

**2024 Battery Products Expo**  
**February 19 - 22, 2024**

**NAATBatt**  
INTERNATIONAL

**Omni LaCosta Resort**  
**Carlsbad, California**

## BATTERY PRODUCTS EXPO OPPORTUNITY

NAATBatt 2024 will be hosting the largest Battery Products Expo Area in our history. Breakfasts, breaks and networking receptions during the NAATBatt 2024 meeting will be held in the Expo Area. The Expo will be open during the entire NAATBatt meeting but offers dedicated exhibit time to create connections. NAATBatt is offering the opportunity for companies to purchase a booth space in the Expo Area to exhibit products and distribute literature. Exhibit space includes a draped table, two chairs and waste basket. Exhibitors may display signage, devices and literature subject to the hotel's regulations. Exhibitors and display table participants will be acknowledged in the online NAATBatt 2024 meeting program.

The cost of an exhibit space in the Expo Hall is \$3,500. In addition, NAATBatt will allow up to 3 employees of an exhibiting company to register for NAATBatt 2024 at the rate of \$1,750 per person. All exhibit personnel **MUST** be registered for the conference.

## ADVANTAGES OF EXHIBITING AT NAATBATT 2024

- Your exhibit booth will be highly visible and top of mind to all attendees of NAATBatt 2024 during every breakfast, break and networking reception
- Exhibiting at the North American battery industry's principal annual event raises your profile in the market and demonstrates your dedication to the industry
- You will be able to highlight your company's most interesting products and capabilities to potential customers and partners far beyond your ability to do so during your oral Member Update Presentation in the general session (if you are a NAATBatt member)
- You will have a set place where people interested in your company can find you—not a small issue at any show. Remember: NAATBatt is all about the networking
- You will get a prominent listing in the NAATBatt 2024 program book,
- This is the lowest cost, highest impact exhibit opportunity offered at any major battery show in North America!

## LOCATION

Omni LaCosta Resort & Spa  
2100 Costa Del Mar Road  
Carlsbad, CA 92009  
Tel: 760.930.7054

