

# Trade Corridors II (TCC II) Hemispheric Conference on Vulnerability Reduction to Natural Hazards

June 12-15, 2002

Hyatt Regency Downtown

Tampa, Florida USA

March, 2002



Dear Exhibit Manager:

You are invited to exhibit at a hemispheric conference—Trade Corridors II (TCC II) Hemispheric Conference on Vulnerability Reduction to Natural Hazards--scheduled for June 12-15, 2002 in Tampa, Florida. This conference is jointly sponsored by the **Center for Disaster Management and Humanitarian Assistance at the University of South Florida College of Public Health**, the **Organization of American States' Unit for Sustainable Development and Environment**, and the **University of South Florida Globalization Research Center**. Trade Corridors exist within the following major trade agreement areas: North American Free Trade Agreement (NAFTA), the Caribbean Community and Common Market (CARICOM), the Southern Common Market (MERCOSUR), the Andean Community (CAN), and the Central America Common Market (MCCA). The conference will focus on populations and settlements, water and natural resources and information infrastructure.

This hemispheric conference offers a unique opportunity for you to showcase your products and services to experts from a variety of disciplines within international banks and agencies, government, academia, risk mitigation and the private sector, that have emerged as leaders in the strategic planning, management, and analysis of Trade Corridor development.

The conference participants represent an emerging group of users and key decision-makers dealing with emergency management issues in water and sanitation, public health and community services. You won't want to miss this great opportunity to interact with your potential international customers, all in two days and in one great place!

Well-publicized refreshment breaks, a reception, breakfast and lunch and a special poster session are held in the exhibit hall. Another benefit of exhibiting is the allocation of one free conference registration to a representative of your company or organization.

Send in your application today! If you have questions regarding the conference or exhibit hall, please contact Tracey Ryan, Exhibit Manager, at (813) 974-6682 or (813) 974-5172 FAX.

Sincerely,

Thomas J. Mason, Ph.D.  
Co-Director, CDMHA

Nick Colmenares, Ph.D.  
Project Director



**University of  
South Florida**  
**USF**

# INVITATION TO EXHIBIT

## Trade Corridors II (TCC II) Hemispheric Conference on Vulnerability Reduction to Natural Hazards

June 12-15, 2002 , Hyatt Regency Downtown , Tampa, Florida USA

### Why Exhibit?

- % Save time and money! Meet your best prospects face to face: speak directly with decision-makers and their advisors, from across the nation and around the world, in one great location.
- % Use this opportunity to introduce new products, services and career opportunities to a focused, receptive audience.
- % Expand your business and your business-to-business contacts!
- % Sell products directly.
- % Network with speakers and attendees during the social events. Establish important ties with this influential, international audience.
- % Register one employee for free to learn the new research and program findings that may impact your business.

### Conference Purpose and Goals

The purpose of the conference is the promotion of research, training, and technology transfer toward reducing the vulnerability of trade corridor human populations and health, water/natural resources, and urban information and transportation infrastructure to the impact of natural and technological hazards. The conference's primary goals are building inter-disciplinary networks, developing a policy agenda for Trade Corridor vulnerability reduction, and promoting the sustainable development of key components of Trade Corridors.

### Educational Objectives

At the conclusion of this program, participants will be able to:

- Discuss threats to sustainable development of US-Latin American Trade Corridors;
- Identify and classify relationships between natural and man-made hazards;
- Interpret the hazard risks affecting social, economic and environmental resiliency of Trade Corridors;
- Utilize new knowledge of hazards toward effective preparedness, response, reconstruction and mitigation programs; and
- Identify at least two potential partners for both research and training, and for business and industry.

### Format and Topics

The 2002 conference will feature a variety of general assemblies (plenary sessions), and concurrent breakout sessions (panel discussions). Topics may include those listed below:

- ⊃ Securing Public & Private Records Against Natural Hazard Impact
- ⊃ Vulnerability Assessment Strategies for Existing Water & Sanitary Systems in Trade Corridors
- ⊃ Current Actions to Reduce Vulnerability to Natural Hazards
- ⊃ Public Health Implications of Trade Corridor Development
- ⊃ Impact of Water and Sanitary System Vulnerability on Other Sectors
- ⊃ Labor Well-Being in Post-Disaster Situations
- ⊃ Construction Management and Risk Reduction
- ⊃ Programming and Budgeting Disaster Reduction Investments

- ⊃ Business View of Investment in Disaster Reduction Through Trade Corridor Development
- ⊃ Records and Information Networks at Risk
- ⊃ Business and Vulnerability Reduction
- ⊃ The Global Insurance and Reinsurance Market and Risk Reduction

