



16th International Conference On Nuclear Engineering

May 11 - 15, 2008

Orlando, Florida



Opportunities

For Exhibitors & Sponsors

ASME

16th International Conference on Nuclear Engineering
(ICONE)

May 12-14, 2008

Disney's Contemporary Resort
Orlando, FL

For more information about exhibiting or sponsoring contact:

The ICONE 16 Exhibit/Sponsorship Sales Office

c/o Wendy O'Brien and Associates, Inc.

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Chester Springs, PA 19425

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16th ICONE Conference & *Exposition*

Face-to-face contact with more than 450 Nuclear Professionals!

Founded in 1880 as the American Society of Mechanical Engineers, today's ASME is a 120,000 – member professional organization focused on technical, educational and research issues of the engineering and technology community.

The International Conference on Nuclear Engineering (ICONE) is the premier global conference for addressing the needs of the nuclear industry. Speakers and participants at ICONE are a who's who of the nuclear industry. ICONE is widely recognized as the forum for pursuing nuclear engineering business and research on a global scale.

In addition to technical presentations, ICONE will host a Nuclear Industry Forum. The Forum will address key technical challenges and business issues facing the nuclear industry, through panel discussions with leaders from utilities, vendors and government.

Sponsorship opportunities and tabletop exhibits are available on a limited first come first served basis with a maximum of two exhibit tables per company. Availability will be limited to 25 exhibit spaces.

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The ideal time and place to meet the key players!

Who attends the Conference?

- Manufacturers
- R&D
- Engineering/Construction
- Universities/Academia
- Research Institutes
- Utilities
- Government Agencies

Why exhibit or sponsor?

- ✓ Gain access to the leading experts in the Global nuclear industry under one roof
- ✓ Position your company to “ride the wave” of the future
- ✓ Prospect for personnel
- ✓ Identify new business opportunities
- ✓ Realize profitable relationships with influential decision-makers at this exclusive industry event

Sponsor Benefits

- **Prominent Signage:** Displays your company name at event sponsored
- **Sponsor Listing:** Printed in the Official Registration List
- **Expanded Market Reach:** A complimentary mailing list of pre-registered attendees one month prior to the meeting and a complimentary list of all attendees on-site
- **Online Visibility:** Complimentary listing on the ASME ICONE Conference website with a direct link to your website

Exhibitor Benefits: Unbeatable Ratios: 450 Attendees/28 Booths – You do the math

- **Direct Access:** Reach more than 450 Nuclear Industry Professionals
- **High Traffic Area:** Attendees visit the exhibit hall throughout the conference to ensure high traffic and visibility.
- **Expanded Market Reach:** A free mailing list of all pre-registered attendees one month prior to the Conference, a free list of all attendees on-site

No single better opportunity to position your company!

TOPICS COVERED:

- Plant Operations, Maintenance, Installations And Life Cycle
- Component Reliability and Materials Issues
- Structural Integrity
- Instrumentation & Controls (I&C)
- Advanced Applications of Nuclear Technology
- Next Generation Systems
- Safety and Security
- Codes, Standards, Licensing And Regulatory Issues
- Fuel Cycle and High Level Waste Management
- Low Level Waste Management and Decommissioning
- Thermal Hydraulics
- Computational Fluid Dynamics (CFD), Neutronics Methods and Coupled Codes
- Near Term Deployment - Plant Designs, Licensing, Construction, Workforce and Public Acceptance
- Non-Power Applications Of Nuclear Technology

Exhibitor Dates, Rates & Deadlines

Exhibit Package Specifications

In this enhanced tabletop exhibit format, all exhibit spaces are 8' wide, 10' deep and include a 6' skirted table, chair and 8' high back drape, 3' high side dividers, as well as a standard, two line sign with the exhibitor's name and booth number. No walls, partitions, decorations, or obstructions that interfere with the view of any other exhibit space may be erected.

Rental Fees

Exhibit Space Fee: \$2,700 Single Space
\$5,000 Double Space

(Full payment of fees is required with the application to secure exhibit space)

Exhibit Space will be made available for purchase on a first-come first-served basis. A maximum of two (2) exhibit spaces per company will be allowed. Exhibit space locations will be assigned by conference management.

