



M F M A *2010* Conference

Maple Flooring Manufacturers Association, Inc.

**Exhibitor
Prospectus**

March 11 – 13, 2010

Hilton Sandestin Beach Golf Resort & Spa
Destin, FL

You're Invited!

The Maple Flooring Manufacturers Association (MFMA) invites you to participate in its 2010 Conference, March 11–13, at the Hilton Sandestin Beach Golf Resort & Spa in Destin, Florida. MFMA's Conference draws more than 250 attendees who are serious about purchasing, recommending, authorizing and specifying products. Our forums attract attendees looking for practical, lasting solutions to today's challenges in the sports flooring market. Workshops and presentations by industry leaders are featured at the conference.

Your colleagues and competitors will interact with this influential and engaged group, taking advantage of the best opportunity to unveil new products and services, introduce existing products to new customers and network with established clients. If your company competes in the sports flooring industry, participating at the MFMA Conference is a marketing essential.

In addition, many exhibitors seek to further their exposure at the MFMA Conference through our many available advertising and sponsorship opportunities.

We encourage you to take advantage of this unique opportunity—your investment will ensure a great return. MFMA wants your support, and we guarantee that we will give you ours. Let's huddle up!

We look forward to seeing you in Destin.

Sincerely,
The MFMA Sport Floor Contractors' Advisory Council



M F M A

Maple Flooring Manufacturers Association, Inc.

The Sports Flooring Authority

About the Maple Flooring Manufacturers Association (MFMA)

Founded in 1897, the Maple Flooring Manufacturers Association is the authoritative source for technical and general information about maple flooring and related sports flooring systems. MFMA's members are manufacturers, installation contractors, distributors and allied product manufacturers who subscribe to established guidelines. Through cooperative member programs, MFMA establishes product quality, performance and installation guidelines; educates end users about safety, performance and maintenance issues; and promotes the use of maple flooring products worldwide.



MFMA 2010 Conference

The MFMA 2010 Conference will be held in Destin, Florida, from Thursday, March 11, through Saturday, March 13, 2010. More than 250 owners, managers and decision-makers from MFMA member firms are expected to attend. Most importantly, the MFMA Conference is comprehensive in the programs offered and there will be time to enjoy the gorgeous location. You are invited to participate in the MFMA Conference and reach this elite and important group.

Exhibitors

MFMA's past exhibitors are member manufacturers and suppliers of:

- Fasteners/anchors
- Sealers/finishes/paints/resins
- Striping/taping/lettering supplies and equipment
- Abrasives/sanding equipment
- Concrete-leveling materials
- Moisture barriers/vapor protection materials
- Maintenance supplies and equipment
- Protective covers
- Computer software/inventory control and small-business software
- Safety equipment

Why Should I Exhibit?

This is the most cost effective opportunity to meet more of your customers and potential clients than at any other time — and all under one roof. At the MFMA Conference, you'll have opportunities to:

- Review the latest technology and industry services available from other providers.
- Reinforce your company's position or introduce your presence in this marketplace.
- Enhance your business operations by expanding your customer base through new contacts.
- Talk with the people who are in the market for your products and services now, as well as those who are evaluating them for future purchases.
- Network with owners and managers.
- Participate in the Exhibitor Roundtables if you're an MFMA exhibitor.

Note: Only current MFMA members may exhibit at this event. To become a member of MFMA, complete the attached membership application. For more information, call MFMA headquarters at +1-888-480-9138.

