



romanian american
chamber of commerce

The GO USA! Roadshow 2010:

*How to Succeed in Business in
the USA*

**Exhibitor
Opportunities**



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About the RACC

The Romanian American Chamber of Commerce (RACC™) is the oldest bilateral trade association dedicated to the development of prosperous business relationships between Romania and the United States.

The RACC promotes trade and investment between the United States and Romania and supports its members' business objectives by holding monthly events at which prominent political and business leaders from both countries address bilateral concerns. We also sponsor periodic seminars and conferences concerning business and legal issues or to highlight industry-specific business opportunities. The RACC has its own television program seen on over 300 stations throughout the United States. We sponsor industry-specific trade and investment missions to Romania, as well as host Romanian business delegations in visits to the United States. We issue fax alerts and e-mails to keep members informed of current issues and to facilitate business development.

We encourage you to participate in our signature event as an exhibitor. Participants welcome the opportunity to learn about your product or service and appreciate your support of US-Romanian bilateral trade and investment!

GO USA! Roadshow 2010: How to Succeed in Business in the USA

October 27 - October 28, 2010: Bucharest, Romania

This two-day conference, convening in Bucharest and with live webcasts and participant interaction available at satellite venues located throughout Romania, offers critical guidance to Romanian companies and entrepreneurs on how to open offices, begin operations, and distribute products in the United States.

During the plenary session on the first day, attendees can take advantage of panel discussions that educate and provide strategies, technical know-how, and tips in the areas of office opening, commencement of operations, marketing, distribution, financing, business partnering, visa options, international tax planning, and more.

The second day of the conference features a mini "boot camp" where participants – through the use of application activities, case studies and real-life scenarios – can learn to build their skills and acquire specific direction on how to develop a successful US presence.

Networking opportunities with peers and exhibitors round out RACC's signature event, with attendance anticipated to top 200 participants.



Exhibitor Information

The RACC is pleased to offer vendors and suppliers the opportunity to participate as a sponsor and/or exhibitor at our signature event – the **GO USA! Roadshow 2010**.

This national conference gives our exhibitors an exciting opportunity to interact with more than 200 participants. Conference organizers have planned activities and events that are exclusive to the exhibit hall, which is located next to the area where the conference proceedings are taking place. This arrangement will enable attendees to keep returning to the area. Activities include refreshment breaks, scheduled time to visit the exhibits and a cocktail reception in the exhibit hall.

Exhibitor List

Per 8' x 10' booth, exhibitors will receive:

- Electronic database with list of attendees.
- One skirted and draped table and two chairs.
- Two exhibitor badges.
- One electrical outlet.
- Company name, contact name, address, phone and fax numbers, email address, booth number, and company description listed in conference program.
- Listing on the conference website.
- Participant list for further marketing opportunities.
- Complimentary attendance at all conference sessions.

You will need to provide your own wireless internet service, if needed.

Your exhibit fee also includes all group meals for up to **TWO** representatives along with an opportunity to join in on the conference sessions when not exhibiting.

There is a \$150 per person fee for additional representatives over two – maximum four people per exhibit.

Raffle Prizes – An Additional Marketing Opportunity!

Exhibitors are encouraged to offer a raffle prize at their booth. Quality prizes attract customers to your exhibit and allow for additional marketing opportunities. Names will be drawn by you and announced at the conclusion of each day.

Tentative Exhibitor Agenda

Tuesday, October 26 (Venue TBD):

12:00 – 4:30pm Exhibitor Setup

Wednesday, October 27 (Venue TBD):

7:30am Exhibit Floor Opens

5:00pm Exhibit Floor Closes

5:30-6:30pm Cocktails with all Exhibitors

Thursday, October 28 (Bucharest Hub):

7:30am Exhibit Floor Opens

5:00pm Exhibit Floor Closes

6:15pm Breakdown Exhibits

By providing your exhibitor staff names on the enclosed Exhibitor letter of Commitment, you will not need to fill out a conference registration form. However, you will need to make your own hotel reservations when the conference brochure becomes available.

Please review the exhibit floor plan and provide your first, second, and third choice exhibit location on the enclosed Exhibitor Letter of Commitment. Booths are assigned on a first come, first served basis (by date and time received). The RACC cannot be responsible if your booth is near a competitor. The RACC has the authority to reassign booths as necessary. Further information will be sent with your confirmation.

This schedule is subject to change. Confirmation email will be sent with booth number and exhibit hours prior to the conference.



