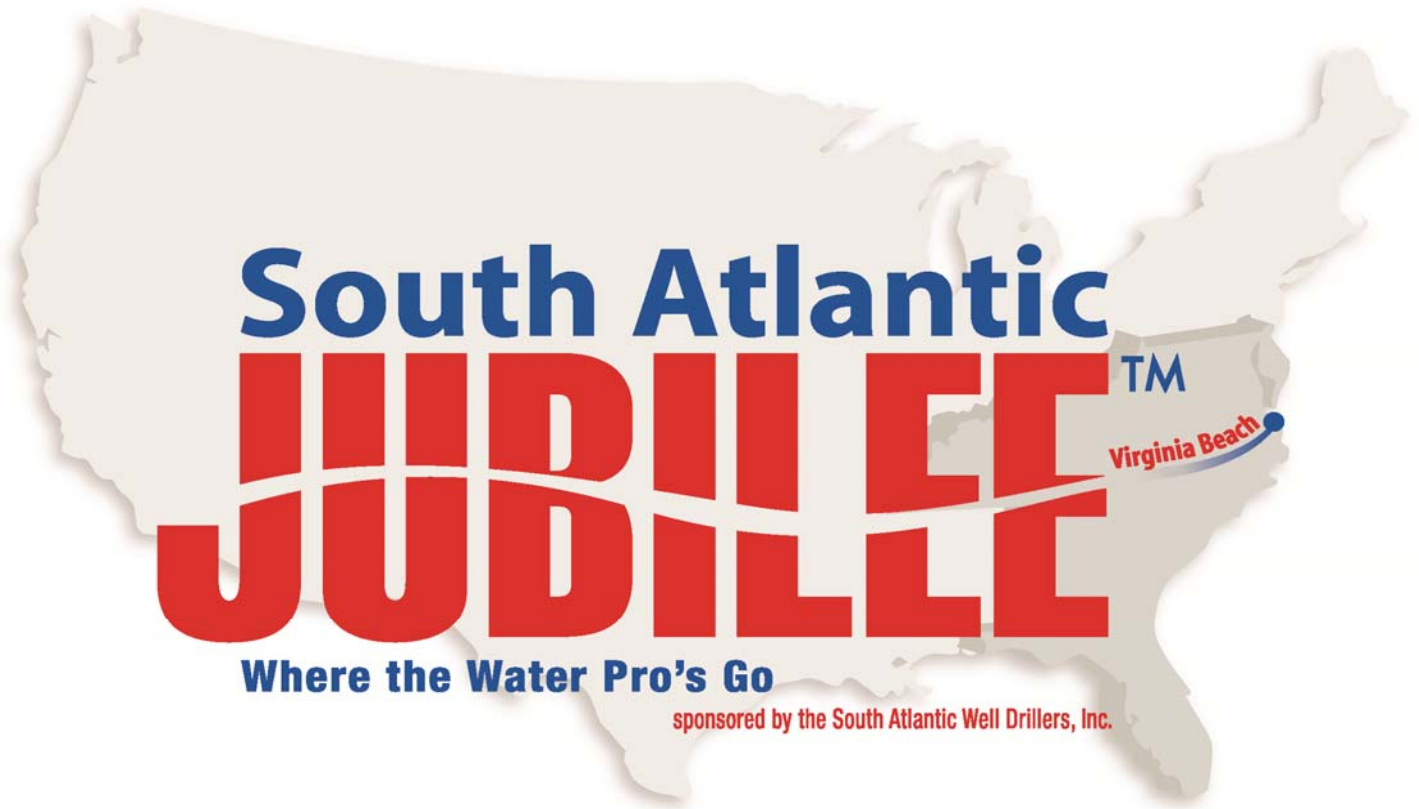


2012



Action Items Included

**Please read through this packet
carefully and return any pages required.**

TO: All JUBILEE Exhibitors
FROM: Taylor Hering, Exhibits Manager
RE: Important Information

Welcome to the 2012 South Atlantic JUBILEE!

