



*Self Reliance  
Expo*

EXHIBITOR PACKET



**NSRO** NATIONAL  
SELF RELIANCE  
ORGANIZATION

INDEPENDENCE THROUGH RISKY LEARNING

SRX Exhibitors,

The Annual Self Reliance Expo is a renowned event which attracts crowds from the entire multi-state region. This Expo focuses on emergency preparedness, alternative energy fuels and self reliance as a lifestyle - topics which entice over 9,000 attendees! The next Annual Self Reliance Expos are taking place in the Denver National Western Complex, September 16th & 17th, and in Salt Lake City at the South Towne Expo Center, October 7th & 8th. We would like to invite you as an exhibitor!



Your business or organization was selected for an invitation because the products and services you offer directly coincide with the objectives of the National Self Reliance Organization, which hosts this Expo. The NSRO, founded by a small group of experienced entrepreneurs, has taken on the mission to help others become more self reliant - to become independent. The NSRO is the development, aggregation and organization of tools & resources to enable people to live a self reliant lifestyle in the areas of business, finance, transportation and on a personal level.

In April, the last Self Reliance Expo was held in Denver and the response has been exceptional. We had over 9000 attendees and most of the 150 exhibitors sold out of product during the two day event. The September and October expos are focused on providing a venue for you to demonstrate your products, explain your services and reach your key demographic in the best manner possible - face to face.

**NEW!!** Smoking Deal on Commercials - Aarlatu Media Productions features one of the best Steadicam operators in the country! NSRO has negotiated a special expo deal with Aarlatu Media, located in Colorado. This innovative company has arranged a special package in which it will film and assemble a quality commercial about your company or product. Your new commercial will be displayed on the Expo website to help promote your company leading up to our event. Plus, you keep a copy for use online, for YouTube or for TV ads to help promote your product line and company. The quality is second to none, we really hope you'll take advantage of this offer. We sure did! Additional info about this exclusive video package offer is contained in this packet.

This packet contains the floor plan for both the Denver Expo - Sept 16-17 and Salt Lake City Expo - Oct 7-8 as well as the application/contract. There is an additional \$100 premium to be in the first 2 rows closest to the front entrance.

**NOTE:** Four large 20x20 booths are now available along the main entrance corridor of the Denver Expo! These will surely go fast, so please call in if you want one of these ASAP. If you have any questions, feel free to email or call the NSRO President personally.

**\*Booth prices are on the attached contract.**

#### Attendee Demographics:

- **98% are Homeowners**
- **Average Household Income \$75,000+**
- **Attendees are Your next customers – they paid to come, and they come for a reason**
- **64% Who Attend Plan to Begin their Self Reliance Program Within 30 Days – They are Making Decisions NOW**
- **24% Plan on Beginning a Self Reliance Program Within 31-180 Days**
- **12% Plan on Starting Self Reliance Preparedness within 12 Months**

**One Year Membership!** Registered Exhibitors for either Expo will be given one year free membership to the National Self Reliance Organization. You will receive updates, information and the opportunity to provide articles for our newsletter - which is distributed to thousands of people who are seeking the products and services you provide!

**[FOLLOW ON FACEBOOK!](#)      [FOLLOW ON TWITTER!](#)**

**If there is anything you need assistance on, please call me anytime.**

Call Now To Reserve Your Spot!! [303-586-1258](tel:303-586-1258)

**Ron Douglas** | NSRO President

direct [303.586.1258](tel:303-586-1258) | fax [303.997.1062](tel:303-997-1062) | main [877.618.0065](tel:877-618-0065)

NSRO | Frederick, CO 80504





*"All in all, the show was a huge success, and for those contemplating having a table at any future Self Reliance expo, we would say it is a must to be there."*

Jeff Gleason, LPC Survival Ltd.

*The [Self Reliance Expo](#) was established to help raise public awareness about living a more sustainable lifestyle and how to help yourself, your family, and also your community during urgent times.*

***Here are few things that previous exhibitors have said about our expos:***

"We had an amazing experience at the 1st Self Reliance expo in Salt Lake City, Utah. Ron and the NSRO were easy to work with, and we had a great time networking and passing out fliers. We sold thousands of dollars of product, which helped make the trip worth the distance we came. We saw a couple thousand people pass by our booth, and passed out tons of business cards. We also met business owners who may want to carry our products, and that was something we had not expected. All in all, the show was a huge success, and for those contemplating having a table at any future Self Reliance expo, we would say it is a must to be there. Be sure to bring lots of fliers, business cards, and energy. We also plan to be at every Self Reliance expo that Ron Douglas has a part in."

