

**INDIANAPOLIS, IN
SEPT 17-19, 2017**

2017
EXHIBIT PROSPECTUS



THE 57th ANNUAL RSSI C&S EXHIBITION

IN CONJUNCTION WITH RAILWAY INTERCHANGE 2017

Railway Systems Suppliers, Inc. in partnership with AREMA, RSI and REMSA invite you to participate in the 2017 Railway Interchange Conference and Exhibition being held **September 17-19 at the Indianapolis Convention Center in Indianapolis, IN.**

In an effort to increase the value for our exhibitors, RSSI, REMSA and RSI have worked together to negotiate reduced pricing for the exhibit booth spaces for the 2017 exhibition.

The 2017 Exhibition and Conference will once again be the largest railroad exhibition being held in North America. AREMA will also be holding its annual technical conferences and seminars as part of the Conference and Exhibition. Separate registration for the exhibits and the AREMA conferences will be required.

Booth Reservations

In order to make the booth reservation process more efficient, RSSI will accept booth reservations via phone, (904) 379-3366, utilizing **the schedule below. All RSSI member company voting and exhibit representatives will be contacted the week of October 11, 2016 by e-mail with their appointment timeframe.**

- **Monday, October 17, 2016 10:00am-1:00pm** - Companies that have been Active (exhibiting) members of RSSI for 10 consecutive years or more
- **Monday, October 17, 2016 1:00pm-3:00pm** - Companies that have been Active (exhibiting) members of RSSI for less than 10 consecutive years
- **Tuesday, October 18, 2016 10:00am-3:00pm** - All Associate and New Member Companies

Active Members are Member Companies who have exhibited in at least three of the last five years

Associate Members are Member Companies that have not exhibited in at least three of the last five years

2017 Railway Interchange RSSI Exhibition Schedule

Saturday, Sept. 16th:

RSSI Hospitality Suite (Marriott)	7:00 PM to 10:00 PM
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Sunday, Sept. 17th:

Exhibition Open	1:00 PM to 5:00 PM
Reception	3:30 PM to 5:00 PM
RSSI Hospitality Suite (Marriott)	7:00 PM to 10:00 PM

Monday, Sept. 18th:

Exhibition Open	10:00 AM to 6:00 PM
Lunch provided	
Annual Meeting	2:00 PM to 3:00 PM
Reception	4:30 PM to 6:00 PM
RSSI Hospitality Suite (Marriott)	7:00 PM to 10:00 PM

Tuesday, Sept 19th:

Exhibition Open	8:00 AM to 3:00 PM
Breakfast & Lunch provided	



EXHIBIT & BOOTH INFORMATION

Exhibit Space Rates RSSI Members			
#10'x10' Booths	Booth Size in ft²	Price Per ft² (USD)	Total Booth Price (USD)
1	100	\$20.00	\$2,000
2	200	\$20.00	\$4,000
3	300	\$20.00	\$6,000
4	400	\$20.00	\$8,000
5	500	\$20.00	\$10,000
6-11	600-1,100	\$17.50	\$10,500+
12+	1,200+	\$15.00	\$18,000+
Exhibit Space Rates Non-RSSI Members			
1+	100+	\$35.50	\$3,550+

Exhibition Location:

Indianapolis Convention Center, RSSI Exhibit Area Halls D & E and a portion of F.

Exhibit Space:

- Exhibit spaces are sold in 10' x 10' increments (100 Sq. Ft.) on a sliding scale based on square footage. (see chart)
- 2 Registrations included with each 10x10 sq ft booth, with a max of 30.

Exhibition Dates/Schedule:

Thursday, September 14, 2017

FERN Expo Move-In (RSSI Official Show Contractor)	8:00 AM – 5:00 PM
Large Exhibit Move-In (With written permission from RSSI)	1:00 PM – 5:00 PM

Friday, September 15, 2017

Registration Open	7:30 AM – 5:00 PM
Large Exhibit Move-In (With written permission from RSSI)	8:00 AM – 5:00 PM

Saturday, September 16, 2017

Registration Open	7:00 AM – 5:00 PM
Exhibitor Move-In	8:00 AM – 4:30 PM
RSSI Hospitality Suite (Marriott)	7:00 PM – 10:00 PM

Sunday, September 17, 2017

Registration Open	7:00 AM – 5:00 PM
Exhibits Open	1:00 PM – 5:00 PM
RWI Reception (Exhibit Hall)	3:30 PM – 5:00 PM
RSSI Hospitality Suite (Marriott)	7:00 PM – 10:00 PM

Monday, September 18, 2017

Registration Open	6:45 AM – 6:00 PM
Exhibits Open	10:00 AM – 6:00 PM
RSSI Annual Meeting	2:00 PM – 3:00 PM
RWI Reception (Exhibit Hall)	4:30 PM – 6:00 PM
RSSI Hospitality Suite (Marriott)	7:00 PM – 10:00 PM

Tuesday, September 19, 2017

Registration Open	7:00 AM – 4:00 PM
Exhibits Open	8:00 AM – 3:00 PM
Exhibit Tear Down	3:30 PM – ????

