



**2024 NGAT Corporate Partnership
& Exhibitor Registration Form
March 21-24, 2024 – Round Rock, TX**



Company Name: _____

(List exactly as it should appear in Conference Program, Passport & Booth Sign)

Name of principal contact during conference: _____

Mailing Address: _____

Street City State Zip

Phone: Business: _____ Cell _____

Email: _____

Location preferences: 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

(Premium exhibit booths are highlighted in yellow and are reserved for Platinum, Gold, Silver, and Bronze conference sponsors)

Please list names for up to 4 name badges:

Partnership Levels

Platinum	\$5000	\$ _____
Gold	\$2600	\$ _____
Silver	\$1600	\$ _____
Bronze	\$1100	\$ _____
Corporate	\$ 700	\$ _____
Non-Profit	\$ 500	\$ _____

Additional Conference Sponsorships Available

Coffee Break Sponsor	\$500	\$ _____
Welcome Party Sponsor	\$500	\$ _____
Golf Hole Sponsor	\$300	\$ _____
Patriot Sponsorship*	\$500	\$ _____

*(*Includes registration and lodging expenses for one Soldier/Airman to attend the conference.)*

*(Please see Corporate Membership Benefits List for benefits of each level)
(Contact Terri Marshall at tmarshall@ngat.org for additional booth space rental options.)*

Conference Registration Fees

Full Meal Package (Includes Fri Welcome Party, Sat Lunch & Dinner)	\$ 175	\$ _____
Fri Welcome Party Tickets <i>(One Welcome Party Ticket included with all Partnership levels except Non-Profit)</i>	\$ 65	\$ _____
Lunch with Exhibitor Tickets <i>(One Lunch with Exhibitor Ticket included with all Partnership levels)</i>	\$ 45	\$ _____
Awards Dinner Tickets	\$ 80	\$ _____
Golf Individual (Handicap _____) <i>(Includes golf, cart, breakfast, lunch, prizes)</i>	\$ 100	\$ _____

NGAT News Magazine Ad Rates

Full Page	_____ \$800
Half Page	_____ \$400
Quarter Page	_____ \$200
Business Card	_____ \$ 75

NGAT Conference Program Ad Rates

Full Page	_____ \$300
Half Page	_____ \$150
Quarter Page	_____ \$ 75
Business Card	_____ \$ 25
Supporter of the Guard	_____ \$ 10

(See chart for ad size that is included with Sponsorships)

Additional Advertising Opportunities

\$ _____

Credit Card Payment ___ Check Enclosed
Charge my ___ Visa ___ MC ___ AE ___ Discover
Card # _____
Expiration Date: _____ CVV Code: _____
Billing Address Zip Code: _____
Name of Cardholder: _____
Signature: _____

Total: \$ _____
Subtotal: \$ _____
5% Credit Card Processing &
Handling Fee: \$ _____
Grand Total Amount Due: \$ _____

Mail to NGAT: 3706 Crawford Avenue, Austin, Texas 78731 or
Fax to (512) 467-6803 or email to tmarshall@ngat.org
Online registration available at www.ngat.org

**Please ensure you sign and return the Official
Exhibition Regulations & Contract with your
registration form.**

OFFICIAL EXHIBITION REGULATIONS & CONTRACT

All exhibits and exhibitors are subject to the following regulations. The words "Management," "Association," and letters "NGAT" herein refer to the National Guard Association of Texas acting through its officers, employees, or agents in the management of the Exhibition.

DATES AND HOURS OF EXHIBITION

Friday, March 22, 1:00 p.m.-5:00 p.m.*

Saturday, March 23, 9:00 a.m.-3:00 p.m.*

*Hours are tentative and subject to change.

Exhibition Objectives – The NGAT Exhibition is produced and is the property of the National Guard Association of Texas, herein referred to as NGAT. The Exhibition is a practical, education adjunct to the professional meetings held during the NGAT Conference. The Exhibition is meant to supplement the professional meetings by providing members of NGAT and registered attendees with the various types of products, services, and information available to them. Exhibitors are expected to display their products and/or discuss their services with awareness of the professional and practical needs of NGAT members and registered attendees. NGAT reserves the right to refuse space to any applicant, which, in the opinion of the Association, is unlikely to contribute to the overall objectives of the Conference.

