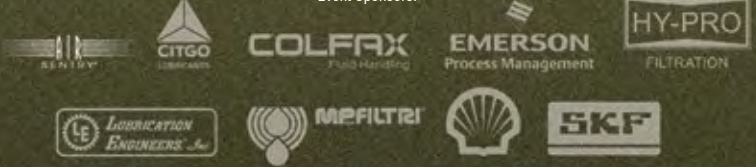


Gear Up!



Noria's 14th Annual Conference & Exhibition
RELIABLEPLANT 2013
April 16th-18th Columbus, Ohio

Event Sponsors:



Marching Orders
from Command Central!

Rally your troops and enlist in **RELIABLE PLANT 2013**

April 16-18, 2013
Greater Columbus Convention Center
Columbus, Ohio
conference.reliableplant.com



Your mission, should you choose to accept it, is to exhibit at the 2013 RELIABLE PLANT Conference and Exhibition. RELIABLE PLANT has served as the premier global event for lubrication, oil analysis and reliability for an unwavering 14 years. There's no time like the present to promote your company, develop leads, cultivate business and connect with industry professionals who want to purchase your products and services.

This year's event will connect you and your customers like never before! Exhibiting provides a staging area to engage with industrial professionals seeking to improve the productivity, performance and reliability of their plants. As an exhibitor, your organization will receive an arsenal of opportunities to forge customer relationships, launch new products and services, enter new markets, network with colleagues and capture valuable sales leads through critical industry exposure. With an exhibit hall featuring state-of-the-art displays and conference sessions promoting solution-driven content, RELIABLE PLANT 2013 is the ideal venue to expand your business.

You fight a daily battle to introduce effective lubrication procedures and proven reliability processes to the market place. Why not let RELIABLE PLANT present you with focused opportunities to showcase your products to qualified customers? You'll find the buyers you're seeking in an exhibit hall that covers a full range of effective, money-saving solutions for plant professionals.

Surrender is not an option! Arm yourself and your troops and demonstrate your company's capabilities at RELIABLE PLANT 2013.

FROM THE TRENCHES

Exhibitor Survey, Reliable Plant 2012

86.7%

of attendees learned something new among the products and services in the exhibit hall



EXHIBITING IS POWERFUL

When it comes to visibility and demonstrating that you are marching forward in the industry, exhibitions fill an essential and critical marketing strategy.

- In order to make an initial, face-to-face visit with a potential customer, companies can expect to incur \$215 with an exhibition lead or \$1,039 without an exhibition lead = meeting a prospective customer **at an exhibition** versus in the field **saves an organization \$824!**
- Research shows that it takes an average of 4.5 sales calls to close a sale without an exhibition lead, and only 3.5 sales calls to close a sale with a lead from an exhibition.
- Exhibitions are valued for their ability to both increase corporate recognition, and gain or protect market share. Specifically, when it comes to closing a sale, fewer sales calls are needed to close a sale with an exhibition lead because events give them a **'foot in the door' with potential customers.**
- **67% strongly agree** that exhibitions increase corporate brand recognition.
- **68% strongly agree** that fewer sales calls are needed to close a sale with an exhibition lead because the potential buyer has met face-to-face with sales/technical staff or has seen an organization's product on the exhibition floor.
- **58% of exhibition attendees have purchasing authority** of one or more products or services exhibited.

Reference Source: Center for Exhibition Industry Research (CEIR)

PLAN OF ATTACK

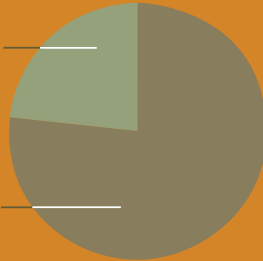
- Review the Exhibit Hall floor plan
- Select your preferred booth space
- Complete and submit the Exhibit Space Agreement