Emerald Ballroom C-E

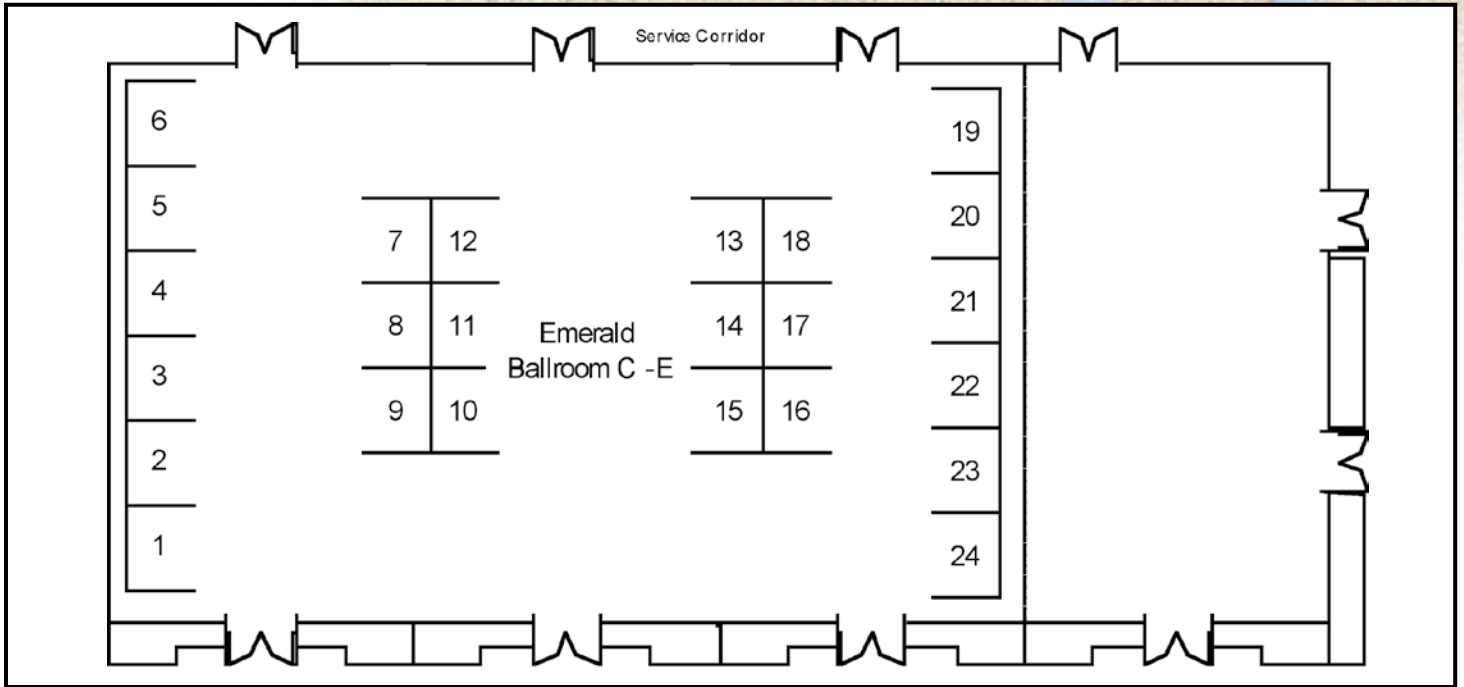


Exhibit Hours

Thursday, March 11, 2010

5:30 – 7:30 p.m.

Opening Reception in Exhibit Hall

Friday, March 12, 2010

5 – 7 p.m.

Evening Reception in Exhibit Hall

Exhibit Hall Facts

Ceiling Height: 16'

Floor: Carpeted

Electrical/Telephone: Handled through hotel, forms will be included in exhibit services kit.

Official Contractor

The official contractor will handle all decorating and exhibit furniture. The exhibit services kit outlines prices and instructions for securing special lighting, carpeting, wiring, telephone rental and other special work. The contractor will mail the exhibit services kit to exhibitors after receipt of the completed exhibit space application/contract.

Setup/Dismantle

Exhibitors will have access to the exhibit hall from 1 – 5:30 p.m., Thursday, March 11. All exhibits must be installed by 5 p.m. on Thursday, March 11, for the exhibit hall opening reception. Exhibits will be dismantled from 7:30 – 9:30 p.m. on Friday, March 12. No display may be dismantled or any packing started before 7:00 p.m. on Friday, March 12.

Booth Price:

\$1,700 per 8' x 10' booth

Includes:

- Company identification sign
- Backwall (8' high) and side-rail (3' high) fabric drapes
- One 6' x 2' skirted table and two chairs
- General area security service (excluding individual booths)
- Show promotional materials
- Final attendee registration list
- Mailing labels of conference attendees (additional sets of labels are available for \$35 per set)
- One complimentary conference registration per booth purchased

To Apply for Exhibit Space

1. Study the floor plan and all enclosed materials.
2. Identify five choices for your booth location.
3. Complete the exhibit space application/contract and mail with payment to:

MFMA

111 Deer Lake Road, Suite 100

Deerfield, IL 60015 U.S.A.

or fax to +1-847-480-9282

2010 Sponsorship Opportunities – More Bang For Your Buck!

The MFMA welcomes the support of conference sponsors. Sponsorship helps MFMA keep registration fees low, and provides fantastic exposure to our sponsors. Please review the sponsor opportunities and sign up early to confirm your support and get the maximum exposure on printed conference materials and the MFMA Conference page. The earlier you sign up for sponsorship, the more exposure you'll get on the MFMA Conference page.