Exhibitor Representative Responsibilities – Each exhibitor must name at least one person to be the official on-site representative and responsible party. The official representative will receive all relevant materials relating to the Exhibition. That representative shall be authorized to enter such contracts as may be necessary for fulfillment of obligations to NGAT and to other contractors and subcontractors. At least one representative must be at the display during all official hours of the exhibition.

Contract for Space – This exhibitor registration form for exhibit space, the notices of space assignment by NGAT and the full payment of rental charges, together constitute a contract for a right to use the space. Exhibitor registration forms should be filed promptly and must be accompanied by payment for the booth by March 1, 2024. A \$100.00 cancellation fee will be retained for booths canceled after March 1, 2024. No payment for space will be refunded on cancellations made after March 10, 2024. Management reserves the right to reassign space not completely paid for by March 10, 2024.

Arrangement of Exhibits – All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. The standard booth equipment provided to the exhibitor by the Management will consist of an 8-foot-high drape backwall and 3-foot-high side drape dividers. A) Standard In-Line Booth: one or more standard booth units in a straight line. Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12 feet. Depth: All display fixtures over 4 feet in height and placed within 10 linear feet of an adjoining exhibit must be confined to the back half of the booth (no closer than 5 feet to the aisle line). B) Perimeter Booth: Exhibit booth located on the outer perimeter of the exhibit floor. Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12 feet. Depth: All display fixtures over 4 feet in height and placed within 10 linear feet of an adjoining booth must be confined to the back half of the booth (no closer than 5 feet to the aisle line). C) Island Booth: one or more display levels with aisles on all four sides. Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16 feet. Depth: Full use of the floor plan is permitted; however, the exhibit must remain accessible from all sides.

Installation & Dismantle – Exhibits may be installed at the Kalahari Resorts & Convention, 3001 Kalahari Blvd., Round Rock, TX 75039, 512-831-5926. The exhibit hall set up will take place in Exhibition Hall between 12:00 p.m. and 5:00 p.m. on Thursday, March 21, 2024, and between 8:00 a.m. and 12:00 p.m. on Friday, March 22, 2024. The NGAT Exhibition officially closes on Saturday, March 23 at 3:00 p.m. Exhibitors may not dismantle or disturb their exhibits until after the official closing. Failure to observe this rule may result in a verbal and written reprimand and a 50% financial penalty being assessed and added to their invoice the next time they exhibit with NGAT for the first offense, and the loss of the right to exhibit at forthcoming NGAT exhibitions for the second offense. All exhibits and accompanying supplies must be dismantled and removed from the exhibit hall by 10:00 p.m. on Saturday, March 23, 2024.

Registration of Exhibitor Personnel – Each exhibiting organization is entitled to four exhibitor floor pass registrations per 8' x 10' exhibit space assigned. Additional floor passes may be requested. Exhibitors may also purchase full conference registrations for an additional fee. To register booth personnel in advance, a registration must be completed for each person prior to the registration deadline. Registration forms will be available in the fall of 2023 at www.ngat.org. All personnel in exhibit booths are required to display proper name badges throughout move-in, show hours and move-out. Badge checkers will be checking for badge identification on all exhibit representatives.

Unclaimed Space – Any space unclaimed by 5:00 p.m. on Friday, March 22, 2024, may be reassigned without refund of rental paid; the Management will not be liable for any incurred expenses.

Union Labor – Exhibitors are required to observe all union contracts in effect among show management, official contractors, facilities, and various labor organizations represented. Any labor required for installation or dismantle, decoration or use of equipment must be ordered through the official service contractor. Tipping is strictly forbidden for any personnel providing services to exhibitors.

Sound Devices and Noise Level – The use of devices for the mechanical reproduction of sound is prohibited. Any demonstrations or presentations must be conducted at a low volume so that nearby exhibitors are not bothered.

Care of Buildings – Exhibitors or their agents shall not injure or deface the walls or floors of the buildings, the booths and/or the equipment or furnishings in the booths. The exhibitor will be held liable for any such damage caused by him or his agent.