**Prime booth locations go fast –
reserve your exhibition space now!**

WHO ATTENDS

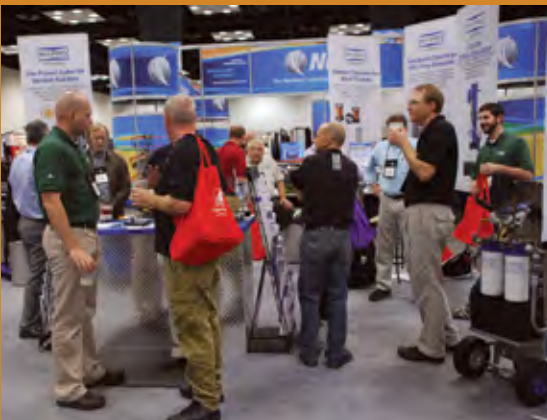
26% Plant and Corporate Management

74% Maintenance and Reliability Professionals/Management



WHY THEY ATTEND

- Acquire answers and ideas to address specific needs
- See new products and developments in the exhibition
- Visit specific exhibiting companies



PURCHASING POWER

RELIABLE PLANT is your best opportunity to find new customers and expand your business arsenal. General exhibition research shows that:

- The cost to close a sale is reduced by 32% at a trade show.
- 77% of qualified attendees at exhibitions represent new customers.
- 72% of attendees participate in purchasing decisions.
- 80% estimate spending more than \$50,000 on the displayed products each year.

Reference Sources:

- Center for Exhibition Industry Research (CEIR)

- Power of Exhibitions in the 21st Century;

Center for Exhibition Industry Research (CEIR)

