

NACM'S 126TH

# CREDIT CONGRESS EXPO

JUNE 5-8, 2022

*Louisville, KY*

For 126 years, National Association of Credit Management (NACM) has presented the Credit Congress & Expo to business credit professionals from across the country. Our Expo Hall is the venue for some of our most well-attended conference events, bringing the decision-makers straight to you.



## Exhibitor Prospectus

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**Our members represent a wide variety of businesses from Fortune 500s to small companies. As the grantors of business credit, our members make daily business credit decisions. Their decisions play an integral part in the U.S. economy and a critical role to their companies.**



## **OUR CREDIT CONGRESS DELEGATES**

### **Some commonly held professional titles represented at Credit Congress:**

Credit Manager • Director of Credit • A/R Manager • Collections Manager  
A/R Supervisor • Credit Analyst • Director of Finance • Financial Services Manager  
Credit Supervisor • Credit Clerk • Credit Administrator • Credit Specialist  
Director of Global Credit • Global Credit Manager • International Credit Manager  
Vice President • Regional Operations Manager • Project Manager

### **Our delegates represent these (and many more) domestic and international companies:**

ABC Supply Co., Inc.  
Adidas INDY, LLC  
Adobe Systems Inc.  
Aerotek Inc.  
American Woodmark Corporation  
Atlas Van Lines, Inc.  
Blue Diamond Growers  
Boise Cascade LLC  
C.H. Robinson Worldwide  
Callaway Golf Company  
Carhartt, Inc.  
Cargill, Inc.  
Carrier Enterprise LLC  
Chevron Phillips Chemical  
Clariant Corporation  
Coty US, Inc.  
Delta Gypsum, LLC  
Ferguson Enterprises, Inc.  
Gerdau Ameristeel  
Grainger  
Hajoca Corporation  
Helena Agri-Enterprises, LLC  
Hollingsworth & Vose Company  
Hypertherm, Inc.  
Ingram Content Group LLC  
JELD-WEN, Inc.  
Johns Manville  
Johnson & Johnson, Inc.  
Joseph T Ryerson & Son, Inc.  
Komatsu Equipment Company  
Kontoor Brands, Inc.

LeHigh Hanson, Inc.  
Lenovo Group Limited  
Martin Marietta Materials, Inc.  
Michelin North America, Inc.  
Morton Salt, Inc.  
Nature's Path Foods  
NEC Corporation of America  
Nutrien Ltd.  
Pentair  
Phillips 66 Company  
Procter & Gamble  
Red Wing Shoe Company, Inc.  
Reynolds Consumer Products  
S.P. Richards Company  
ScanSource, Inc.  
Servpro Industries, Inc.  
Staples, Inc.  
Summit ESP, LLC  
Swisher International, Inc.  
Tenneco, Inc.  
Texas Instruments Incorporated  
The Pokemon Company International  
T-Mobile USA  
True Value Company  
Uline  
US Foods, Inc.  
Valvoline Inc.  
W.W. Grainger, Inc.  
Wagner Equipment Co.  
Warren Distribution, Inc.  
Workman Publishing Co., Inc.



## **OUR EXHIBITORS**

**The Expo is a primary component of the NACM Credit Congress. Providing a diverse and qualified selection of service providers from which our delegates can choose is important to us. Our Expo is typically comprised of companies representing products, services and solutions in the following areas:**

Banking/finance • Bankruptcy • Cash applications • Cash forecasting • Commercial credit lending  
Construction/Liens • Credit insurance • Credit management • Credit scoring  
Deduction management • Education and training • Electronic commerce • Information services  
International credit reporting • National credit reporting • Online credit applications  
Risk management • Skip tracing • Software and technology • UCC filing (consignments, PMSI)



In 2022, NACM is hosting its annual Credit Congress at the Kentucky International Convention Center. Become an exhibitor to strengthen your corporate brand, develop sales leads and stay competitive in today's business credit community.

