



**PROCESS INDUSTRY
RELIABILITY & MAINTENANCE**

22ND ANNUAL CONFERENCE & EXHIBIT
NOVEMBER 3-6, 2008 • RALEIGH, NC

PROCESS INDUSTRY RELIABILITY & MAINTENANCE

22ND ANNUAL CONFERENCE & EXHIBIT

FORMERLY KNOWN AS THE PULP & PAPER RELIABILITY & MAINTENANCE CONFERENCE & EXHIBIT

EXHIBIT KIT 2008

NOV. 3-6, 2008 – RALEIGH, NC



www.idconevents.com





Invitation to Exhibit

You are cordially invited to exhibit at the “22nd Annual Reliability and Maintenance Conference & Exhibit” in Raleigh, NC. Please join us as we interact with reliability and maintenance operations attendees and representatives of process industries across the nation. Showcase your product and service solutions to a highly focused audience and receive the value-added marketing opportunities available as an exhibitor and sponsor.

What Industries Will Attend

From the beginning, this event focused on the pulp and paper industry. Over the years we enjoyed an increasing number of participation from other process and power industries. We felt that the value was greater in targeting more attendees from multiple process industries such as:

- Pulp/Paper
- Power
- Rubber
- Food Processing
- Consumer Products
- Iron/Steel
- Wood
- Food Production
- Oil/Gas
- Plastics
- Mining
- Chemical
- Aluminum
- Metal Processing

Reasons to Exhibit

- PIRM is a highly-targeted conference & exhibit with over a 20 year track record
- An exhibitor-qualified prospects ratio of 4 plant people per exhibit booth
- Quality vs. Volume - show is kept to 100+ highly-targeted attendees allowing qualified buyers to network with each exhibitor
- Optimal Exhibit Hours - exhibit hall open only when attendees are not in session, eliminating hours of “dead traffic” and allowing exhibitors to participate in conference sessions
- All breaks and receptions are in the exhibit hall
- We limit the event to 25 exhibitors covering various industries
- Exhibitors get 2 complimentary passes to all conference sessions featuring industry-specific education and technology
- Attendee list distributed on-site and final electronic list sent after the show for post event follow-up
- Easy set-up for one person
- Inclusive exhibit fee – no ala carte ordering required* (see Exhibit Fees section)
- Free Exhibit Hall Only Access – allows prospective buyers and decision makers to gain free access to exhibit hall only
- Quality marketing and promotional materials with an industry-wide advertising reach to include trade magazines
- Raffle requiring attendees to visit every booth to qualify for prizes
- Website exposure on two websites for up to 12 months: www.idconevents.com and www.maintenanceworld.com

Exhibit Fees - \$2200 include:

- Two VIP exhibitor conference registrations including meals
- 10' x 8' booth
- 8' black, white and green back drape
- 3' black side dividers
- One 6' draped table
- 2 side chairs
- 1 wastebasket
- 7" x 44" identification sign
- 10 amps electrical outlet
- Overnight security
- Business card and 50 word product description in Event Guide
- Participation in Passport Raffle
- Exposure at Maintenance World and IDCON Events website
- Attendee list at show and post conference electronic list



Add the Opening Reception Package for \$395*

The Opening Reception plays a central role in the exhibit hours because it is the official opening of the exhibit hall. Wine, beer and hors d'oeuvres draw attention to your booth and offer a comfortable and social setting to mingle with clients. The Opening Reception Package includes your choice of a case of beer (24 bottles) or 4 bottles of wine (red and/or white) and one tray of hors d'oeuvres to be served at your booth. The package is a great way to increase traffic to your booth and make new contacts!