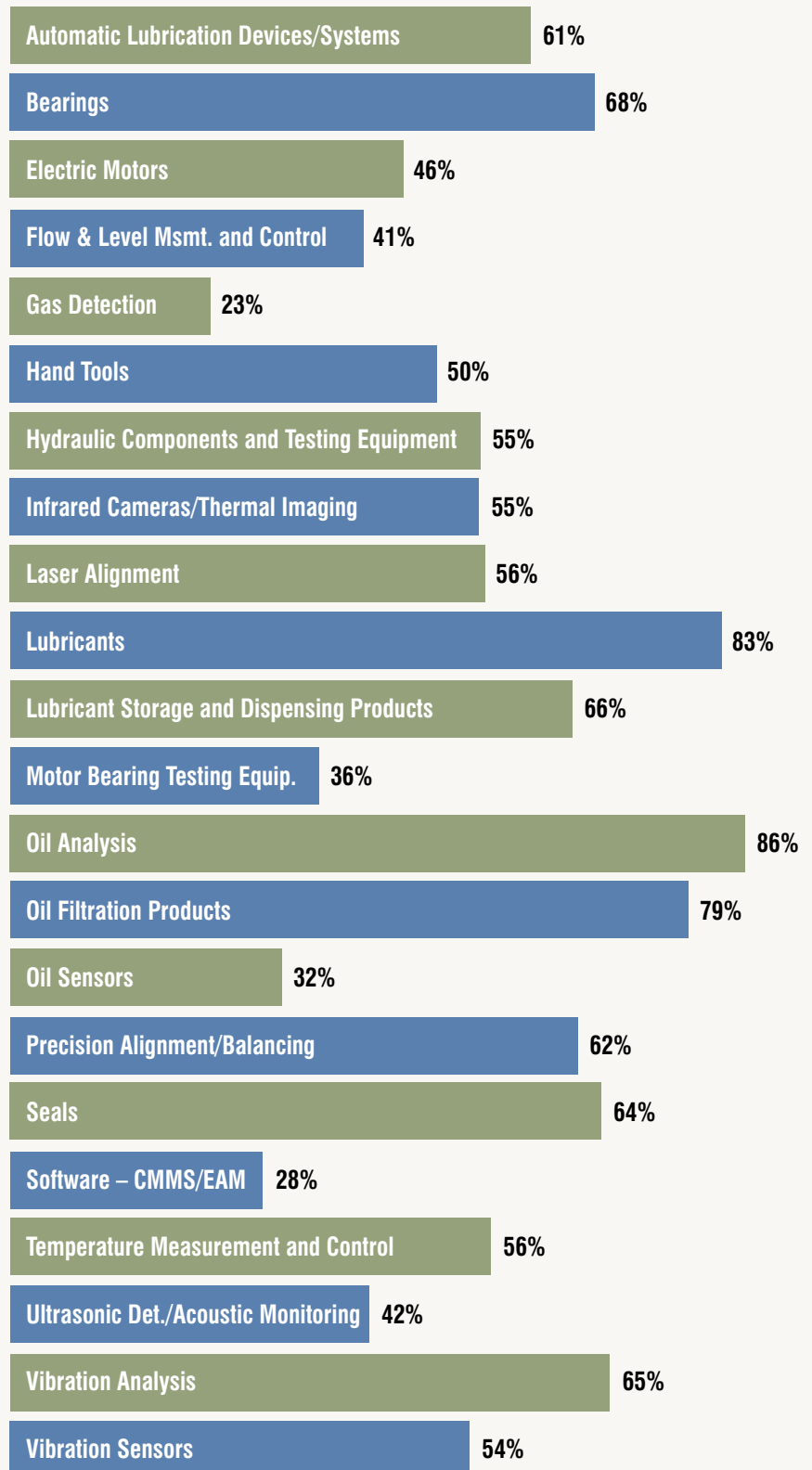
FROM THE TRENCHES

Exhibitor Survey, Reliable Plant 2012

87.2% immediately applied what they learned on the job

WHAT THEY BUY

A comprehensive array of products and services designed to help plant professionals increase productivity, efficiency and uptime are exhibited at RELIABLE PLANT 2013. Attendees buy, specify or recommend the following:





Monday, April 15 8:00 a.m. – 5:00 p.m.
Exhibitor set up

Tuesday, April 16 9:30 a.m. – 6:30 p.m.
Exhibit Hall open

Wednesday, April 17 9:30 a.m. – 6:30 p.m.
Exhibit Hall open

Thursday, April 18 8:50 a.m. – 12:00 p.m.
Exhibit Hall open

12:00 p.m. – 8:00 p.m.
Exhibitor tear down

DELIVERING A QUALITY ATTENDEE

In addition to creating a favorable business environment, RELIABLE PLANT attracts the right visitors. Our extensive marketing efforts focus on increasing awareness about the event and participating sponsors and exhibitors.

- Targeted direct mail campaigns with conference information sent to hundreds of thousands of past and prospective attendees
- Extensive email announcements in conjunction with Noria technical newsletters and ongoing customer communications
- FREE, personalized VIP passes to send to your customers and prospects
- Conference website featuring free exhibitor listings, full details about the technical programs, and registration and travel information – thousands of manufacturing professionals visiting each day
- Advertising and editorials in industry publications promoting the event

COST TO EXHIBIT

| | | |
|-----------|---------|----------------------------|
| 10' x 10' | \$2,195 | Includes 1 delegate pass |
| 10' x 20' | \$4,390 | Includes 2 delegate passes |
| 20' x 20' | \$8,780 | Includes 4 delegate passes |

Booths greater than 400 square feet are priced at \$21.95 sq. ft. and include one (1) delegate pass with each 100 sq. ft. of space purchased.

ADDITIONAL WAYS TO COMMAND CUSTOMERS

Sponsorships

Investing in pre-show and onsite promotions can drive your exhibit results to new heights and can offer unparalleled exposure for your brand through strategic positioning. Choose one of our exclusive packages or let us help you create a customized package to fit your needs, target audience and investment level. New sponsorships have been added for 2013 – refer to the enclosed Sponsorship Overview.

Speaking Opportunities – WE WANT YOU!

Do you have an interesting case study, personal expertise or new idea to contribute to the conference program? Presenting at RELIABLE PLANT provides a number of company and individual benefits, such as:

- Supporting your exhibit with added coverage in conference promotional brochures
- Establishing you and your company as an expert for increased status and credibility
- Conveying to attendees that your company is a leader in the field

Any individual or company may submit non-commercial abstracts for program committee consideration to Editor-in-Chief Jason Sowards: jsowards@noria.com
by December 15, 2012.

Print and Web Advertising

Noria's popular magazines, websites and e-newsletters are ideal vehicles for your show-related advertising and product promotions. Cost-effective packages are available to accommodate every budget.

FREE Exhibition Guest Passes

As an exhibitor, you're provided with an unlimited supply of FREE VIP show passes, customized with "Compliments of (your company)" for distribution to customers and prospects before the show. Believe in the power of multiplication – do your part to increase exhibit hall traffic and distribute the VIP passes.