Your packet contains the following items:

- **Exhibitor Memo**
- Exhibitor Information (general, including hotel information)*
- **Exhibitor Information (bulk displays)***
- Exhibitor Badge Form – Save time and money by submitting before JUBILEE begins!
- **Select Customer Form**
- JUBILEE Program Ad Space Form
- **Virginia Beach Hotel Information**
- Free Program Listing Form
- **Outside Food Form**
- Oak Tree Advertising

Use the payment and address information given on each of the forms so that they will be credited to the proper place.

NOTE: Please give copies of the first two forms (*) to the people who will be working in your booth during the show. This information will help them at the Convention Center.

Hollins Exposition Services is our service contractor. Ninety (90) days prior to the JUBILEE, Hollins will provide you with a packet containing order forms for all the amenities you need for your exhibit-- from shipping to decorating to on-site set up. To contact Hollins, go online at: www.hollins-expo.com or by phone, 540-362-3940 or email, service@hollins-expo.com.

If you have any questions about the JUBILEE, call 540-740-3329, or e-mail thering@jubileewatershow.com

EXHIBITOR INFORMATION

Restrictions on Social Activities: No exhibitor shall do anything to attract show registrants away from any JUBILEE-sponsored activity or from the trade show floor during trade show hours.

Booth Fees: All booth fees **must be paid** in full before June 30th, 2012. Arrangements to accommodate special requests involving space/utilities must be made with the JUBILEE management before May 30, 2012.

Set-Up Hours: The exhibit hall will open for set-up on Saturday, July 21st from 8:00 a.m. until 5:00 p.m. and on Sunday, July 22nd from 8:00 a.m. until 10:00 a.m. Your set-up **MUST BE COMPLETED** no later than 10:00 a.m. Sunday, July 22nd. **Bulk spaces will be set up on Friday, July 20th at 2:00 p.m.**

Exhibit Hours: The Trade Show Preview opens at 3:00 p.m. on Sunday, July 22nd and closes at 7:00 p.m. The Trade Show re-opens at 9:00 a.m. on Monday, July 23rd, and closes at 3:00 p.m. **No exhibit may be dismantled before the show closes at 3:00 p.m. on Monday.** There will be a one hour break for removal of the aisle carpet before exhibits may be dismantled. **You may begin tear-down at 4:00 pm. There are no classes during Trade Show hours on Monday.**

Decorating: The JUBILEE decorator is Hollins Exposition Services of Roanoke, Virginia. They have a full line of booth items, including furniture, carpeting, lighting and other accessories. Hollins Exposition Services will contact you approximately 90 days prior to the Show. You can contact them online at: www.hollins-expo.com; Phone, (540)362-3940; email, service@hollins-expo.com. **NOTE:** Your booth fee includes pipe, drape, and a sign (if you desire one). The draping will be blue and white.

Shipment of Freight: To avoid onsite shipping/loading costs, please remember: **All freight shipments MUST be handled through Hollins Exposition Services.** A rate sheet and shipping instructions will be a part of the packet you receive from Hollins 90 days prior to the show. Hollins Exposition Services may be contacted at 540-362-3940. Email: service@hollins-expo.com

Booth Signs: One booth sign is included in the cost of your booth; however, you must order your sign directly from Hollins Exposition Services. The order form will be included in the Hollins exhibitor kit, which you will receive prior to the JUBILEE.

Exhibit Hall Food: Please see VBCC Outside Food Form. All exhibits giving out food even candy and bottled water must fill out outside food form and turn into VBCC

Exhibitor Meeting: *The exhibitor meeting will be held on Monday July 23rd at 3:15pm*

BULK DISPLAY INFORMATION

Load In: Friday, July 20th, 2pm. Bulk exhibits will be set up beginning at 2pm on Friday, July 20th. Parking prior to that time is available in the rear of the main convention center parking area.