**\$395 if purchased separately from a sponsorship*

75% of past exhibitors elected to participate in the Opening Reception



Sponsorship Opportunities

Sponsorship Packages

✓ Head – Call for pricing

- 20 x 8 exhibit booth (\$4400 Value)
- Head Sponsor designation on all marketing material, event guide, and signage
- 50 minute speaking opportunity over sponsored breakfast
- 150 Word Company Profile & Contact Information listing in the Event Guide with logo
- Attendee list before conference
- Opening Reception & Wine Night Pkg. (\$395 Value)
- Insert company material in attendee tote bag
- Full page ad in the Event Book
- 2 additional exhibitor full conference passes for staff (\$850 Value)
- 2 full conference registrations to give to your clients (\$1800 value)
- Logo on conference signs
- Banner Ad for 1 yr. on 2 sites: www.idconevents.com and www.maintenanceworld.com
- Company logo on cover of Event Guide
- Directory Listing - 1 full page for 1 year at www.maintenanceworld.com

✓ Platinum - \$4000

- 10 x 8 exhibit booth (\$2200 value)
- 100 Word Company Profile & Contact Information listing in the Event Guide with logo
- Attendee list before conference
- Opening Reception & Wine Night Pkg. (\$395 Value)
- Insert company material in attendee tote bag
- ½ page ad in the Event Book
- Sponsorship recognition in event guide and all marketing material
- 2 full conference registrations to give to your clients (\$1800 value)
- Logo on conference signs
- Banner Ad for 1 yr. on 2 sites: www.idconevents.com and www.maintenanceworld.com
- Company logo on cover of Event Guide
- Directory Listing - 1 full page for 1 year at www.maintenanceworld.com

✓ Silver - \$3500

- 10 x 8 exhibit booth (\$2200 value)
- 75 Word Company Profile & Contact Information listing in the Event Guide
- Attendee list before conference
- Opening Reception & Wine Night Pkg. (\$395 Value)
- Insert company material in attendee tote bag
- ¼ page ad in the Event Book
- Sponsorship recognition in event guide and all marketing material
- Logo on conference signs
- Listed on www.idconevents.com as sponsor with live link to your website
- Directory Listing - 1 full page for 1 year at www.maintenanceworld.com

✓ Gold - \$3000

- 10 x 8 exhibit booth (\$2200 value)
- 50 Word Company Profile & Contact Information listing in the Event Guide with logo
- Attendee list before conference
- Opening Reception & Wine Night Pkg. (\$395 Value)
- Sponsorship recognition in event guide and all marketing material
- Listed on www.idconevents.com as sponsor with live link to your website
- Directory Listing - 1 full page for 6 months at www.maintenanceworld.com

Sponsorship Opportunities - Continued

A la Carte Sponsorships

Passport Raffle Prize Donation - \$100

Donate a prize valued at \$100

- Attendees visit each booth & receive a stamp from exhibitors to be entered in a drawing for prizes donated by sponsoring booths.
- Sponsorship recognition in event guide and during Passport drawing.

Opening Reception Package - \$395

Create a warm and friendly atmosphere, draw traffic to your booth and showcase your company as you:

- Interact with conference attendees.
- Make new business contacts.
- Enjoy tasty hors d'oeuvres, wine or beer at your exhibit booth.

Neck Wallets (Badges) - \$1200

High visibility with your company's name jointly with the conference name on each badge holder.

- Worn by all attendees, staff, exhibitors, and presenters for admittance into conference and exhibit hall.

Tote Bags - \$1500

A favorite item, distributed at the registration desk along with the conference proceedings and the event guide.