CALL IN THE RESERVES!

For heightened visibility, why not consider one of the many available sponsorship packages in 2013? Companies that enlist sponsorships and advertising to support their displays see an increase in booth traffic by more than 105%. Whatever your desired level of investment, RELIABLE PLANT offers several options that will fit your company's needs. Sponsorship packages go fast and are sold on a first-come, first-served basis. Review the Sponsorship Overview sheet or visit conference.reliableplant.com for sponsorship availability.

FROM THE TRENCHES

Exhibitor Survey, Reliable Plant 2012

93.8% encountered suppliers who met the needs of their facilities



GEAR UP!

TOP 10 REASONS TO ENGAGE AND EXHIBIT IN 2013

1. Acquire leads and close sales
2. Protect existing customer relationships from "enemy attack"
3. Create allies and forge new customer relationships
4. Take advantage of free pre- and post-event web and print media coverage
5. Conduct meetings with customers and prospects
6. Instantly match customers' needs to your products and capabilities
7. Capture immediate feedback on new products/services in your pipeline
8. Gather critical intelligence and benchmark your company and products with competitors
9. Investigate and test opportunities in new market segments
10. Identify new distributors and partners

2013 ADVISORY COUNCIL

The RELIABLE PLANT Advisory Council is comprised of industry experts who share their knowledge, experience, opinions and time to assure that the annual conference exceeds attendee and exhibitor expectations.

These individuals convene to advise, share fresh perspectives, gauge future trends, evaluate and debate issues, and arrive at a mutual consensus for enhanced programs and strategic approaches. The advisory council is integral to the continued success of the RELIABLE PLANT conference and exhibition.

Jim Fitch, *CEO,*
Noria Corporation

Jason Sowards, *Editor-in-Chief,*
Noria Corporation

Jeremy Wright, *Vice President of Technical Services,*
Noria Corporation

Scott Dunbar, *General Manager,*
Air Sentry

Thomas Hiatt, *Regional Engineer,*
Covance Inc.

Jay Hurt, *President,*
The Hurt Company

Suzy Jamieson, *Executive Director,*
ICML

Greg Livingstone, *Executive Vice President,*
Fluitec

Bill Lyons, *Maintenance Optimization Manager,*
Holcim

Javier Navarro, *Senior Manager Engineering Support,*
Corn Products International

Steffen Nyman, *Corporate Trainer,*
C.C. Jensen

Jerry Putt, *Technical Consultant - Contractor*

Rendela Wenzel, *Consultant Engineer,*
Eli Lilly

Jacqueline White, *Industrial Marketing Manager,*
Shell Lubricants (Sopus Products U.S.)

Dave Wooton, *Consultant Engineer,*
Wooton Consulting

ABOUT NORIA

Noria Corporation was founded in 1997 with the single focus of helping to improve machine reliability through best practice industrial lubrication and oil analysis. Over the past 15 years, our approach has changed how organizations manage and monitor lubricants for maintaining optimum reliability and safety. Our team of reliability experts incorporate a vendor-neutral and unbiased approach among our global customer base.

As the world's leading training and consulting organization in the machinery lubrication and oil

analysis industry, Noria's wide range of practices are disseminated through public, private and online training courses, consulting services, websites, e-newsletters, videos, books and magazines. The depth and quality of our services allow us to establish long-term business relationships with end-users, which enables our exhibitors to reach a highly targeted audience that is qualified to buy their goods and services. Our targeted audience members are maintenance and engineering decision-makers responsible for improving the productivity, performance and reliability of plant

mission-critical mechanical assets - managers, technicians, engineers, planners and specialists whose daily responsibilities include equipment reliability and process management - in a variety of environments.

Each year, Noria hosts the RELIABLE PLANT conference and exhibition which provides the tactical and strategic insights necessary to keep plant equipment running at peak performance. Noria remains the education resource and trusted advisor to the world's leading organizations and Fortune 500 companies.