Use of Exhibit Space – No exhibitor shall assign, sublet, or share the whole or any part of the space allotted without the consent of the Management and approval of the terms thereof. No exhibitor is permitted to show goods other than those manufactured or handled by him in the regular course of business. No firm or organization not assigned space in the exhibition hall will be permitted to solicit business in any manner within the exhibition hall.

Entertainment – The exhibitor agrees not to sponsor group functions such as hospitality suites, tours, film showings, speeches or other activities during the meeting and exhibition hours that would in any way interfere with delegate attendance at regular NGAT conference meetings or induce visitors away from the Exhibition. The exhibitor must clear with Management any intended group functions.

Circulation and Solicitation – Distribution by the exhibitor of any printed matter, souvenirs or other articles must be confined to the space assigned. No undignified manner attracting attention will be permitted. All aisle space belongs to NGAT. No exhibit or advertising matter will be allowed to extend beyond the space allotted to the exhibitor.

Direct Selling – In the event that an exhibitor engages in on-location transactions, the exhibitor will be responsible for complying with all federal, state, and local laws regarding sales taxes and laws that may pertain to such sales.

General Restrictions – (A) Exhibitors can distribute food and drink samples only with prior approval from the Management prior to the start of the conference. (B) The Management reserves the right to restrict exhibits that, because of noise, methods, or operation or for any reason become objectionable, and also to prohibit or evict without refund any exhibit or person that in the opinion of the Management may detract from the general character of the Exhibition or who interferes in any way with another exhibiting organization or their exhibit staff. (C) No display material exposing an unfinished surface to neighboring booths or an aisle will be permitted. (D) Exhibitors are not permitted to set up displays in lobbies.

Location of Exhibits – The Management reserves the right to alter the location of exhibits or booths shown on the official floor plans as it deems advisable and in the interest of the Exhibition. However, no change of location will be made without full discussion with the exhibitor affected by such changes.

Contractor Services – Complete information, instructions and schedules or prices regarding shipping, drayage, labor, electrical, furniture, carpet, etc. are included in the exhibitor service manual to be forwarded from the official service contractor. Exhibitors that intend to use non-NGAT designated contractors for installation and dismantling or other services must complete an intent to use non-official contractor form, included in the exhibitor service manual, 30 days in advance of move-in. Non-official contractors must order labor from the official service contractor. All outside contractors comply with NGAT exhibition rules and regulations and provide a certificate of insurance for liability and workers compensation, and report to the exhibitor registration counter for a pass before entering the exhibit hall.

Fair Employment – The exhibitor agrees that during the life of this contract he will not discriminate against any employee or applicant for employment because of race, color, creed, national origin, or ancestry. It is the policy of NGAT that all parties doing business with the Association adhere to the principles of and take reasonable affirmative action to ensure progress in Equal Opportunity Employment.

Liability and Insurance – The Management will take reasonable precautions to safeguard the exhibit hall; however, the Management will not be liable for loss or damage to property of the exhibitor or his representatives or employees from theft, fire, accident, or any other cause beyond its control. Exhibitors are advised to insure themselves at their own expense against property loss or damage and against liability for personal injury. Management's liability for injury to persons or loss or damage to property shall be limited to such as may be caused by its negligence. The exhibitor shall indemnify and hold harmless the Management against all liabilities, costs, expenses, damages, and losses from negligence of the exhibitor in connection with the exhibitor's use of display space.

Fire Regulations – All material used in the exhibit booths must be made of flameproof materials and conform to all fire department regulations. Exhibitors planning to display gasoline or diesel-powered vehicles must comply with all city and state fire codes and applicable permit requirements. If the exhibitor neglects or violates these regulations or otherwise incurs fire hazards, the Management may cancel, without refund, all or such part of the exhibit that may be irregular.

Failure to Open Exhibition – In case the premises of the Kalahari Resorts & Convention Center shall be destroyed or damaged, or if the NGAT Exhibition fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency, or for any other reason, this contract may be terminated by NGAT. In the event of such termination, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of NGAT shall be to return to each exhibitor his space payments, less his pro rata share of all costs and expenses incurred and committed by NGAT.

