housing reservation on AFPM's website, [www.afpm.org](http://www.afpm.org). Please notify AFPM at [rmcexhibits@afpm.org](mailto:rmcexhibits@afpm.org) if you receive any other notices from third party organizations soliciting hotel rooms, exhibit guides, etc.

**Booth Configuration**

Specific height restrictions exist for all booths. To promote fairness and avoid growing competition for height and visibility, there will be no exception to these rules.

**For 10'x10' and 10'x20' Booths:**

- Within the area 5' forward from the rear of each booth, display material may be placed up to a height of 8' from the building floor, including the company sign.
- Within the area beyond 5' from the rear of the booth, all parts of the exhibit shall not exceed a height of 4' from the building floor and/or shall not impede the sight line of adjacent booths.
- Within the area 8' to 10' from the rear of the booth, display material may not be less than 2' from the building floor.

**For 20'x20' Booths:**

- Exhibitors must submit a detailed floor plan for the island booth indicating height and width of all display elements for pre-approval at the time of application.
- Within the 20'x20' area, display material and equipment may be placed up to a height of 15' from the building floor, including the company sign.
- Signs or banners may not be positioned around the perimeter of the booth at any height so as to enclose and impede the sight line of adjacent booths.
- The design of island booths must allow access from all four aisles and not obstruct the view of adjacent exhibits in any way. In order to avoid possible on-site adjustments, please contact AFPM if you have any questions regarding your booth's accessibility.

**Sponsorship Opportunities**

Sponsorships provide valuable marketing benefits including publicity in the advance and final programs, special recognition during the conference, and other high visibility exposure to attending professionals and others. Take a look at our exciting sponsorship opportunities listed on pages 2 and 8 of the [sponsorship brochure](#). Please contact Colleen Van Gieson at [sponsorships@afpm.org](mailto:sponsorships@afpm.org) or 202.457.0480 for more details.

**For all Booths:**

- No signs or other articles may be affixed, nailed, or otherwise attached to walls, doors, painted surfaces etc. Likewise, no attachments may be made to the floor or ceiling by nails, screws, or any other device.
- No signs may be hung from the ceiling.
- Exposed unfinished areas of the exhibit must be draped or carpeted to present an overall attractive appearance. If this is not done, The Freeman Companies will be instructed by AFPM to take necessary measures to correct the exposed area at the exhibitor's expense.
- Booths must be kept clean during open show hours. AFPM reserves the right to order cleaning services, at the exhibitor's expense, for a booth out of compliance with this rule.
- Monitors for video presentations or any other visual systems must not be placed in a position which exceeds the height limits as defined above or otherwise creates a hazardous situation.
- No exhibitor display items may extend into the aisle.
- Booth display items positioned so as to create a possible safety hazard anywhere in the booth must be moved.
- No platforms used as the base of the exhibit are permitted due to the tripping hazard created.
- Exhibits not conforming to these specifications, or which are objectionable in design, operation, or otherwise in the opinion of AFPM will be prohibited.