Jeff Gleason, LPC Survival Ltd.

[www.goberkey.com](http://www.goberkey.com)

"We thoroughly enjoyed working Ron and his team. They did a great job and were extremely accommodating of our needs. We considered the expo a solid success and are looking forward to an even bigger and better conference next year!"

Matt, The Ready Store

[www.thereadystore.com](http://www.thereadystore.com)

"I'm so glad that I jumped on board with this expo. Within minutes of arrival the business card holders were nearly empty and I was able to reach a new sector of a market I had never explored before. The booths with product demonstrations and cool things to tinker with got the biggest responses... that's exactly where I am putting my focus on the next expo! The NSRO team and other vendors were a blast to work with, we can't wait to come back!"

Branden Stokes, Aarlatu Media

[www.aarlatu.com](http://www.aarlatu.com)

"The show was fantastic for lead generation. We also ended up networking with companies we would never known existed. We are looking forward to next year."

Hugh Vail, Tomorrow's Harvest

[www.tomorrowsharvest.com](http://www.tomorrowsharvest.com)

"We had a good show. Our product is a great fit. The vendors that participated were, for the most part, very big players in the industry-this is a good thing."

B Payne, Volcano Grills

[www.volcanogrills.com](http://www.volcanogrills.com)

"It was a really terrific expo. The Self-Reliance Organization is very well organized and did a lot of different things to attract a nice, receptive crowd. We had some great conversations with customers and developed some good leads. We also had some great conversations with the other vendors and are planning on combining efforts with a few of them on upcoming projects! Thanks Ron, Dan, and Kim for all of your help and support. You were wonderful to work with!"

Trina Boice, Multi-Pure

[www.multipure.com](http://www.multipure.com)

"The expo was really a good match for us. The attendees at the expo were exactly what we were looking for. The expo was well organized, attracted the right type of people and was extremely productive for us!"

Peter Ransom, Humless

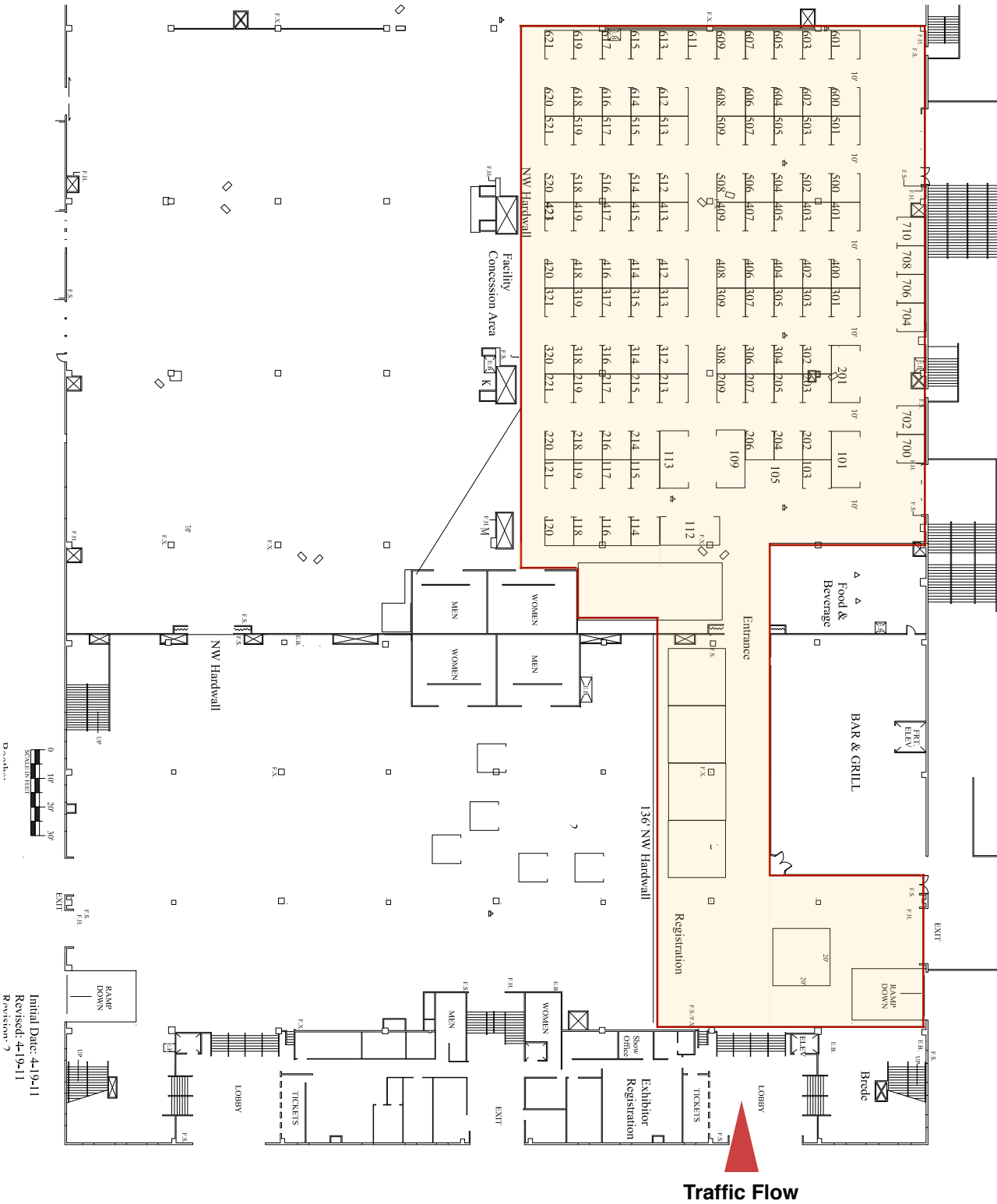
[www.humless.com](http://www.humless.com)