Regulations and Contract – These regulations have been formulated in the best interest of all concerned and become a part of the contract between the exhibitor and NGAT. All matters and questions not covered by these regulations are subject to the decisions of the Management. **I agree to abide by all rules and regulations as contained in this registration form.**

Authorized Signature _____ Date _____



2024 NGAT Corporate Membership Program

Corporate Membership Privileges

Recognized as Corporate Member in the NGAT News Magazine

Corporate logo and link on the NGAT Website

Corporate logo and link on the NGAT App

Complimentary subscription to the NGAT News Magazine

Complimentary Ad in the NGAT News Magazine (Size based on Corporate Level)

Complimentary exhibit space at the Annual Conference

One Complimentary ticket for lunch with exhibitors & NGAT Welcome Party at the NGAT Conference

Invitation to the Defense Symposium with Texas Guard leadership

Legislative support through the resolutions process

Licensed use of NGAT logo for placement in your company literature and publications

Corporate Membership Rates

Platinum Corporate Membership	\$5,000
Gold Corporate Membership	\$2,600
Silver Corporate Membership	\$1,600
Bronze Corporate Membership	\$1,100
Corporate Membership	\$700

Other Membership Rates

Non-Profit Membership	\$500
Website Advertising	\$500

Corporate Membership Packages include Corporate Membership Dues.

Additional Sponsorship Opportunities

- Exhibit Hall Coffee Break \$500** (Includes signage in exhibit hall & logo in the Conference program)
- Welcome Party Sponsor \$500** (Includes 2 tickets to the event, signage at the event & logo in the Conference Program)
- Golf Hole Sponsor \$300** (Logo at a golf tee & in golfer's packet & in the Conference Program)
- Patriot Sponsor \$500**

Contact Terri Marshall at tmarshall@ngat.org for other sponsorship opportunities.

Revitalize



Who We Are

The **National Guard Association of Texas (NGAT)** is a non-profit veterans organization of over 30,000 Texas National Guard members and retirees. The National Guard Association of Texas was founded in 1959 by a group of Warrant Officers on the principle that it is important to have an organization advocate for the Texas National Guard and its members.

The purpose of the NGAT is to provide the best services and benefits to promote, safeguard, and advance the interests of our members, communities, and partnerships. We are a premier professional association that solely serves and advances the interest of its members and supports the Texas Military Department.



Why Join NGAT

Companies who partner with NGAT find it a rich and rewarding experience, one that benefits not just the corporations and NGAT but, even more importantly, our service members and their families. With input from our corporate partners, we continue to develop different ways we can work together to strengthen our military and their families both at home and in the communities.

NGAT corporate members are local businesses, large corporations, civic groups, veteran's organizations, and local community groups. Our program provides corporate members the opportunity to demonstrate to the community that they support Soldier/Airmen and their families while strengthening their own business opportunities. Your companies products and services can make a tremendous difference in our organization and the members we support.

www.ngat.org | NGAT App | Advertising

Your company or **organization logo and link will be added to the NGAT website and the NGAT App** so that senior Guard leadership and NGAT members can access your current company information. Each corporate membership comes with a advertising package. Additional advertising in our magazine and on our website is also available.

Legislative Support

NGAT works diligently with the defense industry, the National Guard Association of the United States (NGAUS), the Enlisted Association of the National Guard of the United States (EANGUS), the Texas Military Department and the members of Congress to bring about a fully-trained and modernly-equipped force. NGAT can provide support and guidance in regards to the resolute process.

Patriot Sponsor

Become a Patriot Sponsor and support one Soldier or Airmen to attend the NGAT Conference. Sponsorship covers their hotel for two nights and a full meal registration package that includes the Friday night welcome party, Saturday lunch and dinner. The package includes admission to all general sessions, exhibits and breakouts. These packages go to junior grade personnel who may not be able to afford to attend the conference without your support.



★ Revitalize NGAT ★

NGAT News Magazine

The **NGAT News Magazine** is published quarterly by the National Guard Association of Texas. Its readership consists of virtually all officers and enlisted personnel of the Texas Army and Air National Guard, Texas State Guard, retired members of the Texas National Guard, and the 120 plus National Guard armories in the State. The NGAT News is also circulated to each member of the Texas Legislature and to each Texas Congressman. The NGAT News Magazine has won numerous awards and accolades and it is circulated electronically each quarter, in hard copy and posted on the NGAT website and mobile app. Your corporate membership includes a one-year subscription to our magazine.