Earn Your Stripes and Make Your Mark at RELIABLE PLANT 2013

Be a commander, not a recruit. Just a few sponsorships remain for this year's conference, but time is running out. Our sponsorships are customized to target your specific audience and guarantee your recognition and return on investment. With unparalleled onsite exposure for your brand, you'll stand out from the crowd and make the most of your budget.

Current Exhibitors - Upgrade your booth space with a sponsorship package.

New Exhibitors - Book your space and increase your visibility and presence with a sponsorship.

Delegate Luncheon Sponsor

1 Available - \$19,995

Feed the troops! Sponsorship includes a 20' x 20' (400 sq. ft.) booth space, sponsorship recognition within conference materials produced throughout the duration of the event marketing cycle, company logo featured throughout conference and exhibition areas, participation in the official show prize giveaway, sponsorship listing and upgraded listing in the official show program, full page advertisement in the official show program, sponsorship recognition in the exhibit hall floor plan display, sponsor's marketing literature included within delegate registration packets, sponsorship recognition signs for exhibit space, sponsorship badge ribbons for personnel, commemorative plaque presented at the opening general session, and complimentary conference full-delegate registrations for 15.



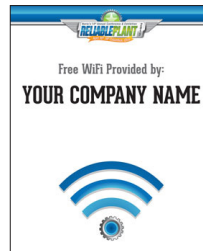
[NEW!]

WiFi Sponsor

1 Available \$19,995

New in 2013! Be a hero and provide WiFi service for all conference attendees over the course of three days!

Sponsorship includes a 20' x 20' (400 sq. ft.) booth space, daily sponsor of WiFi service throughout exhibit hall, pre-function area and conference sessions rooms, company graphic featured on WiFi server agreement page, sponsorship recognition within conference materials produced throughout the duration of the event marketing cycle, company logo featured throughout conference and exhibition areas, company logo recognition on overhead aisle signage, participation in the official show prize giveaway, sponsorship listing and upgraded listing in the official show program, full page advertisement in the official show program, sponsorship recognition in the exhibit hall floor plan display, sponsor's marketing literature included within delegate registration packets, sponsorship recognition signs for exhibit space, sponsorship badge ribbons for personnel, commemorative plaque presented at the opening general session, and complimentary conference full-delegate registrations for 15.



[NEW!]

Hydration Station Sponsor

1 Available \$19,995

New in 2013! Quench the thirst of all conference attendees

over the course of three days! Sponsorship includes a 20' x 20' (400 sq. ft.) booth space, exclusive sponsor of water bottle stations positioned in the exhibit hall, sponsorship recognition within conference materials produced throughout the duration of the event marketing cycle, company logo featured throughout conference and exhibition areas, company logo featured on water bottle labels, participation in the official show prize giveaway, sponsorship listing and upgraded listing in the official show program, full page advertisement in the official show program, sponsorship recognition in the exhibit hall floor plan display, sponsor's marketing literature included within delegate registration packets, sponsorship recognition signs for exhibit space, sponsorship badge ribbons for personnel, commemorative plaque presented at the opening general session, and complimentary conference full-delegate registrations for 15.