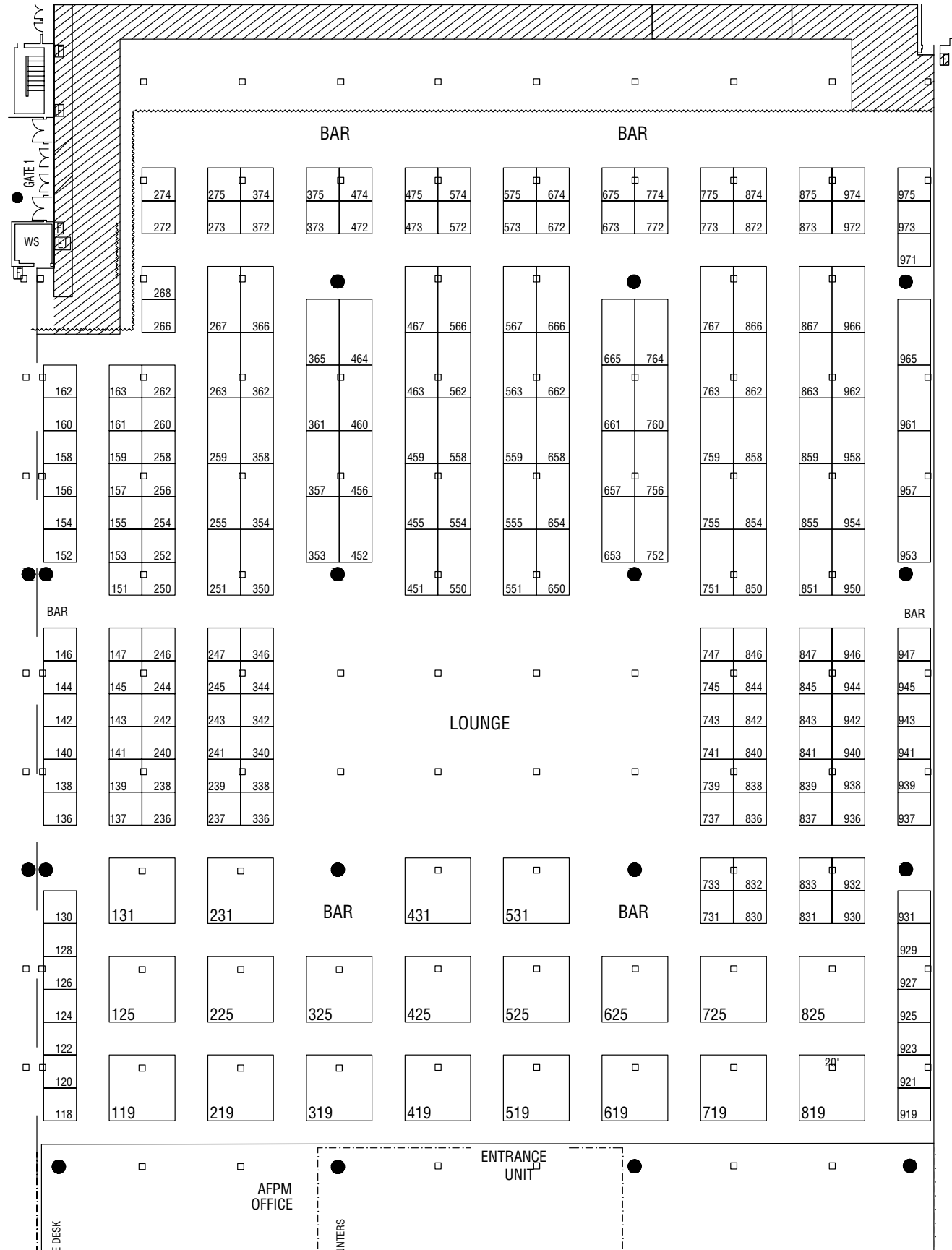
**Conference Fees**

Remember, all exhibitors must register for the conference in addition to the booth rental fees of \$8.50/sq. ft. for members and \$16.00/sq. ft. for non-members. There are no complimentary registrations built into the booth fee. This fee structure allows exhibitors to better manage their budget and personnel, and also affords the convenience of registering and reserving hotel rooms [online](#). The below fees are available until April 14, 2017. After April 14, late fees apply. A block of discounted sleeping rooms will be available at the New Orleans Marriott. Registration will open online in January. In order to encourage AFPM attendees to use our contracted hotels, you will receive a \$200 discount off your registration when you book your

room as you register through AFPM. Registrations received after the hotel block closes will not be eligible for the registration discount. Local commuter registrants, of course, will receive the discounted registration fee. All discounts will be applied just before payment. Register by April 14 to receive early registration fees and the \$200 "in hotel block" discount. On April 15, the room block will be closed, full registration fees increase by \$100, Tuesday one-day passes increase by \$25, and Wednesday/Thursday one-day passes increase by \$50. Registration fees are based on AFPM membership. If your company is a member of AFPM, you qualify for the Member fees. The fees listed below are before the housing discount is applied.

		By April 14	After April 14
<b>Full Registration</b>			
	Member Exhibitor	\$ 900	\$ 1,000
	Non-member Exhibitor	\$ 1,500	\$ 1,600
	Non-member Non-exhibitor	\$ 1,700	\$ 1,800
<b>One Day Pass</b>			
<b>Tuesday</b>	Member Exhibitor	\$ 300	\$ 325
	Non-member Exhibitor	\$ 350	\$ 375
	Non-member Non-exhibitor	\$ 400	\$ 425
<b>Wed/Thurs</b>	Member Exhibitor (each day)	\$ 550	\$ 600
	Non-member Exhibitor (each day)	\$ 850	\$ 900
	Non-member Non-exhibitor (each day)	\$ 950	\$ 1,000

FLOOR PLAN



**EXHIBIT CONTRACT  
PAGE ONE OF TWO**

**Instructions**

1. Click [here](#) to apply for a booth online. Click on the tab "Exhibitors & Sponsors" and then click on the Online Exhibit Application section for further instructions. This does not guarantee entrance into the show. Booth assignments will be distributed in March.
2. Or, complete all sections of the Exhibit Contract, including "Agreement and Payment" on page 7, and forward along with the floor plan and credit card number for full payment of booth fees to AFPM at fax: 202.835.0467, or mailing address: 1667 K Street NW, Suite 700, Washington DC 20006; Attn: RMC Exhibits. Credit cards will not be charged until a booth is officially assigned, but a number must be provided by February 8, 2017 in order for priority space to be assigned.
3. Be sure to indicate order of booth preferences on the floor