***GO USA! Roadshow 2010
Exhibitor Floor Plan
(Venue TBD)***

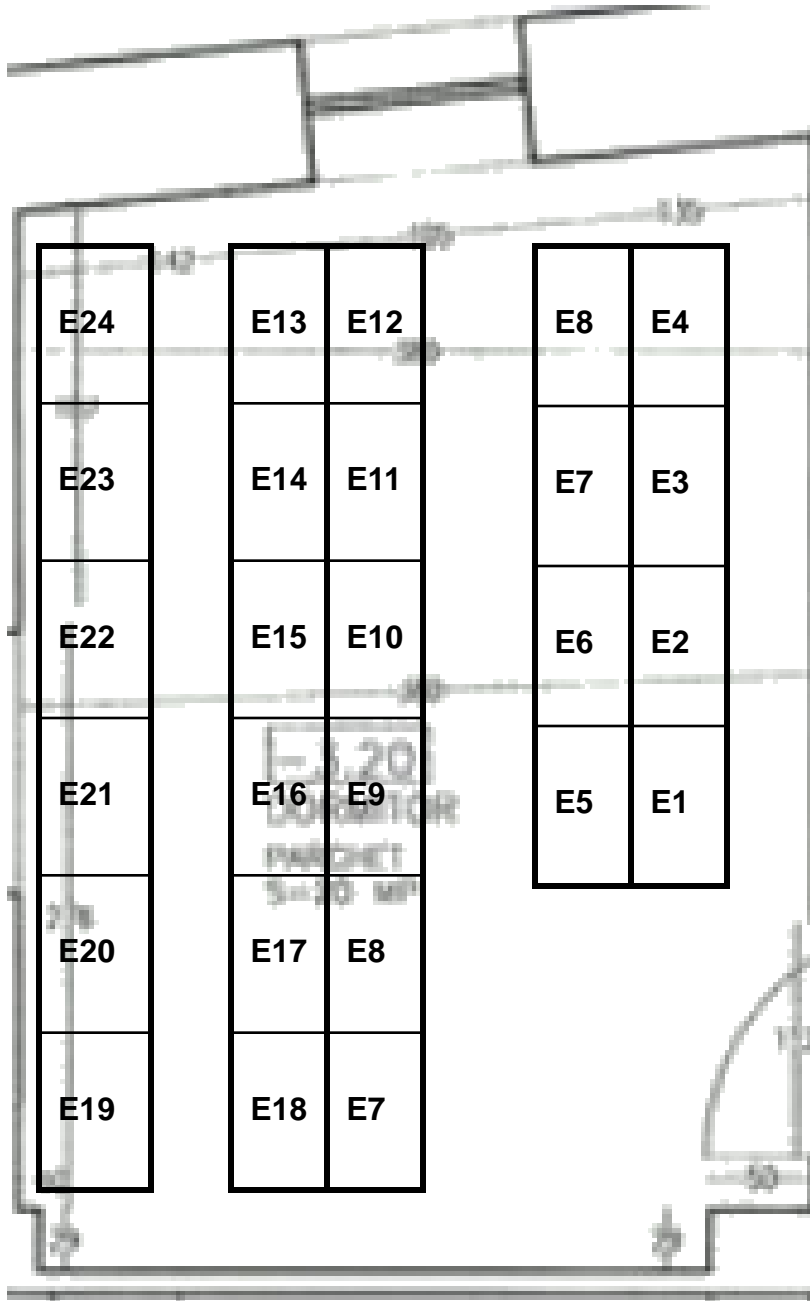
[Under Construction]



GO USA! Roadshow 2010

Exhibitor Floor Plan

Bucharest Hub (Boot Camp)





GO USA! Roadshow 2010 Rules & Regulations

Default Occupancy – Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental price for such space. The RACC shall have the right to use such spaces as it sees fit to eliminate empty space in the exhibit area, provided such booth space is not occupied by 4:30pm on October 26, 2010.

Cancellation of Exhibit Space – It is understood that there will be no refund of the exhibitor fee if the contract is cancelled after August 31, 2010. Cancellation prior to that date requires payment of 25% of the exhibit fee.

Insurance – Exhibitors shall indemnify and hold harmless the RACC, its authorized agents, and the Saratoga Hilton from all liability for:

- Damage or loss resulting from fire, theft, accident, or other causes.
- Any injury that may occur to show visitors, exhibitors, their agents, employees, or others. Each exhibitor should secure insurance at his/her own expense.

Fire, Safety, Health – Exhibitors must assume full responsibility for compliance with local, city, and county ordinances and regulations covering fire, safety, and health.

a) Table coverings and booth equipment must be non-flammable material. All decorative materials must be fire resistant and in accordance with the standards established by the US National Board of Fire Underwriters. Certificates attesting that all materials referred to herein have been flame-proofed must be notarized and submitted upon request. Flame-proofing, which is not in accordance with the applicable codes, is a violation and unacceptable.

b) All exhibit equipment and materials must be contained within the booth and protected with adequate safeguards to pose no danger to other exhibitors or participants.

c) Exhibits which produce high noise levels or produce offensive odors will not be permitted.

Housekeeping – Each exhibitor is responsible for the cleanliness of his/her exhibit area and shall properly dispose of any garbage or waste resulting from the exhibit.