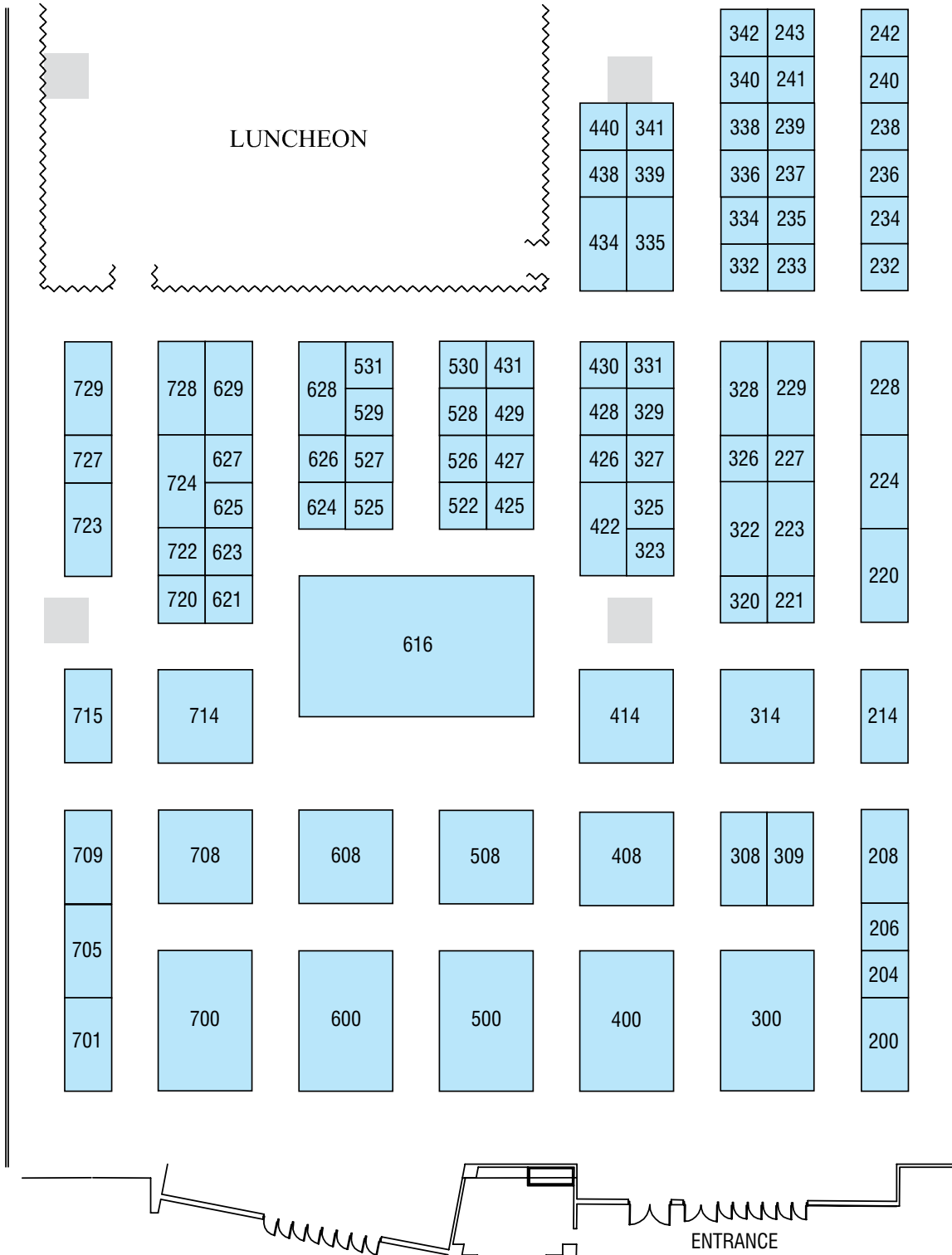
To get started with a sponsorship or for more information, contact:

Tim Davidson
Exhibitor Space Sales

Toll Free: 1-800-597-5460 or 1-918-392-5052
tdavidson@noria.com



GREATER COLUMBUS CONVENTION CENTER • COLUMBUS, OH



2013 Exhibit Space Contract



April 16-18, 2013
Greater Columbus Convention Center • Columbus, Ohio

Exhibitor named below hereby applies for exhibit space at the Reliable Plant 2013 Conference and Exhibition. A non-refundable deposit of 50% of the total purchase is required. Full payment is due on or before February 1, 2013.

COMPANY INFORMATION This information will be used for all promotional purposes.

Name _____
Street Address: _____
City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____
Phone:(_____) _____ Web Address: _____

LOGISTICAL CONTACT This information will be used for event planning purposes.

Name (Please Print): _____ Title/Postion: _____
Telephone: _____ E-mail: _____

EXHIBITOR ACCEPTANCE

I, the duly authorized representative of the exhibiting organization, on behalf of said organization, subscribe to and agree to all the terms, conditions, authorizations and covenants, contained in this Contract for Exhibition Space and Rules and Regulations as stated on the back of this contract. Also, by signing below, I acknowledge that if I have deemed it necessary or desirable, I have raised and obtained satisfactory answers to any questions about the clarity, legibility or readability of this form.

