

QA15 Tabletop Prospectus

New Orleans, LA
New Orleans Marriott
October 4-7

Tabletop Application Deadline August 14, 2015

The tabletop exhibits are an economical way for all affiliates to reach the operating company attendees who are at the conference. And, the operators will gain convenient access to the affiliates who participate in one convenient location.

Lunch will be served both Monday and Tuesday in the exhibit hall, and a 1 hour 15 minute reception will be held Monday evening. This will leave the evenings free for companies to hold dinners or other events.

The information in this packet will help you to reserve a tabletop area at the Q&A and Technology Forum in New Orleans, LA October 4-7, 2015.

Included in this file are:

- Tabletop Opportunity
- Tabletop Rules and Regulations
- Important Dates
- AFPM Entertainment Policy
- AFPM Antitrust Policy
- AFPM Ethics and Conduct Code Policy
- Hotel Information

The 2015 program is currently in the planning stages. To get an idea of what's in store, visit <http://www2.afpm.org/forms/meeting/Microsite/QA15>.

Tabletop Exhibit

The conference will include a tabletop exhibit and networking opportunity much like the AFPM Cat Cracker Seminar. Consultants, catalyst and technology companies will have time to facilitate face-to-face contact with key industry experts. The tabletop exhibitors are given 5 hours and 15 minutes in the 2 1/2 day program to meet with attendees.

How to Reserve a Tabletop

You may complete the attached application and fax to (202) 835-0467 or complete your application online by visiting the Q&A and Technology Forum [website](#). Click on the link to the Online Exhibitor Application under the "Exhibitors/Sponsors" tab.

Space Assignments

Member companies who submit their contracts by August 14, 2015 will receive priority processing for entry into the show

and assignment of tabletop location. After Jul7 27, tables will be assigned on a first-come, space available basis. This year's floor plan consists of 44, 8' tabletops. After space is assigned, a confirmation will be sent to the exhibitor with the tabletop assignment. AFPM reserves the right to make necessary changes in assigned tabletop locations for the benefit of exhibitors and the betterment of the entire meeting.

Suite & Meeting Space

If you prefer to hold a traditional hospitality suite in addition to or in place of the tabletop exhibit, please refer to that separate application. A limited number of rooms are available for this purpose and affiliates are only able to hold one piece of space per company. Remember: All company personnel who will be doing business in the space held by your company are expected to register for the conference and pay the registration fees, regardless of whether they attend the meeting sessions.

Schedule of Events

Sunday, October 4, 2015

| | |
|-------------------|--------------|
| 3:00 pm – 6:30 pm | Registration |
| 5:30 pm – 6:30 pm | Q&A Kickoff |

Monday, October 5, 2015

| | |
|---------------------|---------------------------|
| 7:00 am – 6:30 pm | Registration |
| 7:00 am – 11:00 am | Exhibitor Move-In |
| 8:00 am – 12:00 pm | Sessions |
| 10:00 am – 10:15 am | Coffee Break |
| 12:00 pm – 2:00 pm | Lunch in Hall |
| 2:00 pm – 5:15 pm | Sessions |
| 3:30 pm – 3:45 pm | Break |
| 5:15 pm – 6:30 pm | Reception in Exhibit Hall |

Tuesday, October 6, 2015

| | |
|---------------------|--------------------|
| 7:00 am – 5:00 pm | Registration |
| 8:00 am – 12:00 pm | Sessions |
| 10:00 am – 10:15 am | Coffee Break |
| 12:00 pm – 2:00 pm | Lunch in Hall |
| 2:00 pm – 5:15 pm | Sessions |
| 2:00 pm – 5:00 pm | Exhibitor Move-Out |
| 3:30 pm – 3:45 pm | Break |

Wednesday, October 7, 2015

| | |
|--------------------|--------------|
| 7:30 am – 10:00 am | Registration |
| 8:00 am – 11:00 am | Sessions |
| 9:30 am – 9:45 am | Coffee Break |

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.

AFPM will provide:

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

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. 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. Locations are believed to be accurate, but are not guaranteed.

Tabletop fees

| | |
|------------|------------------|
| Member | \$550.00/table |
| Non-member | \$1,000.00/table |

Please apply [on-line](#) under the "Exhibitors/Sponsors" tab or fax the completed Tabletop Application to Katharine Nesslage, (202) 835-0467.

Payments and Cancellations

When 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 August 21 - full refund
By August 28 - 90%
By September 4 - 75%
By September 11 - 50%
After September 11 - 0%

Cancellations must be made in writing and sent to Katharine Nesslage at fax (202) 835-0467 or knesslage@afpm.org.

In order to encourage AFPM attendees to use the contracted hotel block at the New Orleans Marriott, you will receive a 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

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discount. Local commuter registrants, of course, will receive the discounted registration fee. All discounts will be applied just before payment.