Bulk space exhibitors must provide the exhibits manager with information about the equipment (rig, truck, flatbed, walk-in machinery, machinery requiring a lift, etc.) that will occupy their space. This information speeds up the move-in process. **NO VEHICLE MAY BE PARKED IN THE LOADING DOCK AREA PRIOR TO 2pm on Friday.**

A staff member will assist with your entry into the exhibit hall. If your equipment is not available to enter the exhibit hall when scheduled, your space may be assigned to the next person in line and you will be assigned a new space based on your arrival time. JUBILEE management reserves the right to reassign booth spaces on site. **Do not move in without staff supervision!**

Assignments:

Forty bulk spaces are available inside the Convention Center. There are also a few spaces in the parking lot directly west of the exhibit hall entrance. All indoor spaces will be filled before outdoor space is available.

The bulk exhibit area ceiling heights will accommodate almost all rigs with towers up. Assignment of specific bulk spaces is tentative. Management reserves the right to change assignments based on height and space limitations.

Equipment and Products:

All equipment on display must be new, with the exception of bits and truck chassis, which must be **like new** when displayed. Equipment will be checked for condition when it is brought in on Friday. **JUBILEE management reserves the right to decide whether an exhibit qualifies for bulk space or is in show condition.**

Equipment and Safety:

All fuel tanks must contain only minimal fuel. Caps are to be taped securely. Trenchers and equipment with sharp protrusions must have such protrusions dismantled or completely covered in a secure fashion. Catwalks cannot hang over into walk-ways. Equipment is inspected by the Safety Committee before the Trade Show Preview starts on Sunday.

Load Out: Monday, July 23rd, 4pm

Bulk exhibits are first to vacate from the exhibit hall. The show closes at 3:00 p.m. on Monday. There is a one-hour delay while all aisle carpeting is removed. No vehicle may be started or moved until a signal from show management is given.

All bulk exhibits, including equipment and vehicles, must be removed from the Convention Center grounds by **12 noon, Tuesday, July 24th.** There are no exceptions; the next trade show moves into the Convention Center at that time. **The Convention Center staff informs us that exhibitors are charged an hourly space rental on all items left on the center grounds after 12 noon on July 24th, 2012.**

EXHIBITOR BADGES

Return this form NO LATER THAN June 15, 2012. Pick up your badges at the Exhibitor Booth when you arrive at the Convention Center. *(The company name which appears on the badges is the name of the company that signs the contract for the exhibit space.)* You can fax this badge form to 804-525-7799 or mail it to JUBILEE P.O. Box 1290 New Market, VA 22844.

Company Name: _____

Exhibitor Badges: List the names of people you want to register for the show. *(Every person working in your booth must be registered.)* **For each booth you receive two free registrations.** *(Additional registrations are \$40.00 each (\$50.00 On-site). People who enter the Convention Center to set-up and tear-down the exhibit must pick up work passes when they arrive. An exhibitor badge is required for entrance to the trade show and workshops.*

You may attach a sheet with additional registrations, if necessary.

_____	_____
_____	_____
_____	_____

Limited Badges (Guest/FamilyBadges): The Limited badge is for exhibitors' family members and guests who are **not involved** in the business but may want to enter the trade show. Limited badges are \$30.00 each (\$50.00 onsite). Children 15 and under are free. **(Please list all children 15 and under; they must have badges also).**

_____	_____
_____	_____

NOTE: We no longer bill companies for personnel who register onsite. Payment must be made before badges will be issued.

Enclosed is a check for \$_____ to cover the cost of _____ additional registrations. *(Each additional vendor registration is \$40.00 (\$50 .00 onsite). Each family badge is \$30.00 (\$50 onsite). Children 15 and under are free.)*

PAYMENT INFORMATION:

Make checks payable to JUBILEE and mail to: JUBILEE, PO Box 1290, New Market, VA 22844. Return check fee is \$30.00. Complete the information below and fax all credit card information and this form to 840-525-7799.

VISA AMEX or MasterCard (Circle one)

Cardholder name (as it appears on the card): _____

Card number: _____ / _____ / _____ / _____ Exp. date: _____ / _____

Signature: _____ Amount of credit card payment: \$ _____

Bring your Select Customers to the 2012 JUBILEE For 50% regular priced registration!