**Reservations:** 800.THE.OMNI --Ask for NAATBatt rate

**Room Rate:** \$299 Single/Double + \$20 resort fee and tax

**Cut-off Date:** January 19, 2024 or until block is full

## TENTATIVE EXPO SCHEDULE

### SET-UP

#### TUESDAY, FEBRUARY 20

7:30 am - 2:00 pm

#### TUESDAY, FEBRUARY 20

Expo Opening - Networking Break  
2:50 - 3:30 pm

Opening Reception  
6:00 - 7:00 pm

#### WEDNESDAY, FEBRUARY 21

Breakfast and Breakfast Discussion Tables  
7:30 - 8:20 am

Networking Break  
10:25 - 11:00 am

Networking Break  
4:10 - 4:50 pm

Awards Dinner Reception  
6:00 - 7:00 pm

#### THURSDAY, FEBRUARY 22

Breakfast and Breakfast Discussion Tables  
7:30 - 8:20 am

Networking Break  
11:05 - 11:40 am

11:40 am--tear down

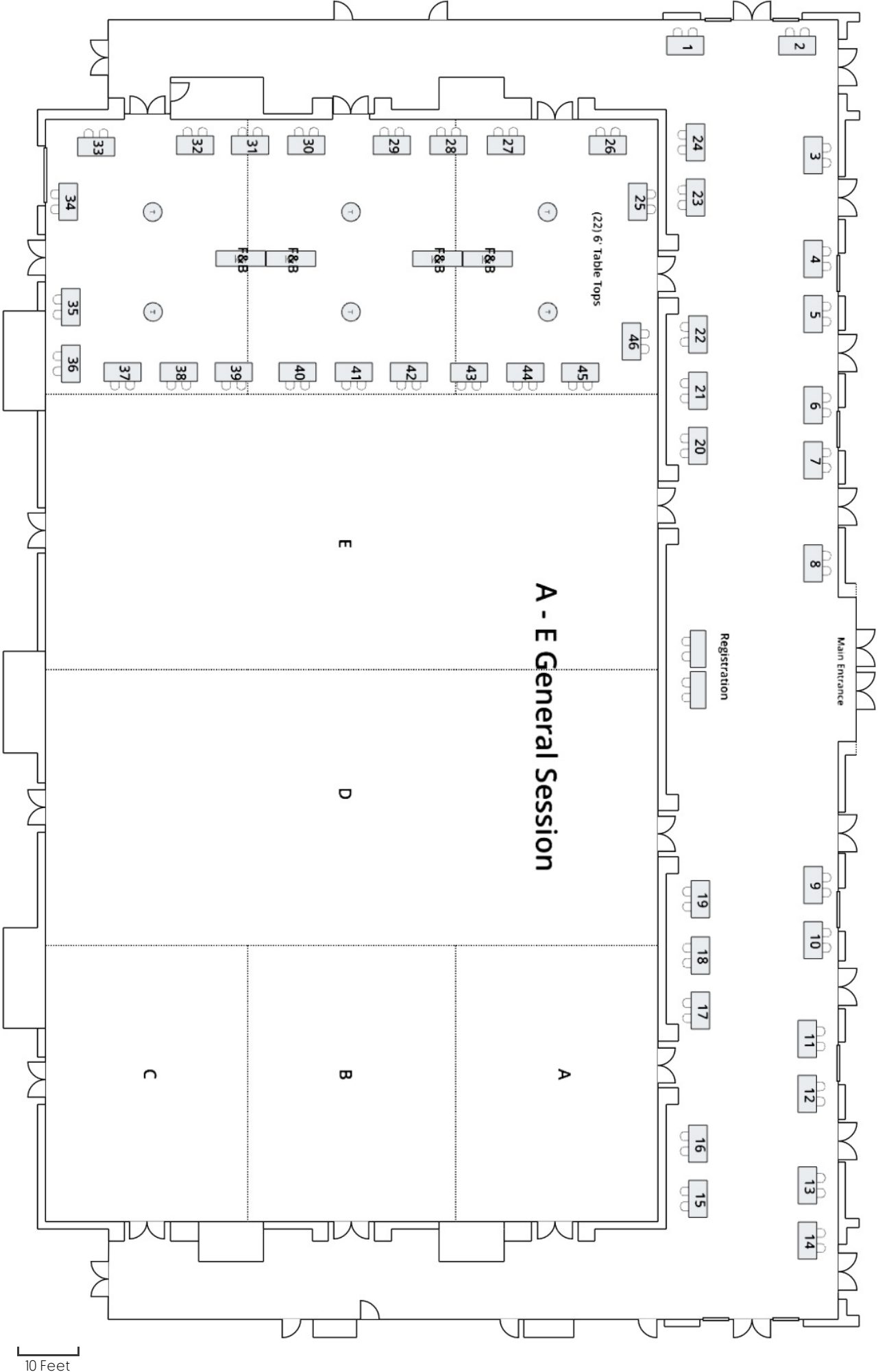
## BOOTH COSTS

\$3,500 per booth

**Does not** include conference registration. All booth personnel **MUST** be registered for the conference. Up to 3 registrations at the discounted rate of \$1750.

## SPONSORSHIP OPPORTUNITIES CAN BOLSTERS YOUR IMAGE

Opportunities abound for supporting many of the official functions, sessions, and events of the Annual Conference. If you are interested in sponsoring an event or function contact Paula Szyper at 630.697.3153 or email [pszyper@NAATBatt.org](mailto:pszyper@NAATBatt.org).



10 Feet

INSTRUCTIONS: Complete all sections. **Sign and return the application and we will send you an invoice for Expo fee.**

1. **LOCATION PREFERENCES:** Please indicate preferred booth numbers. Booth assignments will not be confirmed until payment is received. The exhibit space rental charge is \$3500 per booth.

**Exhibitors are encouraged not to concentrate all space choices in one area of the floor plan.**

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

4th Choice: \_\_\_\_\_  
(in different area)

Number of booths: \_\_\_\_\_ x \$3500

2. **PRODUCTS/SERVICE TO BE EXHIBITED** This description will be used for your company description on the NAATBatt's website and in the onsite conference materials. (You can send electronically to [pszyper@naatbatt.org](mailto:pszyper@naatbatt.org).)

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3. **COMPANY NAME:** \_\_\_\_\_
- Contact Name: \_\_\_\_\_
- Address: \_\_\_\_\_
- City/State/Zip: \_\_\_\_\_
- Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_
- E-Mail: \_\_\_\_\_

4. **TERMS AND CONDITIONS**
- Terms & Conditions: Payment:** full payment is required within 10 working days of the acceptance of this Agreement by NAATBatt.
- Alteration to advertised package:** every reasonable effort is made to adhere to the advertised package, but any package may be altered or parts omitted or dates changed for any reason which NAATBatt, in its absolute discretion, deems to be just and reasonable, or when conditions beyond its control prevail.
- Failure to pay:** if Client fails to pay any amounts which become due under this contract, or if NAATBatt retains an attorney to protect its interest with respect to this contract, Client shall be liable to pay any and all costs incurred by NAATBatt in enforcing any term, or collecting any fees under this contract, including attorney fees, collection fees and expenses. This contract is governed and construed in accordance with Illinois law and any action by and between the parties arising from this contract must be brought in the circuit court of Cook County, Illinois.
- Cancellation of program:** if, for any reason, the program is not held or is rescheduled, NAATBatt's liability is limited to a credit towards a future program.
- Indemnity:** Client hereby agrees to indemnify and hold NAATBatt harmless from, and to reimburse NAATBatt for, any damages, lawsuits, expenses and other liabilities, including reasonable attorneys' fees, arising from any action or inaction taken or caused, in whole or in part, by Client, its agents, employees, guests or invitees related to the subject matter of this application.

**I have read and agree to abide by all terms and conditions governing the expo as printed above. Acceptance of this application by show management constitutes a contract.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_