ACCOMMODATIONS

RSSI has arranged hotel accommodations for attendees and exhibitors at the **Indianapolis Marriott Downtown (RSSI Headquarters)**, and the **Westin Indianapolis Hotel**. Hotel reservations may be made through our website beginning in April 2017. As we get closer, we will contact all members with exact date for opening of hotel reservations. A direct link will be provided at www.rssi.org.



Railway Systems Suppliers Policy on Entertainment

Adopted May 17, 2010 for use at Railway Interchange Exhibitions

Dear RSSI Member,

Beginning in the year 2000, RSSI made a number of changes in the operation of the annual exhibit. The results have been positive for both the exhibitors as well as our guests. Our policy maximizes the amount of time the customers are on the exhibit floor and provides common dinners and events that allow our members to socialize with friends and business associates in a relaxed setting.

In 2017 RSSI, as a member of Railway Interchange, will be exhibiting along with the two other associations (REMSA and RSI). In addition, AREMA will be holding their conference and seminars in conjunction with Railway Interchange.

The RSSI format has been overwhelmingly successful as evidenced by the feedback we have received from both customers and exhibitors.

The RSSI Board of Directors has adopted a policy which requires all of our members and their associates to refrain from organized private entertaining of customers during the days of any and all RSSI scheduled functions during the RSSI C&S exhibitions. During RSSI/Railway Interchange exhibitions, RSSI will provide a common hospitality room at the RSSI headquarters hotel for all RSSI member companies and their C&S customers and guests to include activities as well as food and beverage. When RSSI sponsors a common hospitality room, RSSI members are free to hold impromptu dinners with customers between the times the exhibits close and the common hospitality room opens each day. Members are expected to participate in the common hospitality room activities when the hospitality room is open. All private organized entertaining is to be avoided during the times the RSSI common hospitality room is open. NOTE: RSSI member private hospitality rooms are strictly forbidden.

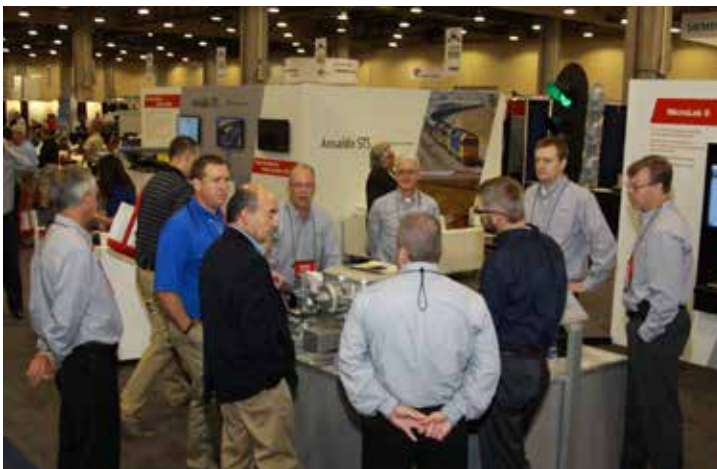
Those years when RSSI does not exhibit in conjunction with Railway Interchange, RSSI will provide hospitality rooms and/or other events that are open to all RSSI members, customers and guests who have registered for the exhibition. During such years, private member hospitality rooms are not permitted and no organized private entertaining is permitted.

The RSSI Board of Directors has consulted with the primary executives and management among our railroad customer base and we have their complete support of this policy. All RSSI members are expected to comply with this policy.

As part of the exhibitor's contract you are required to certify that all representatives and associates of your organization have been notified of the RSSI revised policy on entertainment and will observe and abide by this policy.



PROVEN REASONS TO EXHIBIT



- RSSI has a 57 year history of providing an exhibition venue for railroad/rail transit communication and signal suppliers.
- RSSI provides a venue where ALL railroad, rail transit and government representatives are invited as our guest (at no cost) to attend. This includes participation in all of the meal and social functions that are provided.
- Over 80% of the attendees have the authority or have a decisive influence in the purchasing decisions.
- The majority of attendees find the exhibition as an effective means to keep up to date with technology and stay in-tune to the new products and services which are available.
- Attendees are able to get questions answered in person by the technical representatives of the exhibitors rather than having to pass the question through several layers of corporate hierarchy.
- Railroad and Rail Transit Communication & Signal representatives of every level make attending the RSSI Exhibition a priority.
- Exhibitions serve a variety of purposes for visitors.
- The proven attendance rate over the past nine years provides positive returns for exhibitors.
- RSSI sponsors seminars that are relative to the signal and communication industry. There is no registration fee for Rail and Transit customers to attend these seminars.
- RSSI provides meeting rooms for member companies to hold company meetings, conference calls and forums. RSSI member companies must refrain from meetings and forums that take customers off of the exhibit floor.
- Customers are able to provide immediate feedback on your products.
- Provide recognition of your company name and products
- Locate additional customers through interaction with other exhibitors.
- Launch a new product or service with immediate customer access.