INDEPENDENCE THROUGH HIGHER LEARNING

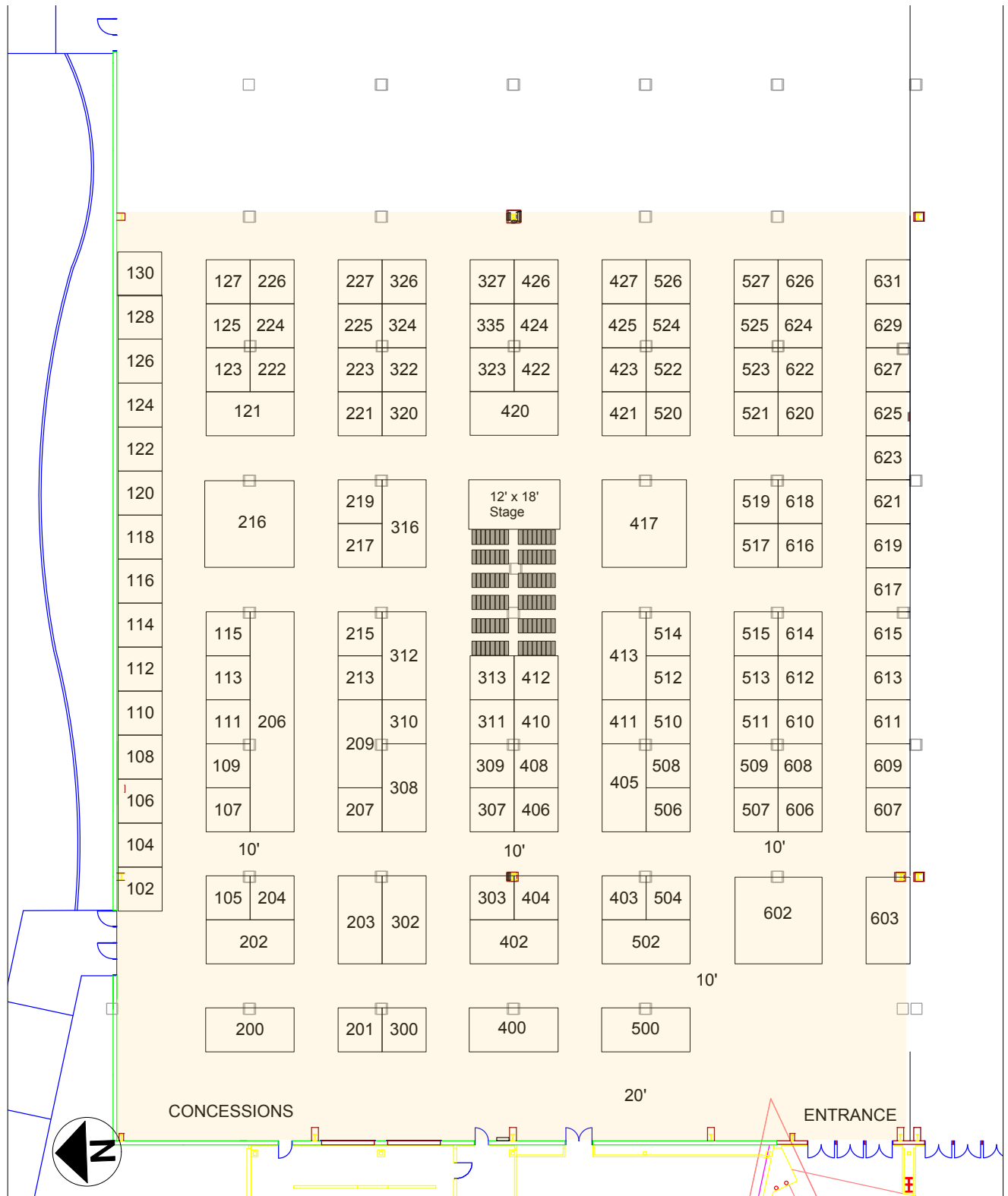
# DENVER EXPO FLOOR MAP

Self Reliance Expo  
September 16& 17, 2011  
National Western Complex, Hall of Education & Expo Hall  
Denver, Colorado



Initial Date: 4-19-11  
Revised: 4-19-11  
Revision: 7

# SALT LAKE CITY EXPO FLOOR MAP



**Office:** 303-586-1258

**FAX TO:** 303-997-1062

Or Mail to:

**NSRO**  
**4853 Barn Owl Dr.**  
**Frederick CO 80504**

**September 16-17, 2011**  
**National Western Complex**

• We are not responsible for errors and omissions in show guides

**1. Company Name** \_\_\_\_\_ **Cust.#** \_\_\_\_\_  
**Contact** \_\_\_\_\_ **Title** \_\_\_\_\_  
**Email Address** \_\_\_\_\_  
**Address** \_\_\_\_\_  
**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_  
**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_ **Cell** \_\_\_\_\_  
**Web Address** \_\_\_\_\_

**2. EXHIBIT SPACE**

1st Choice \_\_\_\_\_  
 BOOTH \_\_\_\_\_ SIZE \_\_\_\_\_  
 2nd Choice \_\_\_\_\_  
 BOOTH \_\_\_\_\_ SIZE \_\_\_\_\_

10'x10' =	100 sq. ft.	\$ 999	\$ _____
10'x20' =	200sq. ft.	\$ 1,698	\$ _____
10'x20' = (endcap)	200 sq. ft.	\$ 1,850	\$ _____
20'x20' =	400 sq. ft.	\$ 2,500	\$ _____
20'x20' = (island)	400 sq. ft.	\$ 2,700	\$ _____