Register by August 28 to receive Early registration fees and the "in hotel block" discount. On August 29, full registration fees increase by \$100, Monday/Tuesday one-day passes increase by \$50, and Wednesday one-day passes increase by \$25. Those registering after the room block is closed will not receive the \$200 discount.

Registration fees

| | Before Aug 28 |
|------------------------|------------------|
| Full Conf* | |
| Members | \$850.00 |
| Nonmembers | \$1450.00 |
| Mon/Tues One Day Pass* | |
| Members: | \$500.00 |
| Nonmembers | \$775.00 |
| Weds One Day Pass* | |
| Members: | \$350.00 |
| Nonmembers | \$475.00 |

*Save \$200.00 off the registration fee by staying in the AFPM room block.

Go [on-line](#) to register for the conference!

TABLE TOP RULES AND REGULATIONS

Default of Occupancy

•If by 10:30 am on Monday, October 5, 2015, an exhibitor fails to register and occupy any space contracted for but not canceled in writing to AFPM, AFPM 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, AFPM reserves the right to remove the material and place it in storage at the exhibitor's expense.

•AFPM 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 New Orleans Marriott.

Objectionable Material and Activities

AFPM 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 displays and conduct).

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. Please use the official decorator, Freeman, for drayage. 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 AFPM, the Hyatt Regency Denver, 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 AFPM, the New Orleans Marriott, its agents or employees.

•Exhibitor agrees to maintain such insurance that will fully protect AFPM and the New Orleans Marriott 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.

•AFPM 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 AFPM.

•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

•AFPM 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 AFPM.

•All persons visiting the tabletops must be registered and wear an official AFPM 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-IMPORTANT PLEASE READ

•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.

•AFPM 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.

•AFPM reserves the right to restrict the use of demonstration equipment that produces a noise level objectionable to AFPM, attendees or neighboring exhibitors.

•The use of minimal audio-visual equipment will be permitted, subject to written approval of AFPM.

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.

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- 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 AFPM, objectionable. Any questions of propriety should be cleared in writing with AFPM.
- Exhibitors agree to abide by the AFPM Ethical Responsibility and Professional and Personal Conduct Code.

Important Dates

August 14

DEADLINE to apply for table top space.

August 21

Full refund for booth cancellation

August 28

90% refund of booth cancellation

Last date registration cancellations may be made to receive a refund without penalty. Registration cancellations may be made on-line or submitted in writing to AFPM via fax (202) 835-0467 or email qa@afpm.org. NO TELEPHONE CANCELLATIONS WILL BE ACCEPTED.

Last date for early registration fees.

Last date for housing reservations, date changes, and full housing cancellations through AFPM or on-line.

September 4

75% refund of booth cancellation

September 11

50% refund of booth cancellation

After September 11

No refund of booth cancellation

September 14

Hotel accepts housing changes or cancellations directly.

September 18

Last date registration cancellations may be made to receive a refund, less a \$50 processing fee; no refunds after this date.

September 25

Online registration closes

AFPM Entertainment Policy

We ask your cooperation in observing the Association policy on activities held in conjunction with any AFPM meeting:

- All representatives of companies sponsoring hospitality activities are expected to register for the meeting.
- Meetings or social activities should not be scheduled that take registrants away from AFPM programs and AFPM-sponsored activities.
- Companies are asked to restrict their entertainment outside hospitality suites to activities that do not include expensive or elaborate entertainment.
- Any company sponsoring a function to which 25 or more people are invited should outline its plans for advance approval by AFPM. In general, such functions will be approved if they do not unduly take registrants away from AFPM-sponsored activities.
- Hospitality suites are expected to close by 1:00 a.m.
- Food, beverage and service personnel (bartenders, hostesses, etc.) must be obtained through the hotel catering department.
- Suite promotional activities are to avoid the use of elaborate entertainment, expensive door prizes, suite attendance solicitation by individuals who are not full-time employees of the sponsoring company, or other similar activities.

AFPM Anti-Trust Policy

The American Fuel & Petrochemical Manufacturers is a nonprofit, 501(c) 6 membership association organized to foster cooperation and the exchange of technical information among its members. These worthwhile activities are sanctioned by custom and law. It is important, however, to recognize that these activities are subject to the legal limits of federal and state antitrust laws. AFPM is committed to complying with the antitrust laws in all respects and has adopted the following guidelines in order to facilitate compliance with the antitrust laws at its meetings: As a general matter, the antitrust laws prohibit competitors from agreeing on the prices they will charge, the products they will offer, the customers they will serve, or the markets in which they will compete. Therefore, there should be no discussion or disclosure of information with respect to (a) expected profits, premiums, prices, surcharges, or discounts; (b) specific customers or classes of customers, or whether you will or will not do business with

them; (c) proposed product offerings; (d) allocation of geographic or product markets; (e) any refusal to deal with a customer or supplier; (f) how to deal with the market behavior of a competitor; or (g) any other topic involving a potentially anticompetitive practice.