EXHIBITOR SERVICES AND SHIPPING

Approximately 8 weeks prior to the ICONE Conference & Exposition, complete instructions, order forms, shipping labels, and information will be forwarded to exhibitors

ICONE Conference & Exposition Schedule*

At-a-Glance

	Monday, May 12	Tuesday, May 13	Wednesday, May 14
MORNING	<p>7:30 a.m. Authors Breakfast</p>	<p>8:30 am—12:00 noon Conference Sessions</p> <p>10:00 - 10:30 a.m. Coffee Break in Exhibit Hall</p> <p>10:00 am—4:00 pm Exhibits Open</p>	<p>8:30 am—12:00 noon Conference Sessions</p> <p>10:00 - 10:30 a.m. Coffee Break in Exhibit Hall</p> <p>10:00 am—4:00 pm Exhibits Open</p>
AFTERNOON	<p>12:00 noon – 5:00 p.m. Exhibitor Set-up/Move In Commences</p>	<p>1:00—5:00pm Conference Sessions</p> <p>3:00 - 3:30 p.m. Coffee Break in Exhibit Hall</p>	<p>1:00—5:00pm Conference Sessions</p> <p>3:00 - 3:30 p.m. Coffee Break in Exhibit Hall</p> <p>3:30 p.m. Exhibit Tear Down Commences</p>
EVENING	<p>6:00 pm—8:00pm Exhibits Opening Reception in Exhibit Hall</p>	<p>Free evening to network</p>	

*Schedule subject to change

ICONE Sponsorships

AUTHOR'S BREAKFAST (Monday)

\$7,500

Our kick-off event is the first occasion to meet and greet the Nuclear Industry elite. As a sponsor of the Author's Breakfast, you'll be entitled to:

- Prominent signage at the event
- A listing as the Author's Breakfast Sponsor in the Official Conference Program
- A piece of your company literature at each place setting
- A piece of your company literature or giveaway in the official conference bag
- A complimentary mailing list of pre-registered attendees one month prior to the conference
- A complimentary list of all attendees on-site at the conference
- A half page advertisement in the in the official conference program
- A complimentary listing on the ASME ICONE Conference website with a hyper link to your website.
- 2 complimentary passes to attend conference sessions

GRAND OPENING RECEPTION (Monday)

\$7,500

This high-visibility opportunity will feature exhibits, food stations and a cash bar. As a sponsor of the Grand Opening Reception, you'll be entitled to:

- A representative from your company will be able to address the audience to welcome the attendees to the function and deliver your company message (5 minutes)
- Prominent signage at the event
- A listing as the Opening Reception Sponsor in the Official Conference Program
- A piece of your company literature or giveaway in the official conference bag
- A complimentary mailing list of pre-registered attendees one month prior to the conference
- A complimentary list of all attendees on-site at the conference
- A half page advertisement in the in the official conference program
- A complimentary listing on the ASME ICONE Conference website with a hyper link to your website.
- 2 complimentary passes to attend conference sessions

DELEGATE BAG

\$6,500

The 2008 ICONE conference bag badge and lanyard will feature your company's name and logo providing continuous exposure. Additional Benefits include:

- A piece of your company literature or giveaway in the official conference bag
- A complimentary listing on the ASME ICONE Conference website with a hyper link to your website.
- A listing as the Delegate Bag Sponsor in the Official Conference Program
- A complimentary list of all attendees on-site at the conference
- 1 complimentary pass to attend conference sessions

HOTEL KEY CARD

\$4,000

The 2008 ICONE host hotel keys will feature your company's name and logo, providing continuous exposure.

- A complimentary listing on the ASME ICONE Conference website with a hyper link to your website.
- A listing as the Hotel Key Card Sponsor in the Official Conference Program
- A complimentary list of all attendees on-site at the conference

TUESDAY COFFEE BREAKS

\$4,000

A twice daily exposure opportunity to keep the juices flowing and minds sharp

- A complimentary listing on the ASME ICONE Conference website with a hyper link to your website.
- A listing as the Tuesday Coffee Break Sponsor in the Official Conference Program
- A complimentary list of all attendees on-site at the conference

WEDNESDAY COFFEE BREAKS

\$4,000

A twice daily exposure opportunity to keep the juices flowing and minds sharp

- A complimentary listing on the ASME ICONE Conference website with a hyper link to your website.
- A listing as the Wednesday Coffee Break Sponsor in the Official Conference Program
- A complimentary list of all attendees on-site at the conference

Information & Regulations for Exhibitors

ELIGIBLE EXHIBITS: The ASME reserves the right to determine the eligibility of any company or product to exhibit in the Show and further reserves the right to reject any application and/or limit space assigned to any one company.