PREMIUM BOOTH LOCATION +20%			\$ _____
CORNER FEE (+\$100 Corner)			\$ _____
MARKETING OPPORTUNITIES			\$ _____
TOTAL COST OF SPACE			\$ _____

**ADDED MARKETING OPPORTUNITIES**

20 Amp Electric \_\_\_\_\_ \$79      LOGO ID ON FLOORPLAN \_\_\_\_\_ \$150  
 PRESS KIT INSERT \_\_\_\_\_ \$150      THANK YOU EMAIL BLAST \_\_\_\_\_ \$200

**3. PRODUCT DISPLAYED**

We will exhibit the following products and/or services  
 (Only the products that are listed below may be exhibited and must have Show Management approval)

**4. PAYMENT**

CASH \$ \_\_\_\_\_  
 OR  
 CHARGE TO MY \_\_\_\_\_ VISA \_\_\_\_\_ MASTERCARD \_\_\_\_\_ AMEX \$ \_\_\_\_\_  
 CREDIT CARD ACCOUNT NUMBER: \_\_\_\_\_  
 EXPIRATION DATE \_\_\_\_\_ 3 digit security code \_\_\_\_\_  
 CARD HOLDER'S NAME \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

**5. PAYMENT SCHEDULE**

**Check One:** \_\_\_ I authorize NSRO, LLC to charge above card for full amount. \*ONLY OPTION AFTER JULY 1.  
 \_\_\_ I authorize NSRO, LLC to charge card for 50% down, second half to be charged no later than August 1, 2011

I/We hereby apply for exhibit space in the above-named show. If accepted, I/We hereby agree to abide by show terms, conditions and regulations printed on the reverse side of this form.