### **Exhibit Package**

1. An 8' X 10' booth with draping, one draped 6' table, one chair, one wastebasket and ID sign [if a table top is requested, one draped 6' table and one chair]
2. General cleaning of aisles and exhibit floors after set up
3. Special room rates for your representatives at the conference hotel
4. Free detailed listing in the conference attendee packets, which will be retained and shared by the meeting attendees. Your listing includes your company name and a description of the products and services you will be exhibiting
5. Complimentary continental breakfast, lunch, refreshment breaks and reception
6. *One free conference registration*

### **Exhibit Hall Features**

- ~ Complimentary refreshments for all registrants served *only* in the Exhibit Hall
- ~ Special Poster Session in Exhibit Hall

### **Exhibit Hall Location and Preliminary Schedule**

Hyatt Regency Downtown  
 Two Tampa City Center  
 Tampa, Florida 33602 USA  
 Phone: (813) 225-1234

#### **Wednesday, June 12, 2002**

<i>Exhibitor Registration and Move-in</i>	4:00 pm - 6:00 pm
Opening Reception in the Exhibit Hall	6:30 pm - 8:00 pm

#### **Thursday, June 13, 2002**

Continental Breakfast in the Exhibit Hall	7:30 am - 8:30 am
Refreshment Break in the Exhibit Hall	10:30 am – 11:00 am
Lunch in the Exhibit Hall	12:00 pm – 1:30 pm
Refreshment Break in the Exhibit Hall	3:00 pm – 3:30 pm
<i>Exhibitor Dismantle and Move Out</i>	3:30 pm – 4:30 pm

### **Hotel Accommodations**

We have arranged for specially priced rooms for all conference and exhibition participants. To receive the following special conference room rate, please call the Hyatt Regency Downtown directly at (813) 225-1234 and identify yourself as part of the **USF Trade Corridors Conference**.

Single Room Rate	\$89 (plus applicable room taxes)
Double Room Rate	\$109 (plus applicable room taxes)

**Please make your hotel reservations prior to May 15, 2002, in order to receive the special conference rates; after that date, rooms will be on a space and rate available basis only!**

### **Educational Grants**

Enhance your company's visibility in the exhibit hall and elsewhere at the conference by helping support one or more of the activities listed below. **All educational grantors who provide over \$1,000 worth of support automatically receive a booth in the exhibit hall!** Exhibitors who provide educational grants will be identified as conference supporters on their booths and on their exhibitor badges, receive special advanced booth space selection, prominent acknowledgment in the conference syllabus, signage where appropriate and other special recognition and benefits.

Educational grants are especially appropriate for support of:

- Conference Unrestricted Educational Grants
- General Sessions/Concurrent Breakout Sessions
- Refreshment Breaks in Exhibit Hall
- Continental Breakfast or Lunch in Exhibit Hall
- Exhibit Hall Reception

We can help you make a selection that suits your budget. To take advantage of this opportunity, please contact Tracey Ryan at (813) 974-6682 or check the Educational Grant Opportunities box on the Exhibitor Registration Form.

### **For Additional Information from Conference Management**

Tracey Ryan  
Department of Community and Family Health  
College of Public Health, MDC 56  
University of South Florida  
13201 Bruce B. Downs Boulevard  
Tampa, Florida 33612  
(813) 974-6682  
(813) 974-5172 FAX  
E-Mail: [tryan@hsc.usf.edu](mailto:tryan@hsc.usf.edu)



**Exhibitor Terms and Conditions**

Exhibitors are considered registered upon receipt of a signed contract and valid payment. Registered exhibitors are entitled to the following:

- % Standard display/exhibit space as purchased for use during the stated exhibit period. Floor displays are invited as long as they do not extend beyond the booth space. Doublewide booths are possible at double the booth fee.
- % A copy of the conference registration list with the names and affiliations of the pre-registered attendees.
- % *One free conference registration.*

## **Booth Assignments**

Assigned booth will be considered acceptable to exhibitor unless the Exhibit Manager is notified within 10 days of receipt of assignment. USF MSSC reserves the right to change the configuration and location of the exhibit hall if necessary.

The Exhibit Manager will make every effort to assign preferred exhibit space whenever possible. In the event of a conflict, conference support, the date of registration, frequency of participation and special needs of exhibitors will determine final assignments.

If an exhibitor cancels a confirmed exhibit space in writing prior to May 17, 2002, a refund will be issued minus a 25% processing fee. If an exhibitor cancels a confirmed exhibit space in writing after May 17, 2002, a refund will be issued minus a 45% processing fee. Cancellation requests must be made in writing.