Name (Please Print): _____ Title/Postion: _____
Telephone: _____ E-mail: _____
Signature: _____ Date: _____

EXHIBIT REQUIREMENTS AND PAYMENT METHOD

Exhibit Space:

- 10' x 10' 100 square feet \$2,195
- 10' x 20' 200 square feet \$4,390
- 20' x 20' 400 square feet \$8,780
- 20' x 30' 600 square feet \$13,170
- _____ @ \$21.95 /square foot = _____

Includes one free conference delegate per 100 square feet.

Sponsorships:

Item: _____ Price: \$ _____
Item: _____ Price: \$ _____
Item: _____ Price: \$ _____

We prefer the following locations:

PLEASE INDICATE 3 BOOTH LOCATION PREFERENCES.

1. Booth Number(s): _____
2. Booth Number(s): _____
3. Booth Number(s): _____

Payment Method:

- Invoice
 - Check Payable to Noria Corporation
 - Credit Card - choose one: VISA MC AMEX
- Credit Card Number: _____
Expiration Date: _____
Signature: _____
Name (as it appears on card): _____

For Office Use Only

Date Received: _____ Amount Received: _____ Amount Due: \$ _____
Booth Assigned: _____ Approved By: _____

RULES AND REGULATIONS - Reliable Plant 2013

April 16-18, 2013 • Greater Columbus Convention Center • Columbus, Ohio

- Offer and Acceptance.** Upon signing this 2013 Exhibit Space Agreement, the exhibitor shall be bound by the rules and regulations set forth herein and by any such amendments or additional rules and regulations which may be established by Noria Corporation.
- Arrangements of Exhibits.** Exhibits shall be arranged so as not to obstruct the general view nor hide the exhibits of others. Plans to build displays not in accordance with these Exhibition Rules and the regulations set forth in the Exhibitor Services Manual must be submitted to Noria Corporation before construction is ordered and/or begun. The Exhibitor Services Manual will be supplied to Exhibitor approximately three months before the Exhibition. Exhibitor understands that by signing the 2013 Exhibit Space Agreement form, Exhibitor agrees to be bound by the Exhibitor Services Manual, which shall form part of the Agreement. **Aisles.** All aisles must be clear of exhibits, interviews, demonstrations, and distribution of literature must be made inside Exhibitor's booth. **Carpet.** All Exhibitors must carpet their booths.
- Soliciting.** (i) Exhibitors must limit their activities within the confines of contractual space. Exhibitor activities must be conducted in a manner consistent with non-interference of activities legitimately exercised by other Exhibitors. (ii) The distribution of Exhibitors' products, catalogs, pamphlets, printed material, souvenirs, etc., must be conducted entirely within the Exhibitor's booth space. (iii) No Exhibitor promotional activities will be permitted outside the confines of the Exhibitor's contractual space. Exhibitor is prohibited from taking photographs of other exhibits or other aspects of the show. Exhibitors may photograph only their own booth(s).
- Cancellation or Downsizing.** In the event that the Exhibitor wishes to cancel some or all of its allocated exhibit space, Exhibitor may make such request and Noria Corporation may grant such cancellation, but only with the following understandings: (i) all cancellations must be requested in writing and addressed to Noria Corporation at the address below; (ii) Noria Corporation will not waive any portion of the 50% non-refundable deposit; (iii) if Exhibitor's cancellation is received by Noria Corporation after the contract has become effective but before the final pay date, Exhibitor nevertheless agrees to pay the 50% non-refundable deposit before such cancellation will become effective; (iv) if Noria Corporation receives Exhibitor's cancellation request after the final payment date, Exhibitor nevertheless agrees to pay the full booth rental fee based on the original space requirements before such cancellation will become effective. Noria Corporation assumes no responsibility for having included the name of Exhibitor in the Show program, brochures, news releases, Web site or other materials.
- Force Majeure.** In circumstances where Noria deems it impossible or inadvisable to hold the show or portion thereof at the time and place herein provided, the said Exhibitor shall and does hereby waive any claim for property or damages or compensation, including a return of any amount paid in connection with the show. In such an event, there shall be no further liability on the part of either party. It is further agreed that should the need arise, Noria reserves the right to revise the exhibit hall floor plan and move exhibitors as needed.
- Unoccupied Space.** Any space not occupied by 6:00 P.M. (Monday, April 15, 2013) will be forfeited by the Exhibitor, and this space may be resold and reassigned without refund unless arrangements for delayed occupancy have been approved by Noria Corporation.