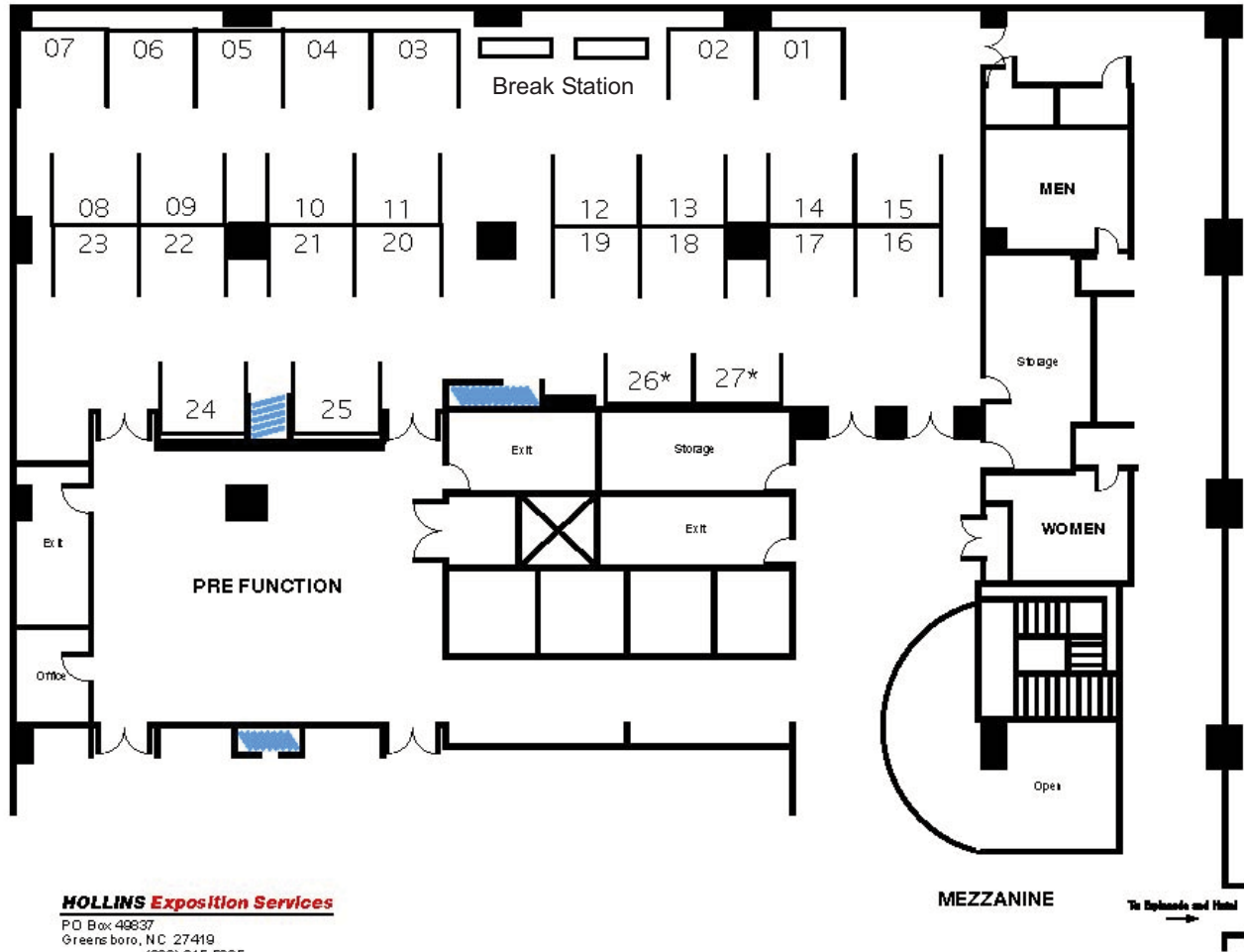
- Your company logo is printed on one side and the conference logo is printed on the other side.

Lunch or Breakfast Buffet - \$1900

Put your name in front of the attendees during one of the best times of the day and enjoy:

- Signage placed on tables and posted to acknowledge your company.
- A listing with logo in the Conference Event Guide and marketing material as sponsor.
- Insert company material in attendee tote bag.
- Listed on www.idconevents.com as sponsor with live link to your website.

Exhibit Floor Plan



HOLLINS Exposition Services
 P.O. Box 49937
 Greensboro, NC 27419
 (336) 315-6225

MEZZANINE
 To Exhibits and Hotel →

Use or reproduction of this drawing without the express written permission of Hollins Exposition Services is strictly prohibited.	Booth Size: 10' x 8' Booth Size: 10' x 6' * Number of Booths: 27	PIRM November 4 - 5, 2008	Sheraton Capital Center Hotel Hanover Ballrooms Raleigh, NC	Revised 06/19/08
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Exhibitor Contract



PROCESS INDUSTRY
RELIABILITY & MAINTENANCE

22ND ANNUAL CONFERENCE & EXHIBIT
NOVEMBER 3-6, 2008 • RALEIGH, NC

November 3 - 6, 2008
Raleigh, NC
Sheraton Raleigh Hotel

Company: _____ Website: www. _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Email: _____

Person responsible for exhibit (this person will receive all correspondence, billing and exhibitor service kit):

Name: _____ Title: _____

Phone: _____ Email: _____

Booth Preference: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____

I would like to add the Opening Reception Package for only \$395 to have my choice of beer, wine and hors d'oeuvres to be served at my booth

I have also filled out the Sponsorship Form and would like to purchase a sponsorship

Please list my company in the event guide exactly as:

Company Name: _____ City: _____ State: _____

Please email 50 word company description to m_toliver@idcon.com

Full payment is required with application.