Some subjects of discussion may lead to agreements that are not unlawful on their face but that may have an unlawful anticompetitive effect or may give rise to the inference of an anticompetitive act, depending upon their scope and how they are implemented. Other subjects may appear to be prohibited by the antitrust laws but in fact may be permitted because of the context or ultimate purpose of the communication. Whether discussing a subject is permissible may vary depending on factors such as the nature of the subject matter, its relationship to competition among AFPM members, the purpose of the communication, and the degree of restraint that AFPM members can be expected to exercise. We cannot make a statement that will take the place of advice from your own company or that will cover every situation. We do suggest that those attending our meetings may avoid difficulties for themselves and for the Association by observing these principles and calling to AFPM's attention any violations you may observe at any of our meetings.

AFPM Ethical Responsibility and Professional and Personal Conduct Code

The American Fuel and Petrochemical Manufacturers ("AFPM") has adopted the following "Ethical Responsibility and Professional and Personal Conduct Code" (hereinafter, "the Code"). Every member of AFPM, their designated representatives, and non-member attendees at all AFPM meetings and forums agree to abide by the Code as a condition of membership in AFPM and attendance and participation at AFPM meetings and forums.

The Code requires the following of all individuals attending AFPM meetings and forums:

- Adherence to the AFPM bylaws and the AFPM policies and procedures, as adopted by AFPM's Board of Directors.

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- Strict compliance with antitrust laws.
- Adherence to all applicable federal and state laws.
- Maintenance of the highest level of professional and personal ethical behavior while attending AFPM meetings and forums.
- Prevention of certain behaviors, including harassment, violence, intimidation and discrimination of any kind involving race, color, religion, national origin, gender, sexual orientation, age, disability or, where applicable, veteran or marital status.
- Assurance that conduct at all times and in all professional and personal dealings with each other and other attendees is with the highest level of integrity and courtesy.
- Sharing of knowledge and expertise as speakers at AFPM educational events and

sessions whenever practicable, without soliciting or explicitly promoting their own organization's products or services.

- Working to instill public and consumer confidence in the petrochemical and refining industries, its member companies, and its professionals, avoiding any action conducive to discrediting members of AFPM.
- Refraining from scheduling general attendance meetings, receptions or other events at times that conflict with substantive programming or social events at AFPM meetings without express written permission of AFPM.

Failure to abide by the Code may result, for the first offense, in informal censure of a company or individual by the AFPM Executive Committee. If violations of the

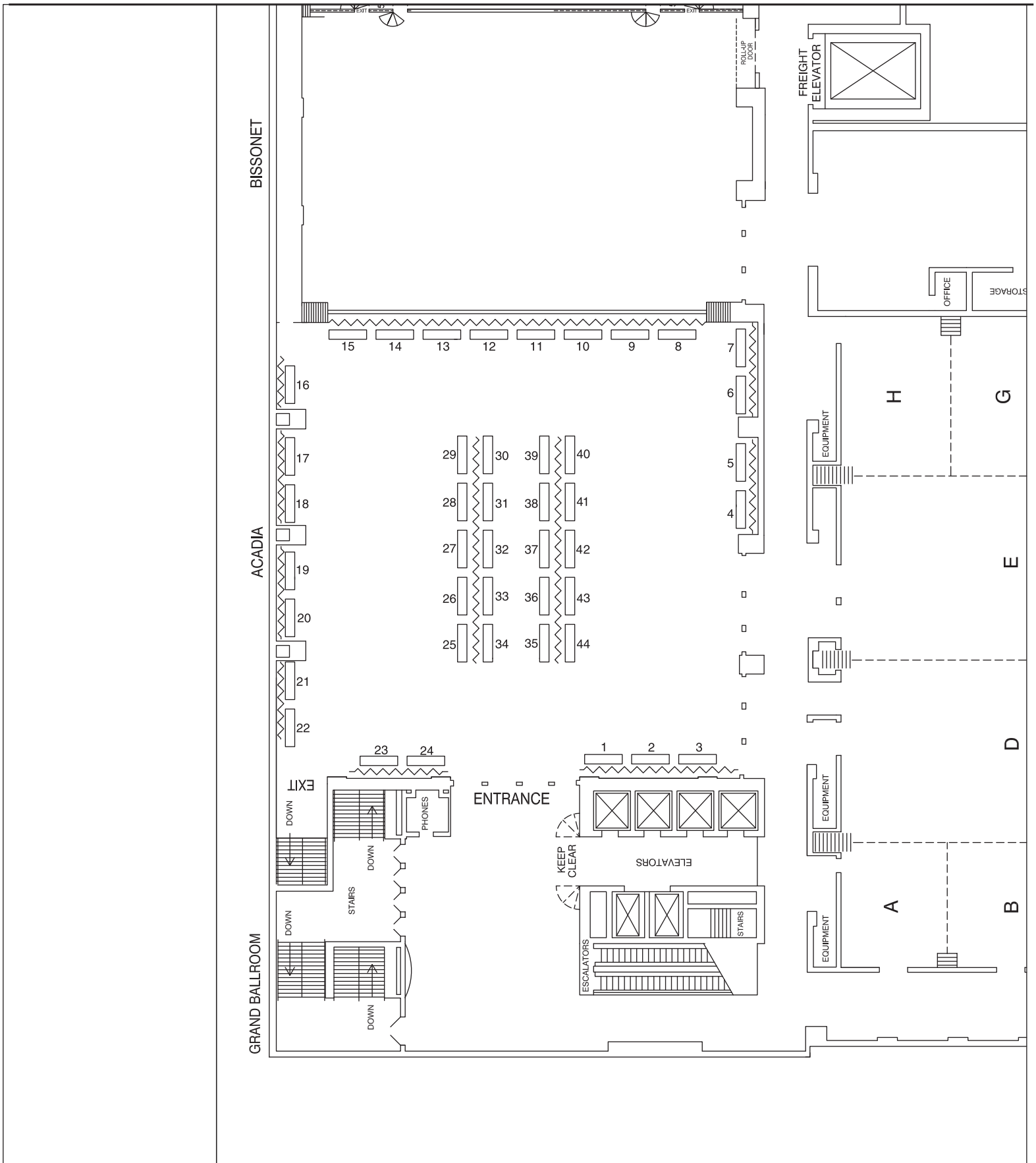
Code continue after such an informal censure, a company may be subject to expulsion from AFPM, or an individual to exclusion from participation in AFPM activities, by the Board of Directors.