SPONSORSHIPS

Sponsorships at the C&S Exhibition provide your company a way to maximize your brand visibility and raise your corporate profile to the over 9,000 expected exhibition and conference attendees. We've created a wide range of sponsorship options at a variety of price points and event types to fit the budget and needs of your company.

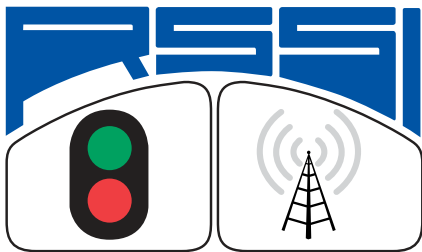
By becoming a sponsor, you will:

1. Introduce your products/services to key railway industry executives and trade media.
2. Enhance your organization's name recognition.
3. Attract current and prospective customers to your booth.
4. Select a sponsorship to match your goals and budget.

RSSI Sponsorship Opportunities

- Banner Signs
- Social Event Bar Signs
- Food Court Bar Signs
- Charging Stations
- Mobile App

There will be an overview of the full RSSI 2017 sponsorship program soon. Visit rss.org/2017-portal/sponsorships.html to keep updated on what is available.



INDIANAPOLIS CONVENTION CENTER



The Indianapolis Convention Center

The ICC is a state-of-the-art convention facility with very few columns to interrupt sightlines. RSSI indoor exhibits will be held in **Exhibit Halls D, E & part of F**. Ceiling heights range from 30 feet (lowest truss) to 85 feet (top of dome) and with a floor load of 350 lbs/square ft. All levels of the convention center are accessible by escalators and elevators.

Exhibit Booth Construction

Booths are constructed of aluminum pipe and cloth drape. Hard-wall exhibit booths and furnishings can be rented at the exhibitor's expense from the official service contractor, FERN.

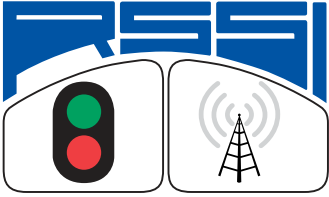
The following is included in the booth rental fee per 100 square feet:

- One 8 foot high aluminum pipe and cloth drape back wall
- Two 3 foot high aluminum pipe and cloth drape side walls
- 7 inch x 44 inch identification booth sign with company name and booth number (white background with black lettering)

Special signage, booth furnishings, carpeting, electricity, internet hookups, compressed air and gas, and cleaning services are not included but are available at an additional fee from the official service contractor or appropriate providers.

Live Floor Plan Will be on the RSSI Website, www.rssi.org, Oct. 17, 2016 at 9:00am EST.





57TH ANNUAL C&S EXHIBITION

EXHIBIT SPACE APPLICATION & CONTRACT



RSSI invites you to participate in the 57th Annual RSSI C&S Exhibit, in conjunction with Railway Interchange being held Sept. 17-19, 2017 at the Indianapolis Convention Center in Indianapolis, IN. The RSSI exhibits will be open free of charge to all US and international railroad, transit, and government agency attendees.

All space and corresponding rental rates will be assigned via telephone conversation with the Railway Systems Suppliers, Inc. office. (904-379-3366)

We authorize Railway Systems Suppliers, Inc. to hold space number (s) _____ For use by the undersigned at the quoted rental of \$ _____

Member Company Name: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

EXHIBIT CONTRACT PROVISIONS

REQUESTS FOR EXHIBIT SPACE:

Requests for exhibit space must be handled in the following manner –

- 1) **PHONE** the RSSI office at (904) 379-3366 to confirm availability of desired space(s) prior to forwarding application and payment. Booth space reservations will be made according to the schedule listed in the 2017 Exhibit Prospectus. Booth sales will continue to be accepted until all spaces are reserved.
- 2) RSSI staff will confirm available space selection in the member company's name pending receipt of contract and payment.
If contract and payment are not received within forty-five (45) days, the space will be released and made available to other members.
- 3) An Exhibitor Service Manual will be available in either a hard copy (binder) or electronic format (downloadable from the RSSI website or via email) by May 1, 2017. Any booth reservation made after May 13, 2017 will not be able to receive a hard copy of the ESM. Please designate your preference:
 - I prefer to receive the Exhibitor Service Manual electronically via e-mail. Please send to the following e-mail address: _____

- Please send the hard copy of the Exhibitor Service Manual to the attention of: _____
Address: _____ City: _____ State: _____ Zip: _____

(Only one (1) Exhibitors Manual will be provided. Unless otherwise indicated above, the Exhibitor Service Manual will be directed to the person whose signature appears on the bottom of this contract.)