This year bring your select customers for 50% off and earn a free booth at the 2013 JUBILEE

Select Customer Full Registration Price: \$40.00 (regular full registration is \$80.00)

Select Customer Limited Registration Price: \$40.00 (regular limited registration is \$60.00)

Here's how it works: For every 5 contracting companies you bring to the JUBILEE as your select contractor guests, you will receive a \$100.00 rebate on your 2013 booth fee.

- Bring 5 companies and get \$100.00 off
- Bring 50 companies, and you will earn a FREE 10x10 booth.

When registering your Select Customers for this incentive program, fill out the attached form with attendee(s) names. We need completed information on each company so that each individual can be registered properly.

Remember: The discounted registration applies to the 2012 JUBILEE and includes everyone in the contracting company. The booth discount applies to your 2013 booth.

- Registrations include anyone who is attending the JUBILEE – contractors, office personnel, pump installers, guest, children, etc. The 50% off registration does not include any classes that require an additional charge to attend.

Everyone who is attending must be listed. Children 15 and under are required to wear badges also and must be listed by name.

You must turn this form in to us by **June 30th 2012 or your select customers will not be able to attend the JUBILEE at a **50% discount!****

You must use the enclosed forms in order to register your Select Customers!

Make as many copies of the registration form as needed.

Name badges for your Select Customers will be ready at the Pre-registration booth.

Select Customer prices do not apply at onsite registration.

See the following page for your registration forms.

South Atlantic JUBILEE

Select Customer Registration Form

Office Use only Company Code: _____
--

DEADLINE: JUNE 30, 2012 One customer company per form. Make as many copies as necessary.

Exhibitor Company Name: _____ *Contact:* _____

We are sponsoring Select Customers from the following company:
 Company Name: _____
 Mailing Address: _____
 Town: _____ State: _____ Zip: _____
 Phone: _____ Email: _____

Full Registration @ \$40.00, anyone who works in the company – contractors, office personnel, etc.: includes Continuing Education, Trade Show Preview, Trade Show Monday, and Worth Pickard Picnic. **This registration does not include OSHA or IGSHPA training.*

 _____ \$Total: _____

Limited Registration @ \$30.00, any customer family member or family guest, 16 and over: includes Trade Show Preview, Trade Show Monday, and Worth Pickard Picnic. *(Limited does not include Continuing Education)*

 _____ \$Total: _____

Youth Registration: 15 and under are FREE. Includes Trade Show Monday and Worth Pickard Picnic. All children **must** wear badges and be accompanied by an adult registrant.

Additional names are attached: Yes No

Total Amount Due: \$ _____

HELP THE JUBILEE plan for the future. HOW MANY of your registrants are:

- | | | |
|---|---|---|
| <input type="checkbox"/> Driller
Type of drilling _____
____ Also water treatment
____ Also geothermal drilling | <input type="checkbox"/> Pump Installer
____ Also water treatment | <input type="checkbox"/> Scientist
<input type="checkbox"/> Engineer
<input type="checkbox"/> Administrative/Office Personnel
<input type="checkbox"/> Other (explain) _____
<input type="checkbox"/> Family |
| <input type="checkbox"/> Drillers Helper
<input type="checkbox"/> Water Treatment Specialist | | |

PAYMENT INFORMATION:
 Make checks payable to JUBILEE and mail to: JUBILEE, PO Box 1290, New Market, VA 22844. Return check fee is \$30.00.
 Complete the information below and fax this form to 804-525-7799.