#### Included with Each 10' x 10' Booth:

- Four exhibitor personnel registrations
- 8' high curtain background and 3' high curtain sidewalls
- 44" long by 7" high company name sign
- Link to access the Exhibitor Service Kit on a private web page
- Listing in the Credit Congress Program Guide and on the web (except collection agencies/law firms)
- Security service when the Expo Hall is closed
- Two lunches and two receptions held in the Expo Hall
- Admittance to the educational sessions

#### Exhibitor Options (an additional fee):

- Additional Exhibitor Personnel registrations
- Closing Night Event tickets

Early  
application  
deadline:  
**Feb. 4, 2022**

BOOTH SIZE	BOOTH PRICE	After Feb. 4, 2022
10 x 10	\$4,100	\$4,500
10 x 10 corner	\$4,500	\$4,900
10 x 20	\$8,100	\$8,500
10 x 20 - 1 corner	\$8,500	\$8,900
10 x 20 - 2 corners	\$8,900	\$9,300
20 x 20 island	\$18,700	\$19,100
20 x 30 island	\$26,700	\$27,100
20 x 40 island	\$34,700	\$35,100



*NACM's Exposition is your forum to...*

**INCREASE** visibility for your brand.

**GENERATE** new prospects and strengthen existing relationships with current customers.

**INFLUENCE** the decision-makers, our credit and financial executives, who purchase your products.

**DEMONSTRATE** the purpose, potential and impact of your products or services.

**INSPIRE** business credit professionals with cutting-edge products and services.

**ESTABLISH** your company as a leader in its field staying one step ahead of the competition.

The Expo is taking place in the Exhibit Hall - South Hall A/B Upper Concourse.  
The floor plan can be viewed online at [creditcongress.nacm.org](http://creditcongress.nacm.org).

## EXHIBITORS' HOURS

### Exhibitor Setup/Move In

Saturday, June 4 • 8:00am–5:00pm

Sunday, June 5 • 8:00am–3:00pm

All booths MUST be set up by 3:00pm on Sunday, June 5. If setup is not complete, Show Management will have the installation performed at the expense of the exhibitor. Setting up a booth during exhibit hall hours is prohibited.

### Exhibitor Tear Down/Move Out

Tuesday, June 7 • 1:30pm–6:00pm

No exhibit may be dismantled before 1:30pm on Tuesday, June 7.\*

\* A fee will be charged to exhibitors who dismantle their booths before the close of the show.

### Registration

Saturday, June 4 • 8:00am–5:00pm

Sunday, June 5 • 7:30am–4:00pm

## EXPO SHOW HOURS

### Sunday, June 5

4:00–6:00pm

Expo Grand Opening/Opening Reception -

**Exclusive Hours**

### Monday, June 6

11:00am–2:00pm

Expo Hall - **Exclusive Hours with Delegate Lunch**

5:00–6:30pm

Beer & Browse in the Expo Hall - **Exclusive Hours**

### Tuesday, June 7

10:30am–1:30pm

Expo Hall - **Exclusive Hours with Delegate Lunch**

### Closing Night Party\*

Wednesday, June 8 • 6:00–10:00pm

\* An additional fee is required to attend this event.

Conference schedule is subject to change. Please check our website, [creditcongress.nacm.org](http://creditcongress.nacm.org), for updates.





# Capitalize as an Exhibitor

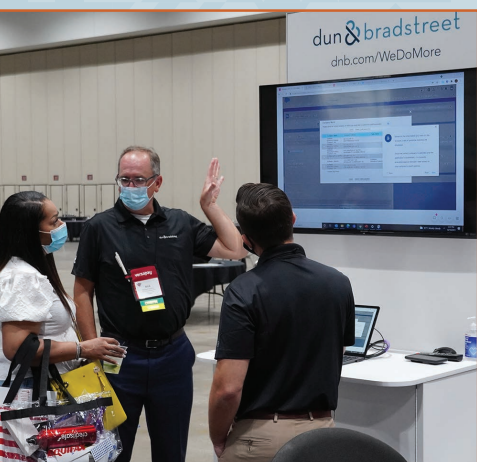
NACM presents a number of opportunities for companies to maximize on exhibiting at Credit Congress. Our promotion opportunities and sponsorship packages provide a variety of levels and means through which to increase visibility before, during and after the conference. These options are designed to give your company prime exposure to our audience, those seeking the latest services and resources in business credit. There is simply no better chance to develop high-quality leads and establish contacts that increase your marketing impact.

## BECOME A SPONSOR

Show our attendees how important they are by supporting the conference and their profession. Sponsorships are an excellent way to convey how significant the business credit profession and our delegates are to your company. Make sure the attendees see week-in and week-out that you are here for them as a resource, as a proponent and as a partner in their success. A range of attractive and affordable sponsorship packages are available to strengthen your company's presence at the conference and make the greatest impact with our attendees.