- plan (page 5) and appropriate business categories (page 7). Note that the floor plan reflects pre-determined booth sizes and locations that are not subject to re-location; please choose your booth location according to your booth size (i.e. Do not indicate two 10x10 consecutive individual booths as your preferred 10x20 location; select a pre-determined 10x20 booth as it appears on the floor plan.)
4. 20x20 booths only – Submit a detailed floor plan indicating height and width of all display elements for pre-approval along with your booth application.
  5. All exhibitors must pay the registration fees for the conference in addition to the booth fee for each individual attending. The booth contract does not include any complimentary passes. Registration opens online in January 2017.
  6. **Priority deadline is February 8, 2017.**

**Exhibitor Information**

Exhibiting Company \_\_\_\_\_

Street Address (include full street shipping address) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Exhibitor Contact Name**

E-mail \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Cell Phone \_\_\_\_\_

Company E-mail \_\_\_\_\_

**On-site Contact Name** (if different from exhibitor contact)

E-mail \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Cell Phone \_\_\_\_\_

AFPM Member Company?  Yes  No

\_\_\_\_\_  
If yes, name of company

If unsure, click [here](#) for a list of AFPM members.

**I. Booths**

	<b>Member</b>		<b>Non-member</b>	
10 x 10	\$ 850 =	_____	\$ 1,600 =	_____
10 x 20	\$ 1,700 =	_____	\$ 3,200 =	_____
20 x 20	\$ 3,400 =	_____	N/A	

**Booth Location Preferences**

List 12 choices. Requested locations are not guaranteed.

1st \_\_\_\_\_ 5th \_\_\_\_\_ 9th \_\_\_\_\_

2nd \_\_\_\_\_ 6th \_\_\_\_\_ 10th \_\_\_\_\_

3rd \_\_\_\_\_ 7th \_\_\_\_\_ 11th \_\_\_\_\_

4th \_\_\_\_\_ 8th \_\_\_\_\_ 12th \_\_\_\_\_

**Special Requirements**

\_\_\_\_\_

Indicate competitors you wish to be separated from (by company, not category). Booth separation is not guaranteed.

\_\_\_\_\_

\_\_\_\_\_

Provide a brief description of products and/or services that will be displayed in your booth. Limit description to 30 words or less for web listing and final conference program. Past exhibitors may edit previous descriptions on file by applying [online](#).

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**EXHIBIT CONTRACT  
PAGE TWO OF TWO**

**II. Business Categories**

Check the category(ies) under which we should list your company in the web listing and final program.

- Asset Management
- Cleaning Services: Chemical, Mechanical, Pigging
- Computer Applications/Systems
- Consulting
- Contractor; Construction
- Contractor; General, Routine, Turnarounds
- Contractor; Specialty: Asbestos Abatement, Catalyst Handling, etc.
- Electrical Equipment & Motors: Fabrication, Parts, Services
- Engineering Contractors
- Environmental Services
- Equipment Rentals
- Expansion Joints
- FCCU Equipment: Design, Fabrication, Services
- Fired Heaters, Furnaces & Boilers: Fabrication, Parts, Services
- Flare Systems/Incinerators
- Gaskets, Packing & Seals
- Heat Exchangers: Fabrication, Parts, Services
- Heat Treating
- Inspection
- Instrumentation and Process Control
- Lifting Equipment & Aerial Work Platforms
- Metallurgy & Materials
- Misc. Process Equipment
- Painting, Coatings & Fireproofing
- Piping: Fabrication, Parts, Services
- Process Gas Suppliers
- Process Vessels & Columns: Fabrication, Parts, Services
- Refractory & Insulation: Material, Repair, Services
- Reliability, Availability
- Rotating Equipment: Monitoring
- Rotating Equipment & Compressors: Fabrication, Parts, Services
- Safety Products and Services
- Scaffolding
- Specialty Process Equipment
- Steam Systems
- Tanks: Fabrication, Parts, Services
- Tools & Specialty Repair Equipment
- Valves & Actuators: Fabrication, Parts, Services
- Warehousing & Material Handling

**III. Agreement and Payment**

**We hereby agree to:**

1. Abide by all the [rules and regulations](#), as stipulated in this Exhibit Application and in the Exhibit Manual (distributed after booths are assigned).
2. Remit the full booth rental fee to AFPM. We understand that booth space cannot be assigned until all booth space fees have been paid in full to AFPM. We also understand that any balance due to AFPM from previous exhibitions will prevent us from obtaining booth space for 2017.

\_\_\_\_\_  
Exhibitor Authorized Signature Date

Application cannot be processed without signature

\$ \_\_\_\_\_  
Total Amount

**Credit Card**

- VISA       MasterCard       American Express

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Exp. Date

\_\_\_\_\_  
Card Holder Name

\_\_\_\_\_  
Signature

**For AFPM use only:**

\_\_\_\_\_  
Date Received

\_\_\_\_\_  
Application Number

\_\_\_\_\_  
Points

\_\_\_\_\_  
Booth Size

\_\_\_\_\_  
Booth Assigned

\_\_\_\_\_  
Amount Paid

\_\_\_\_\_  
Date Logged

\_\_\_\_\_  
By