VISA AMEX or MasterCard (Circle one)
 Cardholder name (as it appears on the card): _____
 Card number: _____ / _____ / _____ Exp. date: _____ / _____
 Signature: _____ Amount of credit card payment: \$ _____

2012 South Atlantic Well Drillers Jubilee Program

	ND Advertiser Rate	Non-Advertiser Rate
FULL PAGE, 4 COLOR		
7" x 10"	\$1,200 ⁰⁰ net	\$1,400 ⁰⁰ net
Bleed 8 ³ / ₄ " x 11 ¹ / ₄ "		
1/2 PAGE HORIZONTAL, 4 COLOR		
7" x 4 ⁷ / ₈ "	\$900 ⁰⁰ net.....	\$1,050 ⁰⁰ net
1/4 PAGE VERTICAL, 4 COLOR		
3 ³ / ₈ " x 4 ⁷ / ₈ "	\$750 ⁰⁰ net.....	\$900 ⁰⁰ net
COVER POSITIONS (additional)		
Back Cover		\$600 ⁰⁰ net
Inside Front Cover.....		\$500 ⁰⁰ net
Inside Back Cover.....		\$400 ⁰⁰ net

Acceptable Programs and Formats: Ads are accepted on CD-ROM, and via FTP. **All artwork due June 8, 2012.**

Formats: EPS, TIFF, and PDF.

All Macintosh: Adobe InDesign, QuarkXpress 6.0, Adobe Illustrator CS3, and Adobe Photoshop CS3. The original documents, support files (artwork and postscript fonts, both screen and printer), must be sent with material. If sending a PDF please contact us for correct settings. All CD-ROM's must be clearly labeled with the advertisers name. A color laser proof must accompany all disks.

Send materials to: Caroline Mims, 4636 Highway 90 East, Suite P, Marianna, FL 32446 • E-Mail: mimsc@bnpmedia.com

Closing Date June 8, 2012

YES, I want to run a display ad in the Jubilee Program

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

PLEASE RESERVE:

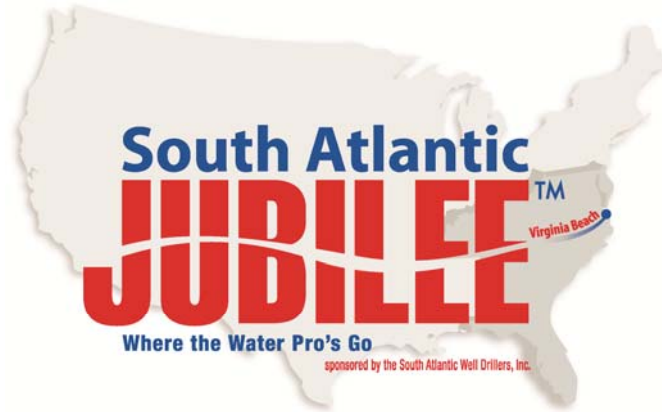
- Full Page
 - Inside Front Cover
 - Inside Back Cover
 - Back Cover
- 1/2 Page
- 1/4 Page

For more information contact:

DEAN LARAMORE

• ph: 800.874.4245 • fax: 800.845.7119
• E-mail: laramored@bnpmedia.com

Fax completed form to 800.845.7119



Virginia Beach Hotels

DoubleTree by Hilton Hotel Virginia Beach:
Closest hotel to convention center
\$169.00 per night. 757-422-8900

Best Western Plus Oceanfront Virginia Beach:
\$179.99 per night. 757-428-5370

Courtyard Virginia Beach Norfolk:
\$124.00 per night. 757-490-0169

Crowne Plaza Hotel Virginia Beach-Norfolk:
\$169.00 per night. 757-473-1700

Days Inn Virginia Beach Oceanfront:
\$189.00 per night. 757-425-6920

Hampton Inn Norfolk Virginia Beach:
\$119.00 per night. 757-490-9800

Hampton Inn Virginia Beach-Oceanfront South:
\$249.00 per night. 757-965-2300

2012 South Atlantic Well Drillers Jubilee

FREE Program Listing

Please fill out this form completely and accurately. The information you provide will be featured in an official Jubilee program to be distributed to all in attendance. Make sure your company is included in this publication that will help drive traffic to your booth. It's easy and it's free.

THIS AREA OF THE FORM WILL BE PRINTED IN THE PROGRAM.

(To eliminate spelling errors, please print or type. Alternatively, if you would prefer not to mail the form, you can email your information to us.)