### PLATINUM SPONSORSHIP

Conference Tote Bags	\$15,000	Provided to each delegate in attendance
General Session Speaker	\$15,000	Opportunity to introduce the speaker
Closing Night Event Entertainment	\$12,000	Opportunity to speak on stage for 5 minutes (announce prize winner, welcome delegates, etc.)
Conference Badge Holders	\$13,000	Traditional neck wallet for badge given to each delegate
Water Bottles	\$7,500	Water bottle with company logo created by NACM provided at registration
Snack for Afternoon Soda Break	\$7,500	Catered snack for Monday afternoon's soda break
Acknowledgment on conference website with link		
Acknowledgment on conference signage		
Acknowledgment in marketing materials		
Company logo with company description on website and program		
Pre-show ePostcard (only 1)		



Choose one of the shaded options as a part of this sponsorship package.



## GOLD SPONSORSHIP - \$5,000

Convention Program Guide	Company logo on front cover of program
Stadium Cups	Distributed at the Beer & Browse Reception
Coffee Break	General Session Coffee Break (Monday)
Closing Event Photo Op Background or Prop	Party themed backdrop or prop with company logo created by NACM
Congress Central Wi-Fi	Complimentary Wi-Fi in Congress Central
Conference Notepads	Notepads included in delegate tote bags
Acknowledgment on conference website with link	
Acknowledgment on conference signage	
Acknowledgment in marketing materials	
Company logo with company description on website and program	
Pre-show ePostcard (only 1)	

Choose one of the shaded options as a part of this sponsorship package.  
First come, first served.

## SILVER SPONSORSHIP - \$4,000

Beverage Break	Breakout session beverage break
Pre-show Attendee Reminder Email	Small ad with link included with Attendee Reminder Email
Post-show Attendee Conference Thank You Email	Small ad with link included with Attendee Thank you Email
Logo Candy	Branded candy provided at Congress Central
Acknowledgment on conference website with link	
Acknowledgment on conference signage	
Acknowledgment in marketing materials	
Company logo with company description on website and program	
Pre-show ePostcard (only 1)	

Choose one of the shaded options as a part of this sponsorship package.  
First come, first served.

## BRONZE SPONSORSHIP - \$2,500

Charging Stations in Congress Central	Charging stations in Congress Central
Registration Welcome Envelopes	Your company logo on each delegate's registration envelope
Flyer/Brochure/Postcard on General Session Chairs	Create and provide a flyer to be placed by NACM on each General Session chair
Acknowledgment on conference website with link	
Acknowledgment on conference signage	
Acknowledgment in marketing materials	
Company logo with company description on website and program	
Pre-show ePostcard (only 1)	

Choose one of the shaded options as a part of this sponsorship package.  
First come, first served.

Reach your target audience by promoting your company brand, products and services in NACM's *Business Credit* magazine, in *eNews* (NACM's weekly electronic newsletter), on the Credit Congress website and in Credit Essentials (NACM's monthly overview of all major events). As an exhibitor, presenting your message and company brand through these platforms reinforces your presence to our audience and lays the groundwork to sustain a connection with them.

## A LA CARTE PROMOTIONAL OPPORTUNITIES

1/3-page Ad in <i>Business Credit</i>	\$350	Ad must run by Dec. 31, 2022
Half-page Ad in <i>Business Credit</i>	\$1,000	Ad must run by Dec. 31, 2022
Full-page Ad in <i>Business Credit</i>	\$2,000	Ad must run by Dec. 31, 2022
NACM <i>eNews</i> Ad	\$250	Ad must run by Dec. 31, 2022
Credit Essentials Ad	\$500	Ad must run by Dec. 31, 2022
1/4-page Ad in Conference Programs	\$400	
Logo with Description on Conference Website and in Program	\$1,000	
ePostcard	\$3,000	Pre-conference delivery
Educational Webinar Presentation	\$5,000	Event date by Dec. 31, 2022
Tote Bag Insert	\$2,000	Item provided by the sponsor
White Paper	\$5,000	Published by Dec. 31, 2022

A la carte promotional options do not qualify an exhibitor as a sponsor.

Must be an exhibitor to be eligible to purchase a sponsorship package or promotional opportunity. All sponsorships and promotional opportunities are subject to approval and may be declined at NACM National's sole discretion. Due to contractual relationships with our affiliates, collection agencies/law firms are ineligible to participate in any promotional, advertising or sponsorship opportunities. Refer to the Exhibitor section of the Credit Congress website to review details, deadlines and size/format specifications.