LIMITATION OF LIABILITY: The exhibitor agrees to make no claim for any reason whatsoever against the ASME, the Resort, the conference coordinators, or the city and/or state wherein the Show is held for loss, theft, damage, or destruction of goods, nor for any injury to himself or employees while Show is in progress, being set up, or being taken down. Exhibitor agrees to indemnify and hold harmless the ASME and its agents against any and all claims of any person arising out of acts, omissions, or negligence of exhibitor, its agents, or its employees. Exhibitor agrees to keep harmless the ASME, its employees, and its agents, from any and all costs arising from fees incurred under the copyright law regarding the liabilities of playing recorded and or live music in the exhibit area at any time during the ASME ICONE Conference. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save the Disney's Contemporary Resort and its employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, attorneys' fees arising out of or caused by exhibitor's installations, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Disney's Contemporary Resort or its employees and agents. In addition, exhibitor acknowledges that the Disney's Contemporary Resort and its agents do not maintain insurance covering exhibitor's property and that it is the sole responsibility exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

LIMITATION OF EXHIBITS: The ASME reserves the right to stop or remove from the Show any exhibitor, or his/her representative, performing an act or practice which in the opinion of the ASME is objectionable or detracts from the dignity of the Show or is unethical to the business purpose of the Show. The ASME reserves the right to refuse admittance of exhibits or materials to the Show until all fees are paid in full.

ASSIGNMENT OF SPACE: Management will assign exhibit space. Full payment of the exhibit space must accompany completed application. A maximum of 2 exhibit spaces per company will be allowed.

CANCELLATION OR WITHDRAWAL: Cancellations may be made within 30 days of receipt of application and before March 7, 2008. 50% of payment received for exhibit space rental may be refunded up to March 7, 2008 with written request. No refunds will be made if the exhibitor cancels the contracted space on or after March 7, 2008 or if the exhibitor fails to occupy the space. In the event the conference is canceled, ASME's liability is limited to refund of the exhibit/sponsorship fee only.

EXHIBIT RESTRICTIONS: No exhibitor or part of an exhibit will be admitted to space until rental of that space has been paid in full. It is the duty and the responsibility of the exhibitors to install their exhibit before the opening of the ICONE Conference and to dismantle their exhibit immediately after the close of the ICONE Conference Exhibit Portion. Arrangements for electrical and/or phone/computer lines should be made in advance through the official show decorator. The exhibitor shall properly staff the exhibit during the Show hours. Exhibitors are liable for any damage caused to building walls, doors, or columns, or to the other exhibitors' property. All parts of all exhibits must be exhibited within exhibitor's assigned space boundaries. Aisle space is under the control of the ASME.

INSURANCE: Each exhibitor acknowledges that it is the sole responsibility of each exhibitor to obtain the necessary insurance.

PRIZE DRAWINGS: Exhibitors planning to hold drawings or raffles must submit, in writing, to the ASME, a complete description of the items to be raffled, the methods by which winners will be selected, and the manner in which the winners will be announced. Such drawings will not be permitted if they conflict in any way with the ICONE Conference, Exhibit Program, or local laws.

FIREPROOFING: No combustible decoration, such as crepe paper, tissue paper, cardboard, or corrugated paper, shall be used at any time. All packing containers, excelsior, and wrapping paper that are not flameproof must be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken, or other cloth decoration must stand a flameproof test as prescribed by fire ordinances in the state of Florida. All flammable materials and fluids are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc. are not permitted.

GENERAL SHOW POLICIES: Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be related to exhibit and distribution to within exhibitor's space. No food products or beverages may be distributed from exhibitor's space without approval from the ASME. Assignment or subletting of assigned space by exhibitor is not permitted for any reason without approval written of the ASME. Exhibitor must comply with all local laws, rules, regulations, and ordinances in force. The exhibitor may not display signs that are not professionally prepared or in the opinion of the ASME detract from the appearance of the Show in any manner whatsoever. The ASME shall have sole control over all admission policies at all times.