Please complete application with credit card information or make checks payable to:

IDCON, INC. Attn PIRM 2008 Billing
7200 Falls of Neuse Road - Suite 200 - Raleigh, NC 26715

Early bird rate if paid in full by July 31, 2008: **\$1900**

Rate if paid after July 31, 2008: **\$2200**

Total Due: \$ _____

Name on Card: _____ Credit Card Type: _____

Credit Card # _____ Exp. Date: _____

IMPORTANT: We have read, understand and agree to the provision of the cancellation clauses and fees found on the application/contract. We further agree to abide by the terms and conditions on the back of this contract and by any further rules and regulations issued prior to the show.

Authorized Signature: _____

Print Name: _____

Title: _____

DO NOT WRITE IN THIS BOX

Application Received: _____

Exhibit Space Assigned: _____

2008 Sponsorship Items



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Company Name: _____ Phone Number: _____

A la Carte: (in addition to booth fee)

Opening Reception Package	_____ \$395	Totebags	_____ \$1500
Neck Wallets (badges)	_____ \$1200	Breakfast Buffet	_____ \$1900
Lunch Buffet	_____ \$1900	Passport Raffle Prize	_____ \$100

Packages: (includes exhibit booth fee)

Platinum Sponsorship	_____ \$4000
Gold Sponsorship	_____ \$3500
Silver Sponsorship	_____ \$3000

***PLEASE COMPLETE EXHIBITOR CONTRACT BEFORE SENDING IN SPONSORSHIP FORM**

Payment Method

Check _____

Credit Card Type: _____ Visa _____ MC _____ Amex

Card # _____ Exp.: _____

Name on Card: _____

Fax or email this form to:

Monica Toliver
M_toliver@idcon.com
919.847.8647

Exhibit Quick Facts

- Date:** November 3-6, 2008
- Location:** Sheraton Raleigh Hotel
421 S. Salisbury Street
Raleigh, NC 27601
Reservations: 800.325.3535
\$129/single or double until October 10, 2008
Phone: 919.834.9900
- Booth Fee:** \$1900 before July 31, 2008
\$2200 after July 31, 2008
- Exhibit Space:** 27 Booths 10' x 8'
- Exhibit Hours & Events:** Tuesday, November 4, 2008
11:00 am – 4:00 pm Exhibit Setup
4:30 pm – 6:30 pm Opening Reception in Exhibit Hall
- Wednesday, November 5, 2008
10:00 am – 10:45 am Morning Break in Exhibit Hall
11:45 pm – 2:00 pm Lunch and Visit Exhibits
2:00 pm – 2:30 pm Exhibitor Feedback Session
2:30 pm – 6:00 pm Exhibitor move out
- Expected Attendance:** Limited to 100 highly targeted maintenance and reliability decision makers
- Decorating Company:** Fully paid exhibitors will receive an Exhibit Service Planner from Hollins Exposition Services, Greensboro, NC (336.315.5225) approximately forty five (45) days in advance of the show.
- Attendee Lists:** Exhibitors will receive an attendee list on-site and post show
- Payment:** All applications must be accompanied with full payment. Reservation of booth space cannot be guaranteed until full payment is received. Any monies owed must be paid per terms of the invoice.
- For Questions and Additional Sponsorship Information:**
- Monica Toliver
Manager of Conferences and Events
IDCON, Inc.
919.723.2684
M_toliver@idcon.com

Previous Attendees Include

The 2007 event brought 100+ operations and maintenance professionals together to learn, share and bring back to their companies new ideas and improvement solutions. Previous companies and titles have included:

Maintenance Supervisor	Hanson Cement
General Superintendent	Rindi
Corporate Reliability Manager	Buckeye Technologies
General Manager	Michelin
Reliability Engineer	Bowater Newsprint
Maintenance Reliability Manager	Graphic Packaging
Maintenance Engineer	U.S. Silica
Plant Supervisor	Norbord Inc.
Maintenance and Engineering Manager	Cognis Corporation
Maintenance Manager	Domtar Paper
Reliability Manager	Smurfit Stone
Operation Engineer	Tembec
Corporate Project Manager	Degussa Corporation
Planning and Production Control and Quality Manager	LP Canada Ltd.
Electrical Supervisor	Unilever
Maintenance Planner	Abitibi-Consolidated Inc.
Maintenance Coordinator	AlexFert
Engineering Supervisor	MeadWestvaco
Repair Coordinator	Wyeth Biotech
Reliability Superintendent	Grain Processing Corp
Maintenance and Reliability Engineer	STORAENSO
Manager of Best Practices, IT, Communications	Petrobras America Inc.
Project Engineer	Procter & Gamble
Revamp Manager	Burrows Paper Corp
VP Information Technology	Huhtamaki
Mechanical Engineering Manager	International Paper
Area Manager	Quesnel River Pulp
Director of Technical Services	Give and Go Foods
Plant Manager	ICL Performance Product
Business Unit Manager MDF	Archcoal
Process Engineer	BE&K Industrial Services
Maintenance Superintendent	Petróleo Brasileiro SA

Previous Exhibitors Have Included

Atlan-Tec, Inc.	Stainless Valve Co.	Coastal Training Technologies
Five Star Products	PdMA Corporation	Cooling Tower Depot, Inc.
UE Systems	Design Maintenance Systems, Inc.	Darby Electric
EST Group	MTR Martco	SAT Corporation
Aqua Drill International	Kytola Instruments Ltd.	Staveley Services Fluids Analysis
Process Industry Practices	Team Industrial	GE Energy
Hagglunds Drives	VibrAlign Inc.	Flir Systems
The Timken Company	Lufkin Industries, Inc.	Noria Corporation
Baker Instrument Company	Rexnord	Lubrication Systems
IMI Sensors	Amistco Separation Products	Machine Service, Inc.
FabEnCo	Bahr Bros Manufacturing, Inc.	Metso Paper Ltd.
Georgia Pacific	Bently Pressurized Bearing Company	

Exhibit Terms and Conditions

GENERAL RULES

Each company participating at the show must return all copies of the contract, properly executed by an authorized company representative. Contracts must be received with appropriate deposit in order to reserve space.

Every effort will be made to respect exhibitor's space requirements whenever possible. However IDCON reserves the right to rearrange the floor plan or to relocate exhibits when such action is deemed to be in the best interest of the total exhibit.

USE OF SPACE

No exhibitor shall assign, sublet or share the space allotted them without the knowledge and written consent of IDCON. Exhibitions must display or advertise only goods manufactured or dealt in by them in the regular course of business. Only firms or organizations assigned exhibit space may solicit business within the exhibit area.

Booths or display structures must be self-supporting, and not anchored to walls or floors. Displays and booth structures must not extend into the aisle in such a way as to obstruct traffic. Exhibits must comply with standard booth design regulations and not impair visibility of adjacent booths. Display material exposing an unfinished surface to neighboring booths is not permitted and must be finished at the exhibitor's expense. Demonstrations must be located such that crowds collected will be within the exhibitor's space and not blocking an aisle or neighboring exhibits.

The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. All hazardous items must be properly safeguarded, protected, registered and/or avoided as deemed necessary by IDCON.

IDCON reserves the right to restrict exhibits which are objectionable because of noise, method of operation, materials or for any other reason; and also to prohibit or to evict for any reason with or without giving cause, any exhibit which in the opinion of the management may detract from the general character of the exhibit as a whole. In the event of such restriction or eviction, IDCON shall not be liable for any refunds or other exhibit expenses.