## Eligibility Requirements

To ensure a valuable and quality exhibition, NACM reserves the right to accept or reject, at its sole and absolute discretion, an application to exhibit, and to determine the eligibility of any exhibitor for inclusion in the exhibition. Acceptance of an application to exhibit will not provide endorsement of the products or services of the exhibitor by the conference as a whole. Your application for exhibit space will not be accepted if your company engages in any of the following lines of business:

- Business credit reporting services\*
- Industry credit group services
- Collection services\*
- Adjustment and insolvency services

**\*Exceptions:** Nationally recognized credit reporting agencies and collection law firms are eligible to exhibit but are subject to approval. We accept a limited number of collection agencies to exhibit. Collection agencies should hold a certification through the Commercial Law League of America (CLLA), The International Association of Commercial Collectors (IACC) or the Commercial Collection Agencies of America (CCAofA). Of those eligible, we accept applications on a first-come, first-served basis until the apportioned space is taken. Exhibiting collection agencies and collection law firms are, however, ineligible to participate in any marketing, advertising or sponsorship opportunities.

## Cancellation and Payment of Exhibit Space

Payment in full is due upon assignment of space as stated in contract. In the event of a cancellation received in writing to [darnellf@nacm.org](mailto:darnellf@nacm.org) after Feb. 4, 2022, booth payments are not refundable. Written cancellations made prior to Feb. 4, 2022, are subject to a \$350 processing fee. NACM shall not be liable for interest on any amount refunded. Refunds will be made in the manner in which the original payment was made. Please allow 10 to 14 days for processing.

## Where Can I Review Complete Exhibitor Information?

To view or download comprehensive exhibiting details, visit our exhibitor web pages at [creditcongress.nacm.org](http://creditcongress.nacm.org) at your convenience. You'll find the online exhibitor application, exhibiting rules and regulations, eligibility requirements and the current floor plan.





# RULES AND REGULATIONS

**Show Management:** The words “Show Management” as used herein shall mean the sponsoring organization, association or institution, or its officers, agents or employees acting for it, in the management of the exhibit. All matters and questions not covered by the Exhibit Space Agreement or these Rules and Regulations are subject to the decision of Show Management.

**Eligible Exhibits:** The Show Management reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the Exhibit. No approved exhibitor may assign or transfer such approval without the written consent of Show Management. No subleasing or sharing of space with another business or firm is permitted, unless approved by Show Management.

**Hospitality Suites and Private Parties:** Exhibitors shall be authorized to use hospitality suites in the official hotel(s). Exhibitors agree not to host hospitality suites and private parties during scheduled hours of NACM's meetings, exhibits or other functions. No exhibit eligible for the exposition will be permitted in a hotel room.

**Limitation of Liability:** The exhibitor agrees to make no claim for any reason whatsoever on its members, agents, employees, lessors or owners of the exhibit premises for loss, theft, damage or destruction of property; nor for any injury to himself/herself or any employees of the lessors or owners of the exhibit premises while in the exhibit facilities. Each exhibitor should have separate insurance to protect it against such liabilities.

**Signage:** All signs must be freestanding. No sign may be strung between posts or hung from the ceiling. Signs must be professionally made. No pennants are to be used unless approved by Show Management, and no sign may be placed outside the booth area, in doorways, hallways or aisles.

**Damage to Premises:** Exhibitors or their agents may not allow any article to be brought into the exhibition, or any act done on the premises, which would invalidate the insurance or increase the premium of the policies held by the management of the convention facility. They also will not permit anything to be done by their employees, which will damage the premises, property or equipment of other exhibitors. No signs or articles can be affixed, nailed or otherwise attached to walls, doors, etc. in such a manner as to deface or destroy them. Likewise, no attachments can be made to the floors by nails, screws or any other devices that would damage them.

**Exhibit Specifications:** Show Management shall supply, at no charge to the exhibitor, the following standard booth decorations for each exhibitor: 8' high curtain background, 3' curtain sidewalls, and one-line 44" long x 7" high identification sign. The booth back wall height may not exceed 8'; including signs, electrical lighting holders or other display items. The 8' height may be maintained at the sides of an exhibit, but no more than 4' from the back wall. When an unfinished portion of an exhibit is exposed, the offending surface must be made presentable at the expense of the exhibitor. Island booth specs vary. Please call Show Management for details.

**Sound Devices and Performers:** The use of devices for mechanical reproduction of sound or music is permitted, but must receive advance approval from Show Management. Sound of any kind must not be projected outside the confines of the exhibit booth. Exhibits featuring performers or attractions must be large enough to contain the audience within the exhibit. Aisles must be kept clear.

**Rejected Displays:** The exhibitor agrees that the exhibit shall be admitted and remains, from day-to-day, solely in strict compliance with the rules set forth herein. Show Management reserves the right to reject or prohibit any exhibit in whole or in part, any exhibitor or its representative, with or without giving cause; and Show Management shall have no liability to the exhibitor as a result of the cancellation of the exhibit. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of rental unearned at the time of rejection. If an exhibit or exhibitor is rejected for violation of these rules or for any other stated reason, no return of rental shall be made.