## **Responsibilities**

**Liability:** The exhibitor shall be fully responsible to pay any and all damages to property owned by Hyatt Regency Tampa, its owners or managers which result from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless the University of South Florida Medical Services Support Corporation (USF MSSC), Hyatt Regency Tampa, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, the exposition service, and all agents and employees thereof (hereafter collectively called "Indemnitees") from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

**Insurance:** It is the exhibitor's sole responsibility to obtain business interruption insurance coverage on all exhibit material, equipment or apparatus introduced into

the conference location premises; to have comprehensive general liability and property damage insurance protecting against any liability which may accrue by reason of alleged wrongful or negligent conduct of the exhibitor in the amount of not less than \$1,000,000.00 per occurrence; to have Workman's Compensation insurance meeting statutory limits or insurance required by similar employee benefit acts as well as insurance having a minimum per occurrence limit of at least \$100,000.00 against all claims, which may be brought for personal injury or death of exhibitor's employees. All such coverage is to include contractual liability. USF MSSC and Hyatt Regency Tampa can accept no responsibility for the loss of, or damage to, any of the said materials or displays, and the risk of all such loss shall be on the exhibitors.

**Security:** Although security will be provided as necessary during hours when the exhibit area is set but closed and unsupervised by conference personnel, it is the individual exhibitor's responsibility to safeguard equipment and material from the time it is brought into the facility until it has been removed. It is also the exhibitor's responsibility to remove any dangerous materials from their displays

when their staff is not there to supervise its use and to provide and use their own proper hazardous waste disposal system.

**Cancellation of Conference:** USF MSSC Conference Management may cancel the conference or exhibition for any reason. USF MSSC, the conference facility and official service contractors (hereafter all referred to as "Conference Management") shall not be liable for any expenses incurred by the exhibitor except for an exhibit fee refund issued in an amount deemed consistent with the expenditures and commitments already made.

**Failure to Occupy:** Any space not occupied by 6:00 pm on June 12, 2002, will be forfeited by the Exhibitor, and may be resold, reassigned, or used by USF MSSC Conference Management without refund of rental price, unless arrangements for delayed occupancy have received prior written approval by USF MSSC Conference Management. All booth equipment must be in position before the exhibit hall opens and must remain in position and staffed during the activities scheduled in the exhibit area. **Booths may not be broken down prior to the scheduled time.**

**Special Restrictions:** (1) Circulars, advertising matter, etc., may be distributed and patronage solicited only within the space assigned to the exhibitor presenting the materials. (2) Exhibitors are prohibited from using amplifying equipment of any nature without permission from USF MSSC Conference Management, and, if permission is granted, the use of such equipment must not interfere with adjacent exhibits or other activities in the exhibit hall. (3) Nothing will be used within the exhibit hall that will injure, mar, or in any manner deface any surface of the hall or any equipment contained herein. (4) It is the exhibitor's sole responsibility to pay any royalties or license fees due to but not limited to BMI, ASCAP, or to the host city or state. No music may be played at an exhibitor's booth without prior notice to and approval by USF MSSC Conference Management.

**Nonflammable Materials:** All materials including muslin, velvet, silken, or other cloth drape or banner

used in the exhibit hall MUST be nonflammable. The exhibitor agrees to accept full responsibility for the compliance with city regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment under city codes. It is the exhibitor's responsibility to check with the official exhibit service contractor to be certain their exhibit and accompanying equipment can be moved into the designated exhibit area and conforms to safety and fire regulations. Any and all services needed from the service contractor or facility over and above those provided as standard are the responsibility of the exhibitor.

**Sales:** Direct over-the-counter cash sales will be permitted. All goods, advertised items and services must be those provided during the exhibitor's regular course of business and listed in the appropriate place on the application for space. Florida Department of Revenue requires the collection of sales tax for all direct sales by both in-state and out-of-state companies. Filing the proper forms and complying with the regulation are the direct responsibilities of the exhibitor. Applicable sales tax is the responsibility of the exhibitor directly.

**Amendment:** Any point requiring a decision relative to the exhibits, if not specifically covered in writing, is subject to determination by USF MSSC Conference Management. USF MSSC Conference Management will have sole authority to interpret and enforce all rules and regulations, contained herein, to make any amendments thereto, and to make such further rules and regulations as shall be necessary for the orderly conduct of the conference. All such amendments and future rules and regulations will be made available to exhibitor.

**Compliance:** Exhibitors will comply with these terms and conditions; rules and regulations of the "Conference Management;" city, state, or federal regulations governing this exhibition, hazardous waste, labor unions, HCEA and the Exposition Service Contractors Association guidelines and regulations.