Advertising Rates

Corporate membership includes varying levels of advertising in the NGAT News Magazine and Conference Program. The following rates are for additional advertising in the Magazine or Conference Program that are not included in your corporate package or for those who just want to advertise. See our Corporate Membership Benefits for details. The NGAT News is a 24-page, 8.5 x 11 magazine, printed in full color quarterly. The Conference Program is a 40+ page brochure, 5.5 x 8.5 in full color and distributed during the Annual Conference. We also offer the opportunity to place your ad on our website for a one-year period.

Ad Size	NGAT News Ad	Conf Program Ad	Website Ad
Full Page	\$800	\$300	
Half Page	\$400	\$150	
Quarter Page	\$200	\$75	
Business Card	\$25	\$25	
Name Listed as Guard Supporter		\$10	
Website Ad for one year			\$500

Print Schedule

Winter Issue

Copy Due week of 1 January
Delivery Date week of 1 February

Spring Issue

Copy Due week of 1 April
Delivery Date week of 1 May

Summer Issue

Copy Due week of 1 July
Delivery Date week of 1 August

Fall Issue

Copy Due week of 1 October
Delivery Date week of 1 November

Ad Specifications

Mechanical Requirements & Materials

Method of Printing: Sheetfed Offset | Binding: Saddle Stitched

Line Screen: 150 | Trim Size: 8.5" x 11"

Ad Specifications (NGAT News)

Full Page: 7.375" w x 9.875" h (for non-bleed ads)

Full Page: 8.875" W x 11.375" h (for bleed ads)

Half Page: 7.375" w x 4.5" h

Quarter Page: 3.65" w x 4.5" h

Business Card Ad: 3.5" w x 2" h

Ad Specifications (Conference Program)

Full Page: 4.75" w x 7.25" h

Half Page: 4.75" w x 3.5" h

Quarter Page: 2.5" w x 3.25" h

Business Card Ad: 3.5" w x 2" h

Digital Specifications

300 dpi, tif, png, jpg, pdf files are preferred

Color assignment should be for Sheetfed Offset Coated Stock (CMYK printing)

National Guard Association of Texas

3706 Crawford Avenue • Austin, Texas 78731
512-454-7300 • Fax: 512-467-6803 • www.ngat.org

For more information contact:

Terri Marshall at tmarshall@ngat.org

Corporate Membership Benefits

Help Us Revitalize NGAT
Together We Can Make A Difference



BENEFITS	Platinum \$5,000	Gold \$2,600	Silver \$1,600	Bronze \$1,100	Corporate \$700	Non-Profit \$500	Web AD \$500
Corporate Membership	★	★	★	★	★		★
Exhibit Booth at the NGAT Conference	★	★	★	★	★	★	
Invite to the Corporate Partners Reception	★	★	★	★	★		
One room/two nights lodging at the Conference Hotel	★						
Two full Conference Registrations with full meal package	★						
Golf Tournament Hole Sponsor	★	★					
Golf Tournament Hole Co-Sponsor			★				
One Welcome Party Ticket	★	★	★	★	★		
One Lunch with the Exhibitors Ticket	★	★	★	★	★	★	
Full Page Color AD in the NGAT News Magazine & Company Ad on Facebook	★	★					
1/2 Page Color Ad in the NGAT News Magazine			★				
1/4 Page Color Ad in the NGAT News Magazine				★			
Business Card Ad in the NGAT News Magazine					★		
Company Logo in the NGAT News Magazine as a Corporate Member	★	★	★	★	★		
Full Page Color Ad in the Conference Program	★	★					
Recognition as a Sponsor/Corporate Member in the Conference Program	★	★	★	★	★		
Sponsor of the NGAT Educational Foundation	★	★	★				
Two Tickets to the NGAT President's Reception	★	★					
Company Logo and Web link on the NGAT Website and App	★	★	★	★	★		
Company Ad on the NGAT Website for one year	★	★					★