SETUP AND DISMANTLING

Installation Date – Exhibitors may start installing displays on Tuesday, October 26, 2010 at noon. All exhibitors must be completed and in place by 4:30pm. If displays or equipment are received late, the exhibitor will be required to wait for installation until after 6:30pm on October 26.

Dismantling Date – Dismantling of exhibits will begin on Thursday, October 28, 2010 at 6:15pm. Exhibits may not be dismantled prior to this time; loading dock doors will not open until 6:15pm. All exhibits must be packed at the close of the show and removed from the conference venue no later than 8:30pm, October 28, 2010. Freight not removed by 8:30pm will be transferred out of the site at the expense of the exhibitor.

Number of Exhibitors – No more than 4 exhibitor representatives per booth will be allowed at one time; no exceptions will be made. There is a \$150 per person fee for the 3rd and 4th person in a booth to cover group meal expenses.

Protection on Building – Nothing should be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Whatever is necessary to properly protect the building, equipment, or furniture will be at exhibitor's expense. Exhibitors are liable for any damage they cause.

Plastic on Floor Surfaces – Plastic sheeting must be placed under all machinery or displays containing oil or other substances which may leak onto the floor surface. Please bring this with you.

Size – The sides of the display must not exceed the height of the side curtain (3 feet) except in those instances where side support is deemed necessary for support of the back of the display. It will be the responsibility of the exhibitor to ensure that his/her display is aesthetically finished on all sides visible to the public.

Obstructions – In no case must any decoration or fixture interfere or block another exhibit. The RACC has the right to move any obstructions.

Appearance – All displays should look professional so as not to detract from the overall appearance of the exhibition.

Registration of Visitors – Show management shall have sole control over admission policies at all times. All personnel visiting the convention and exhibition, as well as exhibitor personnel, shall be required to register and wear an appropriate badge while in attendance. Company employees who are not registered at the conference or exhibition may not walk the exhibit floors.

Distribution of Promotional Items – Promotional items such as novelty gifts, brochures & invitations must be distributed at an authorized exhibit booth. No distribution will be permitted via the hotel or unauthorized exhibit space.

Conference Mailing List – The RACC's conference mailing lists will be distributed only to exhibiting vendors and/or sponsoring an event at the conference. Mailing lists will be available two weeks prior to the conference. After the conference, a final participant list with addresses will be available to all exhibitors.

Vendor Parties – The RACC will assist with the arrangement of vendor parties only if the vendor is exhibiting or sponsoring an event. The RACC encourages vendors to host their parties during times when RACC events are not being held. Costs for such events are the sole responsibility of the vendor.



GO USA! Roadshow 2010 Exhibitor Categories

	Category A Save by exhibiting at <u><i>BOTH</i></u> the Plenary session and Boot Camp.	Category B Exhibiting at the Plenary session <u><i>ONLY</i></u>	Category C Exhibiting at the Boot Camp <u><i>ONLY</i></u>
Member	\$1,000 – Save \$200!	\$600	\$600
Non-Member	\$1,350 – Save \$150!	\$750	\$750
Deadline for Exhibitor Commitment	August 31, 2010	August 31, 2010	August 31, 2010
Deadline for Payment	August 31, 2010	August 31, 2010	August 31, 2010

Why Not Consider Becoming an RACC Member?

Now is the perfect time to become a member of the RACC. One of the immediate benefits is the opportunity for you to take advantage of the substantial “members’ only” discounts.

The membership of the RACC is made up of businesses, organizations, and individuals currently involved in or seeking business relationships in the Romanian-American marketplace.

The RACC’s mission is to ensure that all members realize tangible benefits from their involvement in the chamber’s activities. Our members are encouraged to work with RACC executive staff on one of our nine committees to create programs, initiatives, and benefits that members are seeking. The RACC community is a powerful vehicle to create limitless opportunity for your business, based on our members’ suggestions.

The RACC provides opportunities to members for:

Direct Assistance: The RACC offers members direct assistance through its Custom member Services program. In house and outsourced professional services ensure your business needs are met with comprehensive service.

Business Opportunity: RACC events and programs give members the venues and opportunity to network and build business contacts. The RACC™ also co-sponsors events and informs members on opportunities best suited to their objectives.

Economic Development: RACC members are able to participate in special initiatives and programs targeting economic development in specific areas and industries in Romania, such as tourism and technology.

Advocacy: The RACC listens to its membership about the issues that matter most to their business success, and conducts meetings, programs, and initiatives with key political leaders.

Influence: RACC members participate in our member-led committees, enabling them to directly impact the activities of the chamber and the benefits of their membership.

Visibility: Through RACC event sponsorship, program participation, and contribution to publications, members are able to vastly expand visibility for their businesses.

Savings on Programs: RACC members receive discounts on RACC services, events, publications, as well as events and programs of affiliate groups and organizations.

To join, contact Jay McCrensky, Executive Director, at +1 (240) 235-6060 or visit our website at www.racc.ro and click on the Membership tab.