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## Exhibitor Guidelines

1. Exhibitors are responsible for reading and adhering to these guidelines, those of the Hyatt Regency Tampa and the Exhibitor Terms and Conditions and Responsibilities.
2. Booth assignments are ordinarily made on a first-come, first-served basis with conference supporters receiving preference. Careful attention is paid to placement of competing companies.
3. A deposit of 50% of the booth fee is due with your Exhibitor Registration, with the balance due by May 15, 2002. A faxed registration will hold your booth space for 2 weeks and booth assignments will be confirmed only upon receipt of deposit. No exhibitor will be permitted to erect a display until space rental is paid in full or a purchase order is received.

4. Exhibitors shall not assign, share or sublet any space without written consent of USF MSSC Conference Management nor may any portion of the display extend beyond the boundaries of their booth or block the view of other exhibitors.
5. Exhibitors may take orders and complete sales only for products or categories of products they have previously listed on the Exhibitor Registration form.
6. There is no smoking in the Exhibit Hall or in any meeting room.
7. Exhibitor badges must be worn for admittance to the Exhibit Hall.
8. USF MSSC Conference Management will send one special complimentary Attendee Registration form to the exhibitor's named contact person after conference brochures have been printed.

### **Show Contractor**

Gulf Coast Expo  
10305 Newport Circle  
Tampa, FL 33612 USA  
Phone: (813) 915-8066  
FAX: (813) 930-0016  
E-mail: [GULFCOASTEXPO@aol.com](mailto:GULFCOASTEXPO@aol.com)

Gulf Coast Expo is the official full-service show contractor. Furniture, carpeting, AV, shipping, cleaning as well as a variety of services provided by other vendors can be ordered using the forms provided in the Service Kit. The Exhibit Hall is in the Regency Ballroom 1-3 at the Hyatt Regency Downtown, Tampa, Florida. The ceiling height is 17'4" and the doors are 10'10" high and open to 10' across. The ballroom is carpeted; the official show colors will be burgundy and white. The loading and unloading zone is right on the corner of Tampa Street. A freight elevator goes directly up to the second floor of the hotel and opens at the exhibition area. Complete guidelines for exhibitors will be included in the Service Kit you will receive from Gulf Coast Expo.

### **Exhibit Management Services**

Exhibit and Conference Management Services are provided by the University of South Florida College of Public Health, by arrangement. If you wish to inquire about similar meeting or trade show management, please call Ginger Phillips at (813) 974-6684 or e-mail her at [gphillip@hsc.usf.edu](mailto:gphillip@hsc.usf.edu)



**Application for Exhibit Space**  
**Trade Corridors II (TCC II) Hemispheric Conference**  
**Show Dates: June 12-13, 2002**  
**Hyatt Regency Downtown, Tampa, Florida USA**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-Mail: \_\_\_\_\_ FAX: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Products or Services to be Displayed: \_\_\_\_\_

Do you plan to sell materials on the exhibit floor?      " Yes      " No      "      **We want additional exposure, please contact me about opportunities.**

Booth ID sign should read: \_\_\_\_\_

Please type or print company name, address *if different from that above* and a brief description of your products and services to be printed in the conference syllabus: \_\_\_\_\_

Please list companies/products you would rather not have in close proximity: \_\_\_\_\_

<b>Booth Fee:</b>	For-Profit Booth	\$800	For-Profit Table Top	\$500
	Non-Profit Booth	\$400	Non-Profit Table Top	\$250

**A check/money order or purchase order payable in US Dollars only for at least 50% of the exhibit fee is enclosed. Payment must follow faxed registration within 10 working days, with final payment due May 17, 2002. Applications submitted after May 17, 2002 must be accompanied by full payment.**

**Make checks payable to: USF MSSC #072 (USF Medical Services Support Corporation) Federal ID Number 59-2944683**

I have read and understood the exhibitor terms and conditions, guidelines and responsibilities. My company will abide by them.

Authorized Signature: \_\_\_\_\_

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

**Return To:** Tracey Ryan, Exhibit Manager  
College of Public Health - MDC 56  
13201 Bruce B. Downs Blvd.  
Tampa, FL 33612  
Phone: (813) 974-6682 — FAX: (813) 974-5172  
E-mail: tryan@hsc.usf.edu



<b>FOR OFFICE USE ONLY</b>	
Date Received	_____
Amount Paid	_____
Check Number	_____
P O Number	_____
Accepted By	_____
Balance Due, if Deposit	_____