LIABILITY

Neither IDCON, Inc., nor the Sheraton Raleigh, nor their employees, agents or representatives will be responsible for any injury, loss or damage that may occur to the person or property of exhibitors, their guests, invitees, employees, or agents from any cause whatsoever, including cancellation or impediment to the conduct of the event. The exhibitor, on signing the contract, expressly holds harmless and releases the aforementioned from any and all claims from such loss, damage or injury. The exhibitor agrees to pay promptly for any and all damage to the exhibition building or its equipment, incurred through carelessness or otherwise caused by the exhibitor, his employees, agents or representatives. Security service for exhibits will be provided by the Sheraton from Tuesday November 4th, 2008 at 7pm to Wednesday, November 5th, 2008 at 7am. However IDCON cannot be responsible for exhibitor's merchandise or display. Exhibitors are therefore required to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others.

Show management does not insure against competitive firms from becoming neighboring exhibitors; nor is it responsible for errors or omissions in the show program or exhibitor list.

CANCELLATION OR TERMINATION OF PROCESS INDUSTRY RELIABILITY AND MAINTENANCE CONFERENCE 2008

In case IDCON shall for any reason determine to cancel or terminate the exposition, the exhibitor waives all claims against IDCON for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against IDCON a refund of all amounts paid by the exhibitor to IDCON in accordance with this agreement.

PAYMENT

Full payment is required with this application before July 31st, 2008 to receive the early bird rate. Applications received after 11:59pm on July 31st, 2008 will be charged \$2200 and also must be accompanied with full payment.

The balance of any monies owed must be paid as per terms stated on invoice. 1.5% per month will be added to any overdue amounts.

INSTALLATION AND DISMANTLING OF EXHIBITS

Exhibitors will have Tuesday, November 4th, 2008 from 11:00 am until 4:00 pm for installation of display materials in the exhibit area. Exhibits must be completely set up and ready for viewing at 4:30 pm on Tuesday, November 4th, 2008.

Move-out will begin on Wednesday, November 5th at 2:30 pm. NO DISMANTLING WILL BE PERMITTED BEFORE CLOSING TIME. It is explicitly agreed by the exhibitor that in the event the exhibitor fails to install displays or products in the assigned exhibit space or fails to pay the space rental in full at the time specified by this contract, IDCON shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper.

All exhibitor materials must be removed from the exhibit hall no later than 10:00 pm Wednesday, November 5th, 2008 or it will be removed by IDCON at the exhibitor's expense.

EXHIBIT PERSONNEL

Each exhibitor is provided two official staff badges per 10 x 8 booth reserved. Additional badges can be purchased for \$425.00. All staff affiliated with exhibits must be registered and must be bona fide employees of the exhibitor or representatives who receive commission, brokerage or salary from the exhibitor.

CANCELLATION

Exhibitor cancellations must be submitted in writing to IDCON. In the event of cancellation by an exhibitor, IDCON shall assess a cancellation fee covering the reassignment of space, prior services performed, and other damages related to the cancellation as follows:

Received by IDCON:

Before 4:30 pm July 31st – 30% of total fees owed.

After July 31st and before August 15th – 60% of total fees owed.

After August 15th – 100% of total fees owed.

In the event of either full or partial cancellation of space by an exhibitor, IDCON reserves the right to reassign cancelled booth space, regardless of the cancellation assessment. Subsequent reassignment of cancelled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.

MANAGEMENT RIGHTS

IDCON reserves the right to interpret, amend and enforce these regulations, as it deems proper to assure the success of the exposition.

What did last year's exhibitors say about the conference?



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"We talked to 90% of the attendees!"

"This show focused on the group of customers we call on; our target audience was in one location."

"Refreshments at the booths during exhibit hours definitely helped to attract people."

"The Passport Raffle is a fun way to encourage the attendees to make contact with all the exhibitors."

"It makes sense to be here! The right people are here."

"A good mix of maintenance and operations people."

"Small conference allowed for enough time to circulate with the attendees. We're very pleased!"

"More attendees asked direct questions and stayed around the booths at the Opening Reception."

"This is our first time exhibiting and we will definitely be back next year because we made some great contacts!"



Early Bird
Special
SAVE \$300
offer ends
July 31



7200 Falls of Neuse Road
Suite 200
Raleigh, NC 27615-5384

Address Services Requested

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