- I will download the ESM from the RSSI website.

ASSIGNMENT OF EXHIBIT SPACE:

Assignment of space will be made in the order of requests received per schedule included in the 2017 Exhibit Prospectus. RSSI reserves the right to shift space assignments after the contract has been signed if they find it necessary to do so.

USE OF EXHIBIT SPACE:

- 1) All demonstrations and exhibits must be confined to the Exhibitor's designated area. Exhibiting in any other area not designated by Railway Systems Suppliers, Inc. is not permitted.
- 2) No Exhibitor shall assign, sub-let, or share the whole or any part of the exhibit space allotted.
- 3) Direct selling or taking of orders in the aisles is strictly forbidden. Such activities must be confined to the exhibitors allotted exhibit space.
- 4) Exhibitor agrees to keep the exhibit booth open to customers for the entire advertised exhibit hours, and that the exhibitor will not begin tearing down their booth until notified by a member of the RSSI staff.

PAYMENTS AND CANCELLATIONS:

In applying for space, the Exhibitor must submit the payment in full along with the fully executed Exhibit Space Application and Contract within 45 days of reserving the booth space. In the event of cancellation by the Exhibitor at any time, Railway Systems Suppliers Inc. shall have the right to rent the space to another exhibitor without obligation to return the amount already paid and has the right to retain such amount as liquidated damages.

LIABILITIES:

Space is leased with the understanding that the Exhibitor will hold Railway Systems Suppliers, Inc., Fern Exhibition Services and the Indianapolis Convention Center harmless from any and all liability that may result from any cause whatsoever. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save Railway Systems Suppliers, Inc., Fern Exhibition Services and the Indianapolis Convention Center, it's employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the Exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of Railway Systems Suppliers, Inc., Fern Exhibition Services, or the Indianapolis Convention Center, their employees and agents. In addition, Exhibitor acknowledges that Railway Systems Suppliers, Inc., and/or the Indianapolis Convention Center does not maintain insurance covering Exhibitor's property and that **it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor. A certificate of insurance must be furnished to RSSI at 13133 Professional Drive, Suite 100, Jacksonville, FL 32225 or emailed to rssi@rssi.org 30 days prior to the exhibition. Any company not in compliance may be asked to forfeit their booth space.**

Railway Systems Suppliers, Inc., its agents and employees, will not be liable for failure to hold the Exhibition as scheduled. Payments for booth space will be returned in that event except that any actual expenses incurred in connection with the Exhibition will be deducted if the Exhibition is called off on or after June 30, 2017 because of fire, any act of God, public enemy, strike or epidemic, or any law or regulations of public authority, which makes it impossible or impractical to hold the Exhibition.

EXHIBIT SPACE RENTAL RATES:

All spaces are sold in 10' x 10' square foot increments. Rental fees are based on the square footage of the area selected as follows:

Exhibit Space Rates RSSI Members			
#10'x10' Booths	Booth Size in ft²	Price Per ft² (USD)	Total Booth Price (USD)
1	100	\$20.00	\$2,000
2	200	\$20.00	\$4,000
3	300	\$20.00	\$6,000
4	400	\$20.00	\$8,000
5	500	\$20.00	\$10,000
6-10	600-1,000	\$17.50	\$10,500-\$17,500
12+	1,200+	\$15.00	\$18,000+
Exhibit Space Rates Non-RSSI Members			
1+	100+	\$35.50	\$3,550+



Signature Required



Signature Required

RSSI Policy on Entertainment: As part of the Exhibit Space Application and Contract, I hereby certify that all representatives and associates of the above stated member company have been notified of the RSSI Policy on Entertainment and will observe and abide by this policy.

Member Representative: _____ **Phone Number:** _____

Contract Submitted By _____ **Title** _____
Signature _____ **E-Mail** _____
Phone _____ **Fax** _____

Mail Check Payments and Completed Application to:
Railway Systems Suppliers, Inc.
13133 Professional Drive • Suite 100 • Jacksonville, FL 32225
Phone: 904-379-3366 • Fax: 904-379-3941

**Credit card payments can be made through a secure member login.
Login information will be provided at time of purchase of booth space.**

If you filled out this form electronically, you may email it to rssi@rssi.org.

This Section To Be Completed by the RSSI Office:

RECORD OF PAYMENT:
Check or Confirmation # _____ Payment Amount: _____
Date Deposit Accepted: _____ Accepted By: _____