Platinum Sponsors

- MFMA Conference Sport Bags — **\$3,000**
- MFMA Keynote Speaker — **\$3,000**

Full Platinum Support Includes the Following Benefits:

- Company logo placed on MFMA Conference home page
- Signage at event
- Verbal recognition
- Logo and 50 words of text included in two e-Blasts prior to event
- Recognition with company logo in final program
- One complimentary meeting registration
- MFMA Sport Floor Contractor Member mailing labels

Gold Sponsors

- Golf Balls — **\$1,500**
- Golf Lunch — **\$1,500**
- T-Shirts — **\$1,500**

Full Gold Support Includes the Following Benefits:

- Company logo placed on MFMA Conference home page
- Signage at event
- Verbal recognition
- Recognition with company logo in final program
- MFMA Sport Floor Contractor Member mailing labels

Silver Sponsors

- Opening Reception — **\$1,000**
- Sunset Reception — **\$1,000**
- Evening Reception — **\$1,000**

Full Silver Support Includes the Following Benefits:

- Company logo placed on MFMA Conference home page
- Signage at event
- Verbal recognition
- Recognition with company logo in final program

Bronze Sponsors

- Breakfast — **\$500**
- Refreshment Break — **\$500**
- Accredited Installer Exam — **\$500**

Full Bronze Support Includes the Following Benefits:

- Company logo placed on MFMA Conference home page
- Signage at event
- Recognition with company logo in final program

All sponsors will be acknowledged in the final program and through appropriate signage and announcements during the conference. If you have questions or wish to sponsor an event, call Heather Gagnon at +1-888-480-9138 ext. 256 or e-mail her at: hgagnon@maplefloor.org. Please specify the event and the dollar amount. Contact us early to ensure your preference.

Past MFMA Exhibitors

3M Construction Markets Division — 10+ years
Abrasive Enterprises Inc.
Absolute Coatings
B.F. Goodrich
Basic Coatings — 10+ years
Betco Corporation Ltd.
BonaKemi USA — 10 years
Bostik Findley
Clarke Industries Inc.
Covermaster Inc. — 10 years
CoverSports USA
Daley International
Duo-Fast/ITW Industrial Fastening
DuraSeal Division of Minwax — 10 years
Ecolab Professional Products
Essential Industries Inc.
Essex Silver-Line Corp
Federal International Chemicals
Flooring Specialist
Floor Style Products Inc. — 10+ years

Galaxy Floor Sanding Machines
Grace Construction Products
Harco Chemical Coatings
Hesco Inc.
Hillyard Inc. — 10+ years
Hilti
Huntington Laboratories
Jack Bean Inc.
JohnsonDiversey
Kunzle & Tasin
Lenmar Inc.
M. Putterman & Co. Inc.
Magee Industries — 10+ years
Munters Moisture Control Services
National Coatings Co. — 10+ years
Norton Co.
Pneutek
Poloplaz
Porta Nails Inc.
Powernail Co. — 10 years
Praters Inc.

Primatech Inc. — 10 years
Reef Industries
Research Chemical Co.
Rohm & Haas Co.
Saint Gobain Abrasives
Simon Signs Inc.
Spartan Chemical Co.
Stanley Bostitch
Synteko Floor Finishes
Synthetic Surfaces — 10+ years
Thompson Minwax
TKH Design Co. Inc.
Treska Products
Valspar Federal Flooring Division
Virginia Abrasives Corp.
Waterlox Chemical & Coatings
W.R. Grace and Co.
W.R. Meadows Inc.

2010 Tentative Agenda

Thursday, March 11

Exhibits Setup	1 – 5 p.m.
Conference Registration Open	2 – 5:30 p.m.
Opening Welcome/Keynote Speaker.....	3:30 – 5 p.m.
Opening Reception and Exhibits	5:30 – 7:30 p.m.

Friday, March 12

Conference Registration Open	7 – 10 a.m.
Continental Breakfast	7:30 – 8:30 a.m.
Exhibitor Roundtables	8:30 a.m. – 12:30 p.m.
MFMA AI Exam	1:00 p.m. – 3:00 p.m.
Conference Registration Open	4 – 5 p.m.
Evening Reception and Exhibits	5 – 7 p.m.
Exhibits Dismantle	7:30 – 9:30 p.m.

Saturday, March 13

Continental Breakfast	7 – 8 a.m.
Conference Registration Open	7 – 10 a.m.
General Session	8 – 9:30 a.m.
Refreshment Break.....	9:30 – 9:45 a.m.
General Session	9:45 a.m. – noon
Golf Tournament.....	1 – 5:30 p.m.
Sunset Reception	6:30 – 7:30 p.m.
Banquet	7:30 – 10:30 p.m.

Registration

With each 8' x 10' exhibit space you reserve, you will receive a complimentary conference registration that can be used to attend educational, social and food functions at the conference. Additional booth personnel needed to set up, dismantle and staff the booth may register at a discounted rate of \$300 per person.

After receipt of your completed exhibit space application/contract, MFMA headquarters will send you a booth representative form and other information.