Company Name: _____

Booth #: _____

Products/Services: _____
(Maximum of 20 words)

CHECK BOX TO RERUN LAST YEAR'S DESCRIPTION.

Show management reserves the right to edit your company's products/services description.

THE FOLLOWING INFORMATION IS FOR SHOW MANAGEMENT USE ONLY AND WILL NOT APPEAR IN THE PROGRAM.

Form Submitted By: _____

Telephone: _____

E-mail: _____

PLEASE RETURN FORM BY: JUNE 1, 2012

E-Mail: SchroederL@bnpmedia.com
Fax: 248-786-1446

**Any questions, please call
Lisa Schroeder at 630-962-0097.**

Distinctive Gourmet, a division of Centerplate, has exclusive food and beverage distribution rights within the Virginia Beach Convention Center. Food and Beverage Sampling or sales not permitted without express written permission from the Virginia Beach Convention Center through use of this form. Evaluation criteria is referenced in section 51E of the Virginia Beach Convention Center User's Guide.

Booth Activity– please check all that apply: Selections are subject to approval (see conditions below)

- Sampling of a *gift– packaged food being sold onsite for off premise consumption.
- Sampling of food and beverage product from a food service appliance or cookbook.
- Sampling food and beverage items used as traffic promoters.
- Sampling of food and beverage product for the purpose of product promotion with no onsite sales.
*See illustration sheet for definition of gift packaged

The following conditions apply, if sampling of product is approved:

1. Items dispensed are limited to those manufactured or processed by the exhibition firm or related to the theme of the show.
2. All items distributed are limited to sample sizes:
 - a. Beverages limited to a maximum of 3oz containers
 - b. Food items limited to "Bite size" (1oz or less)
3. Use of cooking equipment must have prior approval of the Virginia Beach Convention Center ("VBCC") Management. Activity is subject to permit requirement from the Virginia Beach Fire Department, applicable fee will apply. Contact the Fire Marshal's office at 757-385-1089. A copy must be filed with VBCC .
4. Serving of foods prepared onsite must have prior approval of the VBCC Management. Activity is subject to permit requirement from the Virginia Department of Health, applicable fee will apply. Contact the Health Department's office at 757-518-2646. A copy must be filed with VBCC and Distinctive Gourmet.
5. Standard fees for storage, handling, delivery, etc. will be charged where applicable.
6. Food and beverage items used as traffic promoters (coffee, bottled waters, popcorn, sodas, etc.) MUST be purchased from Distinctive Gourmet. Please contact the Distinctive Gourmet Catering office at 757-385-2015.
7. Styrofoam and other plastic service pieces are prohibited. Service ware must be degradable.
8. The VBCC reserves right to assess a fee on waste management and removal.
9. State law regulates the sampling and distribution of alcoholic beverages. All alcohol must be purchased through and served by Distinctive Gourmet, a Division of Centerplate the VBCC's exclusive food service provider.

1000 19th Street | Virginia Beach, VA | 23451-5674 | Phone (757) 385-2000 | Fax (757) 437-2077

The applicant named below acknowledges they have sole responsibility for use, service, and disposition of such items in compliance with all applicable laws. Accordingly, the applicant agrees to indemnify and forever holds Distinctive Gourmet, Virginia Beach Convention Center, City of Virginia Beach and its agents from all liabilities, damages, losses, costs or expenses resulting directly or indirectly from their use distribution or other dispensed food and beverage items.

Name of Event: _____ Event Date: _____

Company Name: _____ Booth #: _____

Telephone: _____ On Site Contact: _____

Signature: _____ Fax #: _____ Email: _____

Name of on site representative: _____

*Product(s) to be sampled: _____

*Product(s) to be sold onsite: _____

Size of portion: _____ Quantity (Total samples distributed): _____

*Attach photo if available, describe below

PLEASE RETURN TO VBCC BY FAX OR MAIL NO LATER THAN TWO (2) WEEKS PRIOR TO THE START OF THE EVENT.
All samples/onsite items for sale must receive prior approval by the Virginia Beach Convention Center. Exhibitors not in compliance will be asked to remove the items from the facility.

