

Drycleaning & Laundry EXPO 2010

801 Easton Rd. Suite 2
Willow Grove, PA 19090
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www.pdclean.org • email: expo@pdclean.org

December, 2009

Dear Exhibitor,

Here is your prospectus for the Drycleaning and Laundry Expo 2010 to be held on September 25-26, 2010, at the Atlantic City Convention Center, Atlantic City, NJ.

Due to the success of the expanded booth package we offered at our last Expo, we were able to negotiate it again. In addition to the usual side rails, backdrop and booth sign, the booth prices include:

- Standard carpet
- Standard furniture
- Carpenter labor (*labor rules still apply but are included in booth rate*)
- Freight handling
- Warehousing

Please note that the new show hours are Saturday, 11 am to 6 pm, and Sunday, 11 am to 5 pm.

You will also receive two tickets to our elegant reception Saturday evening.

Our hotel is the Sheraton across the street from the convention center. You can reserve your rooms online at www.starwoodmeeting.com/book/dryclean10. The rate is \$164. per night.

Feel free to contact us with any questions.

Regards,

Leslie Schaeffer
Show Manager
expo@pdclean.org



DRYCLEANING & LAUNDRY

EXPO

CONVENTION AND EXHIBIT

Atlantic City Convention Center ♦ Atlantic City, New Jersey

September 25-26



SPONSORED BY
PDCA
PENNSYLVANIA AND DELAWARE
CLEANERS ASSOCIATION

Location Atlantic City Convention Center
Atlantic City, NJ

Dates Saturday–Sunday, September 25–26

Hours Saturday 10 am–6 pm
Sunday 10 am–5 pm

Installation Thursday, 9/23 (8 am–4:30 pm)
Friday, 9/24 (8 am–4:30 pm)

Breakdown Sunday, 9/26 (5 pm–8 pm)
Monday, 9/27 (8 am–3 pm)

Exhibit booths *(with certain limitations)* All normal expenses from move in through move out: carpenter labor, freight handling, warehousing, drape, 8 foot high flameproof backdrop drapes, 3 foot high sidewall drapes, standard carpet, standard furniture, identification sign, waste basket.

Booth limitations Nothing that will obstruct or interfere with other exhibits.

Services not included in booth package All electrical and plumbing services are provided by the Atlantic City Convention Center. Three-phase or 220 heavy load electrical is available.

Fire regulations No open flames will be permitted. All cloth used for decoration must be fireproof to conform with the local and state regulations. Crepe paper will not be permitted.

Private or public meetings Exhibitors and Allied Trades must refrain from holding cocktail receptions, seminars, etc., during the convention hours.

Space allocation Space for exhibit will be allocated on a first-come, first-served basis governed by services and facilities to be used by the exhibitor, amount of space requested by the exhibitor, and the postmark or fax date of the application for exhibit space.

Shipping instructions Full instructions regarding shipping will be included in the exhibitor packet.

Payment for booth space Application for exhibit space must be accompanied by a check or credit card for 50% of the booth(s) rental fee, with the balance payable by June 30, 2010.

Non-exhibiting Allied Tradespersons All Allied Tradespeople who are not registered by an exhibiting company will be charged \$300 for admission on the floor. Exhibitors are asked to report any violations to Show Management.

Cancellation Policy 120 days + 90% refund
91–120 days 50% refund
90 days or less no refund

Suitable exhibits The Pennsylvania & Delaware Cleaners Association (PDCA) reserves the right to decline or prohibit an exhibit or proposed exhibit, which in its opinion is not suitable or in keeping with the character of the trade show.

Booth personnel All exhibit personnel are required to be registered. Exhibiting firms must submit a list three weeks prior to the opening of the exhibit. All exhibitors must have their booths properly staffed at all times during exhibit hours.

Sight lines Each exhibitor, large or small, is entitled to a reasonable sight line from the aisle. No exhibit or display feature may block the view of a neighboring booth. All display features over 4 feet high must be confined to that area of the booth space that is within 5 feet of the back line.

Equipment and displays must be set back a minimum of 3 feet from the booth perimeter.

HOTEL INFORMATION

Sheraton Atlantic City
1-800-325-3535
Single or Double \$164.00
Must mention Drycleaning & Laundry EXPO

Drycleaning & Laundry Expo 2010

Sponsored by Pennsylvania and Delaware Cleaners Association

September 25-26

Atlantic City Convention Center, Atlantic City, NJ

DISPLAY SPACE CONTRACT

Please type or print all information.