Hotel Information

New Orleans Marriott
555 Canal Street
New Orleans, LA 70130
Rate: \$208 Single/\$208 Double

Secure your hotel reservation once you have completed your conference registration [on-line](#).

AM FUEL & PETROCHEMICAL ASSN -
Q & A AND TECHNOLOGY FORUM
OCTOBER 4-7, 2015
MARRIOTT HOTEL
ACADIA BALLROOM - 3RD FLOOR
NEW ORLEANS, LA



Tabletop Application

Instructions

1. Click [here](#) to request a booth online. This does not guarantee entrance into the show. Booth assignments will be distributed in August.
2. Or, complete all sections of the contract, including "Agreement by Exhibitor" on page 7, and forward along with the floorplan 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: Katharine Nesslage. Credit cards will not be charged until a booth is officially assigned but a number must be provided by 7/27/15 in order for priority space to be assigned.
3. Be sure to indicate order of booth preferences below.
4. All exhibitors must pay the registration fees for the conference for each individual attending in addition to the booth fee. The booth contract does not include any complimentary passes. Register [on-line](#).
5. **Priority deadline is August 14, 2015.**

Exhibitor Information

Exhibiting Company: _____

Street Address: _____
(include full street shipping address)

City: _____ State: _____ Zip: _____

Exhibitor Contact:

Name: _____ Email: _____

Telephone: _____ Fax: _____

Cell Phone: _____ Company Email: _____

On-Site Contact (if different from exhibitor contact):

Name: _____ Email: _____

Telephone: _____ Fax: _____

Cell Phone: _____

AFPM Member Company? Y N

If yes, name of company _____

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

Fees

Member: \$550.00 / table Non-Member: \$1,000.00 / table

I. Booth Location Preferences

List 12 choices. Requested locations are not guaranteed.

1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____ 6th _____

7th _____ 8th _____ 9th _____ 10th _____ 11th _____ 12th _____

Special Requirements _____

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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.

II. Business Categories:

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

- Catalysts
- Consulting
- Engineering & Construction
- Equipment
- Industrial Gases
- Instrumentation & Control Systems & Analyzers
- Process Technology & Licensing
- Process/Water Chemicals

We hereby agree to:

1. Abide by all the rules and regulations, as stipulated in the Tabletop Prospectus and in any exhibitor materials mailed after booths are assigned.
2. Remit the full tabletop rental fee to AFPM. We understand that space cannot be assigned until all tabletop 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 tabletop space for the 2015 Q&A and Technology Forum.

Exhibitor Authorized Signature _____ Date _____
(Application cannot be processed without signature)

Amount Due _____

VISA MasterCard American Express

Credit Card No: _____ Exp. Date: _____

Name on Credit Card: _____

Signature _____
Required, authorizing charge and acknowledging cancellation policy

For AFPM Use Only:

Date Received _____ Application #: _____ Table Assigned _____ Points _____

Amount Paid _____ Date _____