**Insurance:** Exhibitor and exhibitor's contractors shall, at their sole cost and expense, procure and maintain through the term of this License Agreement the following insurance: (a) Commercial General Liability insurance against claims for bodily injury or death, property damage as well as personal and advertising injury occurring in or upon or resulting from the exhibition, with combined single limits of liability of not less than \$1,000,000 per occurrence, with Show Management added as an additional insured; and (b) Workers Compensation insurance as required by statutory law. Exhibitor shall obtain and shall furnish upon request a certificate of insurance evidencing the required insurance.

**Exhibitor Representative's Responsibility:** Each exhibitor must name at least one person to be a representative in connection with installation, operation and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for

which the exhibitor shall be responsible. Floor covering is mandatory at the expense of the exhibitor. All booths MUST be set up by 3:00pm on Sunday, June 5. If setup is not complete, Show Management will have the installation performed at the expense of the exhibitor.

**Character of Display:** Distribution of samples and printed matter of any kind or any promotional material is restricted to the confines of the booth. Exhibitors may not leave merchandise or printed matter in the registration areas, lounges, meeting rooms or other facilities of the convention hotels. No noisemakers or items not in keeping with the character and high standards of Show Management may be distributed or used by any exhibitor.

**Labor:** It is mutually agreed that it is the duty and responsibility of each exhibitor to install its exhibit before the opening of the exhibition and to dismantle its exhibit immediately after the close of the exhibition, in accordance with local union regulations. Labor will be made available at exhibitor's cost and expense.

**Official Service Contractor/Decorator:** The official service contractor will be designated by Show Management and will provide all services required: drayage, furnishings, carpet, accessories, tables, drapery, electrical power, labor to erect and dismantle your exhibit, signs, etc. An Exhibitor Service Kit will be provided with access to order forms, rates and instructions on the services offered.

**Attendance:** Show Management shall have sole control over attendance policies at all times.

**Exhibit Hours:** All exhibits must be in place ready for opening of show. No part of an exhibit shall be removed during the showing without special permission from Show Management. An exhibitor is not allowed to dismantle or pack any part of his or her exhibit until after the official closing of the exhibition. Exhibitor's booths must be staffed at all times during exhibit hours.

**Security:** Show Management will employ reputable guards during the course of the Exposition. The duty of the guards will be to protect the general exhibit against fire or other catastrophes. Neither Show Management, exposition management, nor the owner or lessors of the exhibit premises will assume any responsibility for exhibitor's property. It is suggested that the exhibitor insure its property against loss and theft.

**Fire and Safety Laws:** Federal, state and city laws must be strictly observed. No combustible decoration, such as crepe paper, cardboard or corrugated paper, shall be used at any time. All packing containers, excelsior or wrapping paper, which must be flameproof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other cloth decoration must stand a flameproof test as prescribed by fire ordinance of the city and/or state in which the show is held. All materials and fluids that are inflammable are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc. are not permitted. Exhibits cannot block aisles and fire exits.

**Amendment to Rules:** The exhibitor agrees that Show Management shall have the right to make such rules and regulations or changes in floor plan arrangements of booth for said exhibition as it shall deem necessary and to amend same from time to time. Show Management shall have the final determination and enforcement of all rules, regulations and conditions.

**Cancellation of Exhibit Space:** Payment in full is due upon assignment of space as stated in contract. In the event of a cancellation received in writing to [darnellf@nacm.org](mailto:darnellf@nacm.org) after Feb. 4, 2022, booth payments are not refundable. Written cancellations made prior to Feb. 4, 2022, are subject to a \$350 processing fee. NACM shall not be liable for interest on any amount refunded. Refunds will be made in the manner in which the original payment was made. Please allow 10 to 14 days for processing.

**Acts of God, Fires, Strikes:** In case the exhibit hall shall be destroyed or damaged, or if the show fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of terrorism or threat of terrorism, act of God, emergency declared by any governmental agency or by Show Management, or for any other reason, this contract may be terminated by Show Management. In the event of such termination, the exhibitor waives any and all damages and claims for damages, and agrees that the sole liability of Show Management shall be to return to each exhibitor its space payment, less its pro-rata share of all costs and expenses incurred and committed by Show Management.

**Compliance with Laws:** Exhibitors must comply with all laws, rules, regulations and ordinances.





*Make the Connections That Matter to You!*

[creditcongress.nacm.org](http://creditcongress.nacm.org)