AGREEMENT

By submitting one signed copy of this contract and proper payment, we hereby apply for exhibit space at Drycleaning & Laundry Expo 2010. We agree to comply with this contract, including all Terms and Conditions and by all Exhibit Rules and Regulations, and all other printed documents included in the Drycleaning & Laundry Expo Brochure, and by all rules, regulations and laws of the Atlantic City Convention Center, The City of Atlantic City, New Jersey, and by additional communications that may be made by Show Management, all of which are made a part hereof of this contract by reference. We agree to submit promptly all information required and requested by Show Management. My signature below signifies acceptance of all of the above.

Company Name: _____

Authorized By: _____ Title: _____

Signature: _____ Date: _____

Phone: _____

CONTACT INFORMATION

Name of Contact person to receive all Expo mailings /notifications: _____

Title: _____

Address: _____

City: _____ State/Prov.: _____ Zip Code: _____ Country: _____

Phone: (____) _____ Fax (____) _____

E-mail Address: _____

Web Address: _____

Exhibitor hereby notifies **Expo 2010** that the name of the exhibiting firm is to appear in print (signage/program/website, etc.) with the following capitalization, abbreviations (if applicable) and punctuation:

Company Name: _____

Primary product to be displayed: _____

Secondary product to be displayed: _____

Please check if you will use steam in your exhibit: (For bona fide steam users only)

PLEASE DO NOT WRITE IN THIS SPACE.

Date Postmarked: _____

Number of Booths: _____

Exhibit Fee: \$ _____

Check No./Charge Date: _____

Deposit Amount: \$ _____

Balance Due: \$ _____

Booths Assigned: _____

Please complete this form in its entirety and return with your deposit, payable to PDCA, to:

Pennsylvania and Delaware Cleaners Association

P.O. Box 340

Willow Grove, PA 19090

215-830-8495 Phone

215-830-8490 Fax

www.pdclean.org

expo@pdclean.org

Drycleaning & Laundry Expo 2010

COMPANY NAME: _____

EXHIBIT FEES

Each booth size is 10 feet x 10 feet (100 square feet); booths are available only in multiples of 100 square feet. We ask that all booths be carpeted.

BOOTH INCLUDES:

(With certain limitations) All normal expenses from move in through move out: carpenter labor, freight handling, warehousing, drape, 8 foot high flameproof backdrop drapes, 3 foot high sidewall drapes, standard carpet, standard furniture, identification sign, waste basket.

STANDARD RENTAL FEES

1-3 booths	\$1585 per booth
4-7 booths	\$1520 per booth
8 or more	\$1495 per booth

BOOTH SELECTION

Booth location preferences are for guidance and cannot be guaranteed. In general, display booths shown on the floorplan can be combined, and most combinations of 10' x 10' booths can be accommodated. Certain limitations apply. Contact Show Management to determine if your desired configuration is available.

Booth # Preference

1. _____	Other Companies represented in your booth	_____
2. _____	_____	_____
3. _____	_____	_____

We would like to be located away from the following companies:

_____ / _____

NUMBER OF BOOTHS _____

We would like to be located close to the following companies:

_____ / _____

EXHIBIT FEE PER BOOTH \$ _____

TOTAL FEE \$ _____

No booth space will be assigned until deposit or payment is received.

PAYMENT DEADLINES

50% of the exhibit fee is to accompany all applications. The balance is due before June 30, 2010. Assignment of exhibit space will not be confirmed without correct deposit or full payment.

A signed copy of the application and payment should be returned to the **Pennsylvania and Delaware Cleaners Association (PDCA)**.

At PDCA's sole discretion, any deposit paid can be forfeited and space cancelled if full payment is not received on or before **June 30, 2010**. Exhibitors finding it necessary to cancel their contract should do so prior to June 30, 2010.

PAYMENT OPTIONS

Check enclosed in the amount of \$ _____
Payable to **Pennsylvania and Delaware Cleaners Association (PDCA)**.

Please charge my Credit Card in the amount of
\$ _____ VISA MasterCard AMEX

Number: _____

Exp. Date: _____ CID _____

Cardholder Name: _____

Billing Address: _____

Signature: _____

No booth space will be assigned until deposit/payment is received.