**6. Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

Terms and Conditions on Reverse Side →

#### 1. EXHIBITOR COVENANTS

- a) The Exhibitor agrees to (i) obey all laws, by-laws, ordinances and regulations governing use of the facility and operation of the Show, (ii) abide by the rules and regulations of the city, fire and police departments and of any other government or regulatory body having authority to regulate the facility and the Show, and (iii) obey all laws, including those pertaining to health and safety, consumer protection and protection of visitors to the Show.
- b) The Exhibitor agrees to abide by all rules and regulations governing the Show established from time to time by NSRO, LLC, including rules and regulations set forth in the Exhibitor Manual.
- c) The Exhibitor agrees to observe, to the extent applicable, all union contracts and labor relations agreements in force (i) between NSRO and contractors that are providing services to the facility, and (ii) governing companies operating in the facility in which the Show is taking place.
- d) The Exhibitor agrees to obtain, at its own expense, any licenses or permits which are required for the operation of its trade or business during the term of the Show and to pay all taxes, including all applicable sales taxes, of any nature or kind that may be levied against it as a result of the operation of its trade or business in its contracted space.
- e) The Exhibitor agrees not to conduct or be associated with any promotional contests held at or in connection with the Show unless (i) the Exhibitor satisfies NSRO, LLC that the Contest is being operated in accordance with applicable law; and (ii) the prior written consent of NSRO, LLC is obtained.
- f) The playing, performing, reproduction, broadcasting or other use at the Show of any music, materials, devices, processes and dramatic rights that is the subject of any third party copyright, trademark, industrial design, patent or any other intellectual property right, by the Exhibitor or its agents, representatives or employees is prohibited without the express written consent of NSRO, LLC. The Exhibitor agrees to indemnify and save harmless NSRO, LLC and the facility ( and any of their respective officers, directors, employees, insurers, agents, representatives and those for whom the Exhibitor is responsible in law) against any and all claims, losses, liabilities and damages (including legal fees and expenses) costs and charges arising from or as a result of any unauthorized use of any Work by the Exhibitor, its agents, representatives, employees and those for whom the Exhibitor is responsible in law.
- g) The Exhibitor agrees to occupy the contracted exhibit space during Show hours and to sell, promote or advertise only the products and services described in this license agreement.

#### 2. NSRO RIGHTS

- a) NSRO, LLC reserves the right, in its sole and unfettered discretion to: (i) determine the eligibility of Exhibitors and exhibits for the Show, (ii) reject or prohibit exhibits or Exhibitors which NSRO considers objectionable, inappropriate, disruptive, or offensive to NSRO, other Exhibitors or Show attendees; (iii) change or modify the layout of the Show and/or relocate exhibits or Exhibitors; (iv) cancel, in whole or in part, the Show due to an event of force majeure; or (v) change the date, location and duration of the Show without any liability to NSRO.
- b) NSRO, LLC shall have the right to establish and amend or modify any regulations governing use of the facility and the Show.

#### 3. ASSIGNMENT AND SUBLETTING

The Exhibitor shall not assign any rights or sublet space under this license agreement without the prior written permission of NSRO, LLC, which permission may be withheld in NSRO sole discretion.

#### 4. INDEMNIFICATION

The Exhibitor agrees to indemnify and hold harmless NSRO LLC and the facility, their respective officers, directors, agents, representatives and employees, against all claims, losses, liability, damages (including legal fees and expenses), costs and charges of every kind resulting from (i) its occupancy of the exhibit space and/or its environs, (ii) the use of equipment or devices furnished to or used by the Exhibitor or other persons in connection with the Show, and (iii) personal injuries, death, property damages or any other damage sustained by the Exhibitor, NSRO LLC, the facility, Show sponsors or a visitor to the Show and their respective directors, officers, agents, representatives and employees or those for whom the Exhibitor is responsible in law.

#### 5. LIABILITY AND INSURANCE

- a) The Exhibitor shall obtain and maintain at its own expense a comprehensive general liability and all risk property insurance policy acceptable to NSRO LLC for the period commencing on the first move-in date and terminating on the last move-out date. The policy shall name NSRO as loss insured and insure the Exhibitor against all claims of any kind arising from or in any way connected with the Exhibitor's presence or operations at the Show. The policy shall provide coverage of at least \$1,000,000 for each separate occurrence. At the request of NSRO, the Exhibitor shall provide NSRO with a copy of such policy.
- b) The Exhibitor is responsible to insure its own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident or other cause and accepts all risks associated with the use of the exhibit space and its environs. The Exhibitor shall not make any claim or demand or take any legal action, whatsoever, against NSRO, the Show sponsors, or the facility in which the Show is held, for any loss, damage or injury howsoever caused, to the Exhibitor, its officers, directors, agents, representatives, and employees or their respective property.