Exhibitor Roundtables

Friday, March 12, 2010

Five 30-minute concurrent sessions. Each 2010 MFMA Exhibitor will have an opportunity to allow for a captive audience to learn about new or existing products, product maintenance, industry regulations, manufacturer certification programs or any message you want to give.

Each 30-minute session will be assigned to those exhibitors interested with a minimum of two sessions. Because these sessions run concurrently, attendees have the opportunity to attend as many sessions as possible. To promote attendance, it is suggested that a door prize raffle be offered to those who attend your sessions. Attendees will be asked to turn in a business card at the end of the session. Once all sessions are completed, each participating exhibitor will draw a name and award that person with a prize at the evening reception. MFMA suggests that door prizes have a retail value of \$100 or more. If you have questions or wish to participate, contact Heather Gagnon at +1-888-480-9138 ext 256.

Hotel Accommodations

MFMA has negotiated special room rates at the Hilton Sandestin Beach Golf Resort and Spa. Conference attendees pay \$197 for single/double occupancy per night plus applicable taxes. The special rate applies from Saturday, March 6, through Tuesday, March 16. The Hilton Sandestin Beach Golf Resort and Spa is located at 4000 Sandestin Blvd., Destin, Florida 32550.

To reserve a room at the Hilton Sandestin, call the hotel at +1-800-367-1271 or +1-850-267-9500. Be sure to identify yourself as an MFMA conference attendee to receive the special discounted rate. Discounted rooms are sold on a first-come, first-served basis, and discounted room rates apply only to MFMA attendee reservations received before February 9, 2010, provided rooms are still available in the MFMA room block. Make your reservations early to ensure your accommodations!



M F M A
Maple Flooring Manufacturers Association, Inc.

Allied Manufacturer Member Application

111 Deer Lake Road, Suite 100 • Deerfield, IL 60015 U.S.A.
 888/480-9138 • FAX: 847/480-9282 • E-mail: mfma@maplefloor.org

Allied Manufacturer Member

Any firm, partnership or corporation regularly engaged in the business of manufacturing products utilized in the installation of or protection of MFMA grade marked and stamped Northern Hard Maple, Beech or Birch flooring shall be eligible for membership as an Allied Member.

 Company Name

 Contact Name

 Address

 City/State/Zip/Country

 Sales Contact

 Telephone

 Fax

 Toll Free Telephone

 E-mail

 Web Site

Demographics:

Please review the following. This information is the demographic information MFMA Headquarters has on file for your company. This information will be used for the 2004 MFMA Source Book.

1) Please indicate the product(s) you supply/manufacture for the wood flooring industry:

- | | | |
|--|---|--|
| <input type="checkbox"/> Fasteners/Anchors | <input type="checkbox"/> Protective Covers | <input type="checkbox"/> Sealers/Finishes/Paints/Resin |
| <input type="checkbox"/> Moisture Barriers | <input type="checkbox"/> Striping/Taping/Lettering Supplies & Equipment | <input type="checkbox"/> Abrasives/Sanding Equipment |
| <input type="checkbox"/> Concrete Leveling Materials | <input type="checkbox"/> Maintenance Supplies & Equipment | <input type="checkbox"/> Other (specify) _____ |

Sealers & Finishes (list): _____

Sanders & Abrasive (brand names carried): _____

Fastening Systems: Barbed Cleats Staples Both

Products offered: (List the names of Adhesives, Maintenance Supplies, Protective Covers, Remote Moisture Meters, & Subfloor Components):

MFMA Mark Agreement

We, the undersigned, do hereby make application for membership in the MFMA. We agree to abide by the Bylaws of the Association, to pay all duly levied dues and assessments, and to offer our cooperation in the activities of the Association to further its objectives within the limits provided by the Bylaws. We confirm agreement with Article 3 Section 6 of the current Bylaws, which grants us a royalty-free, non-exclusive right and license to use the MFMA mark under the following conditions: 1) during such time as we are a member of MFMA in good standing (renewal is annual), and 2) only in connection with products produced by MFMA Milling Company Members.

Name: _____ Signature _____

Annual Dues: \$1,500.00

Payment: Check # _____ Amount: _____ or VISA MasterCard Please charge \$ _____

Card # _____ Exp Date: _____ Cardholder Signature _____

- MFMA dues are not deductible as charitable contributions for federal income tax purposes. However, dues payments are deductible as an ordinary and necessary business expense. Consult your tax advisor for further information.

PRIVACY

I do not want to be published in the MFMA Sourcebook.

I do not want to receive MFMA communication via e-mail.

I do not want to receive MFMA communications via fax.

I do not want my mailing address released to other organizations.

MFMA does not rent, sell or share e-mail addresses, telephone or fax numbers. MFMA occasionally makes its members' mailing addresses available to third parties within the sports flooring community