_____ Approved by VBCC Manager	_____ DATE
_____ Approved by Distinctive Gourmet Manager	_____ DATE

If you have not received a response within 5 business days please call 757-385-2000.

Due to VBCC's continuous efforts to reduce waste, please describe in full what your product is and how you plan to distribute and dispose of waste in the space below.



BUYER'S EVENT PLANNING GUIDE

Buyer's Event Planning Guide is a solution for attendees that consistently proves to significantly increase qualified booth traffic and sales conversions. Two to three weeks prior to the show date, copies will be mailed to all pre-registered attendees, with the remainder delivered in show bags at the Official Registration.

- According to CEIR, The Center for Exhibition Industry Research, **"Direct Mail** remains the number one way attendees learn about exhibitions and their exhibitors".
- 76% of all attendees plan their agenda prior to the show. Mailings are timed to arrive in Attendees' hands *while* they plan their agendas.
- At Show' deliveries are intended to reach 'walk in' and late registrants.

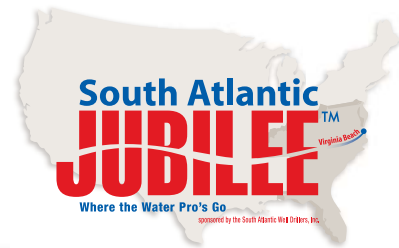
"Last year, because of budget constraints I tried a pre-show card-pack mailing. I was amazed at the response this simple little card brought us both on the show floor and even after the show. Now, I'm a believer!"

Jim Stachowski, Director of Marketing
Ashly Audio, Inc.

Why Does It Make Sense?

- Mailed under Official Show Sponsorship, ensuring a high open rate.
- Multiple distributions help assure widest possible 'reach' to target market.
- Price –Inclusion in this program is a fraction of the cost of an individual mailing (especially with new postal rates).
- Your custom artwork in full color allows specific messaging and personalized branding.
- Ideal to 'showcase' new products and processes to eager, qualified buyers.
- The mailing contains a valuable planning kit that includes: valuable show information, planning and appointment cards.

Call Today!
(205) 453.9838



The Virtual Card Deck is an exciting new tool! It is an electronic version of the familiar Buyer Event Planning Guide, with a much broader purpose and reach! Placement in this year's V-Deck is **exclusively** offered to exhibitors at this year's InfoComm11, limited to the first 50 exhibitors.

<http://www.digitalcarddeck.com/demo>

The V-Deck is delivered to approximately 100,000 email addresses **FOUR TIMES** by the official **South Atlantic Jubilee E-Newsletter**. Open rates and click-throughs are recorded. The mailing lists comprise previous and advance registered show attendees, all obtained by 'opt-in' at time of registration.

Mailings are scheduled to arrive in recipients' hands 4 times through the official show E-newsletter:

- **March 1, 2012**
- **May 1, 2012**
- **July 26, 2012**
- **One post-show mailing – August 21, 2012**

The link remains active until November 2012!
This effectively extends your pre-show, at-show and post-show event marketing to 365 Days!

ASK YOUR EVENT MARKETING CONSULTANT
about ways to combine your BEPG and V-Deck messages into an Integrated Package Solution!

Call Today!
(205) 453.9838



Why Does It Make Sense?

Eco-Responsible: Green alternative to printing.

Cost Effective: Reduced costs in media, printing, and mailing reflected in unit costs. Mass emailing to targeted, **OPT IN** lists increases ROI.

Flexible: Art work can be changed from mailing to mailing, allowing different product mixes, even different companies to be displayed.

Broad Reach: Communicate your event marketing message to people who cannot attend the show itself, but who've already expressed interest by attending previously!

Multiple Impressions: Redundancy increases retention, increases penetration and increases **RESULTS!**

Convenient: Outsourced service providers removes time and effort spent on logistics, all inclusive pricing!