TERMINATION OF SHOW: If the ASME determines that the premises where the Show is to be held have become unfit for occupancy, or if the premises are materially interfered with by reason of strike, embargo, injunction, act of war, act of God, terrorism, any other emergency, or any act or event not the fault of the ASME, the agreement may be terminated by the ASME. In the event of such termination, the exhibitor waives any and all damages and agrees that the ASME may, after deducting all costs and expenses, including a reserve for claims, refund to the exhibitor as a complete settlement and discharge of said exhibitor's claim and demands, his/her pro rata amount of all monies paid by all exhibitors.

RELOCATING EXHIBITS: The ASME reserves the right to alter the official floor plan, and/or re-assign any exhibitor's location as deemed necessary. The ASME further reserves the right to make such changes, amendments, and additions to these rules and such further regulations as it considers necessary for the good of the Show.

EXHIBIT CONSTRUCTION AND SHOW SERVICES: All exhibit spaces will be 10' wide and will have an 8' high back drape and 3' high side dividers. No walls partitions, paintings, decorations, or any type of obstruction may be erected which may interfere in any way with the view of any other exhibitor. Exhibit space, power and phone connections are available to the exhibitor through the official show decorator, who will bill the exhibitor directly.

COLLECTION POLICY: The exhibitor agrees to pay any and all costs incurred by the ASME to collect any or all portion of fees to the ASME that have not been paid in full prior to the opening of the Show.

Failure to pay the entire space rental upon receipt of application, entitles the ASME to cancel the exhibit space contracted. No exhibitor or his/her display materials will be allowed into the Exhibit Hall until he/she has made full payment to the ASME.

MUSIC: Live music will not be permitted in the Exhibit Hall by any exhibitor during the course of this conference. Each exhibitor assumes sole responsibility for reporting to Broadcast Music, Inc. (BMI) any recorded music which is utilized for background or foreground music, or as part of audio presentations, etc., which includes but is not limited to records, tapes, CDs, broadcasts, satellite signals, and/or cablecasts. This responsibility extends to the payment to BMI by the exhibitor of any applicable fees resulting from such presentations.

SELLING ON THE EXHIBIT FLOOR: Cash and Credit sales are permitted. Licenses, taxes to sale, payment of sales tax, and other legal business requirements are the responsibility of the exhibitor. Purchasers of goods must be furnished with a bill of sale or receipt

Application & Agreement

ASME
16th ICONE Conference &
Exposition
May 12-14, 2008
Disney's Contemporary Resort
Orlando, Florida

Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Contact: _____ Phone: _____ Fax: _____
Web Site Address: _____ Email Address: _____

EXHIBIT SPACE

This application reserves exhibit space for your company at the ASME 16th ICONE Conference & Exposition. This application is subject to conditions outlined in the Information and Regulations for Exhibitors herein. This application becomes valid only after being signed by a representative of the ASME and a confirmation of receipt of payment acknowledged by the ASME. Please describe products/services to be exhibited in 25 words or less for inclusion in the official conference materials.

RATE (check one)

Single Exhibit Space \$2,700
Double Exhibit Space \$5,000

Booth Location (see Floor Plan):

First Choice: _____ Second Choice: _____ Third Choice: _____

Space will be reserved upon receipt of your payment. The ASME Management will assign space. The ASME reserves the right to reject any application.

ICONE CONFERENCE & EXPOSITION SPONSORSHIP

Sponsorship:

Item/ Event(s) to be Sponsored: _____

Cost of Sponsorship: \$ _____

Please call me about sponsorship availability

All sponsorships must be paid in full upon acceptance of application

TOTAL COST OF YOUR COMPANY'S EXHIBIT AND SPONSORSHIP PARTICIPATION: \$ _____

Method of Payment: Check MasterCard Visa American Express

Card No. _____ Expiration Date: _____ Signature: _____

Print name appearing on Credit Card: _____

No cancellation of this agreement will be accepted, or refund made, after January 9, 2008. Make checks payable to the ASME. Address all communications regarding exhibits/sponsorships to Wendy O'Brien, Conference Coordinator, ASME, 1115 Yellow Springs Road, Chester Springs, PA 19425 Phone (610) 827-7465; Fax (866)694-2581 E-mail : wendyobrien@comcast.net

Signature of Authorized Agent _____ Date: _____

Print Name of Authorized Agent: _____

FOR ASME USE ONLY

Space Assigned _____ Total Cost _____ Payment Received _____ Type: _____

Representative of ASME _____ Date: _____

Confirmation Sent: _____ Sent to Decorator: _____