- c) Neither NSRO LLC nor the facility will assume liability for loss for damage through any cause, of equipment, products, goods, exhibits or other materials owned, rented or leased by the Exhibitor.

#### 6. BOOTH DISPLAY

- a) All exhibits require full floor covering. Booth construction and signage must be exhibited in accordance to the rules and regulations pertaining to the Exhibitor's booth type and as outlined in the Exhibitor Manual.
  - Signs in linear booths may not exceed the 8 ft. height of the pipe & drape.
  - Signs must be one-sided, and not face into another exhibitor's booth.
  - No handwritten signs are allowed – use professional signs only.
- b) The Exhibitor agrees that no display will be dismantled or goods removed during the term of the Show, but will remain intact until the end of the final closing hour on the last Show day. The Exhibitor also agrees to remove its display and equipment from the Show site by the final move-out day, and in the event of a failure to do so, or failure to return the allocated space to the same condition as at the move-in date, the Exhibitor agrees to pay for any additional costs and expenses incurred by the NSRO.

#### 7. CANCELLATION AND TERMINATION

- a) The Exhibitor shall have the right to cancel this license agreement by notice in writing to be delivered to the NSRO no later than sixty (60) days preceding the opening date of the Show. All deposits received by the NSRO up to the date of notice of cancellation are non-refundable and non-transferable. In the event that the Exhibitor (i) notifies the NSRO less than sixty (60) days preceding the opening date of the Show that it wishes to cancel this license agreement; or (ii) fails to make payments in accordance with the payment schedule set out herein; or (iii) except as otherwise permitted herein, fails to appear at the Show, the NSRO reserves the right to (iv) cancel this license agreement without notice and all rights of the Exhibitor hereunder shall cease and terminate; (v) retain any payment made by the Exhibitor as liquidated damages (and not as a penalty) for breach of this license agreement; (vi) re-rent the said space; and (vii) bring action against the Exhibitor for payment of the full cost of the space originally licensed from the NSRO.
- b) If the Exhibitor violates or breaches any other terms or conditions of this license agreement, all payments made by the Exhibitor and all amounts due to the NSRO shall be deemed earned by the NSRO and all deposits received shall be non-refundable and non-transferable. In the event of any violation or breach of the terms and conditions of this license agreement. The NSRO shall have the right to immediately occupy the space of the violating and/or breaching Exhibitor and utilize it in any manner as the NSRO deems appropriate including, but not limited to, re-licensing its use to another exhibitor. The Exhibitor shall not be entitled to any offset or mitigation of the amount due under this license agreement as a result of the use of or payment for the space by another exhibitor in the Show.
- c) Each covenant by the Exhibitor contained herein is material and of the essence of this license agreement and violation of any term or condition hereof by the Exhibitor shall be a default of the entire agreement entitling the NSRO to immediately and without notice revoke the privileges granted to the Exhibitor and take possession of the space of the defaulting Exhibitor. Any such revocation of the license granted herein shall be without prejudice by the NSRO to make any claim for damages or enforcement of the payment of any amounts due pursuant to the terms hereof.

#### 8. FORCE MAJEURE

In the event that (i) the facility in which the Show is to be held or is held is destroyed or becomes unavailable for occupancy (ii) the NSRO is unable to permit the Exhibitor to occupy the facility or the space, or (iii) if the Show is cancelled or curtailed, for any reasons beyond the control of the NSRO, including but not limited to, casualty, explosion, fire, lightning, flood, weather, epidemic, earthquake or other Acts of God, acts of public enemies, riots, or civil disturbances, strike, lockout or boycott, the NSRO will not be responsible for any loss of business, loss of profits, consequential or special damages or expenses of whatever nature that the Exhibitor may suffer.

#### 9. MISCELLANEOUS

- Waiver by the NSRO of any breach of any term or provision of this license agreement by the Exhibitor shall not be deemed a waiver of any subsequent breach of the same or any other provision hereof.
- b) No alterations or variations of the terms of this license agreement shall be valid unless made in writing and signed by each of the parties hereto.
  - c) This license agreement shall be governed by and construed in accordance with the laws of the governing jurisdiction in which the Show is held.