- Complimentary Conference Registration.** One complimentary Conference Registration will be allowed for each 100 square feet of exhibit space rented. This entitles one official exhibiting company representative to attend all meal functions and educational events that are included in a delegate registration to the Reliable Plant 2013 three-day conferences. Additional exhibitors registrations of the same level will be available for purchase at a discounted rate. All exhibitors must be registered.
- Remedies.** If Exhibitor fails to make a payment required by this contract in a timely manner, Noria Corporation may terminate this contract (and Exhibitor's participation in the Event) without further notice and without obligation to refund monies previously paid. Noria reserves the right to refuse Exhibitor permission to move in and set up an exhibit if Exhibitor is late with any payment due to Noria Corporation. Noria Corporation is expressly authorized (but has no obligation) to occupy or dispose of any space vacated or made available by reason of action taken under this paragraph in such manner as it may deem best, and without releasing Exhibitor from any liability hereunder. Noria may also terminate this contract effective upon written notice of termination if Exhibitor breaches any of its obligations under this contract, without any obligation on Noria's part to refund any payments previously made and without releasing Exhibitor from any liability arising as result of or in connection with such breach. If Noria Corporation removes or restricts an exhibit which Noria considers to be objectionable or inappropriate, no refund will be due to Exhibitor.
- Insurance.** The Exhibitor shall obtain and maintain at its own expense during the period commencing on the first move-in date and terminating on the last move-out date a policy of insurance acceptable to Noria. The policy of insurance shall name Noria Corporation 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. Policy shall provide coverage of at least \$1,000,000 for each separate occurrence. Exhibitor agrees to provide Noria Corporation a suitable certificate verifying that the required insurance is and will remain in force for the duration of the show.
- Liability.** Adequate and reasonable watchman and guard service will be provided at Noria's discretion. Neither Noria nor the management of the site shall be liable for damage, loss or destruction of the exhibits by reason of fire, theft, accident or other destructive causes, and each Exhibitor shall rent Exhibit Space at its sole risk. Neither Noria nor the management of the site nor any of their employees, agents or servants will be accountable or liable for accidents to Exhibitors, their employees, agents or servants. The Exhibitor shall be liable to Noria and/or the site for any damage done to the building and/or the furniture and fixtures contained therein which shall occur through the acts or omissions of the Exhibitor, its employees, agents or servants. The Exhibitor agrees to indemnify, save harmless and defend Noria against any liability, claim or expense resulting from any injury or damage to any person or property which occurs within the Exhibitor's exhibit space or as the result of any act or omission of the Exhibitor, its employees, agents or servants. There is no other agreement or warranty between Exhibitor and Noria except as set forth in this document. The rights of Noria Corporation under the Agreement shall not be deemed waived except through writing signed by an authorized officer of Noria Corporation.
- Governing Law.** This contract is governed by the laws of the State of Oklahoma as applied to contracts entered into and entirely performed within such state. Exhibitor agrees that the courts located in Tulsa, Oklahoma, shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this contract or the breach of any provision of this contract. Exhibitor waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue properly lies in Tulsa, Oklahoma.
- Taxes or Licenses.** The Exhibitor agrees to obtain, at its own expense, any licenses or permits which are required, including without limitation, from government bodies, trade or industry associations, and any other third parties, for the operation of its trade or business during the show and to pay all taxes that may be levied against it as a result of the operation of its trade or business in the space allocated.
- Changes or Downsize.** If Exhibitor requests an increase of its booth space after the Agreement has become effective, Noria Corporation will use reasonable best efforts to accommodate such request, subject to space availability, additional fee payment and other circumstances then prevailing. If an Exhibitor downsized his/her booth space, the penalty is 50 percent of the portion that is downsized.
- Other Matters.** The Exhibition is owned and managed by Noria Corporation, whose main office is at 1328 East 43rd Court, Tulsa, Oklahoma, 74105. All matters not expressly covered in the Agreement are subject to the reasonable decisions made by Noria Corporation, and these decisions shall be final.

