



# DRYCLEANING & LAUNDRY

# EXPO

CONVENTION AND EXHIBIT

*Atlantic City Convention Center ♦ Atlantic City, New Jersey*

**October 6-7**



SPONSORED BY  
PDCA   
PENNSYLVANIA AND DELAWARE  
CLEANERS ASSOCIATION



# 2012 DRYCLEANING & LAUNDRY EXPO

## EXHIBITING COMPANIES FROM EXPO 2010

AC POWER CO., INC.  
A.L. WILSON CHEMICAL CO.  
ADCO - LAIDLAW  
AIR WORLD INC.  
ARISTOCRAFT  
ASKO APPLIANCES  
CHEVRON PHILLIPS CHEMICAL CO.  
CLEANER BUSINESS SYSTEMS  
CLEANERS SUPPLY  
CLEANLINE PROMOTIONS  
CLEAVER-BROOKS, INC.  
COLUMBIA BOILER COMPANY  
COLUMBIA/ILSA MACHINES CORP.  
COMPUTER CONNECTIONS  
COMPUTER SYSTEMS INT'L  
COVERS ETC., INC.  
DAJISOFT, INC.  
DCCS  
DERICK ASSOCIATES  
DRYCLEANING & LAUNDRY INSTITUTE  
EASTERN FUNDING, LLC

EASY PLUS, INC.  
ENVIRO TECH INTL. INC.  
EUROPEAN FINISHING EQUIP. CORP.  
EZPRODUCTS INTERNATIONAL INC  
FABRICARE MANAGEMENT SYSTEMS  
FABRITEC INTERNATIONAL  
FERGUSSON MCKENNA SUPPLY, INC.  
FIRBIMATIC  
FLEISHMAN SUPPLIES  
FORENTA  
FOSTER-STEPHENS, INC.  
FRANKFORD ASSOCIATES  
FULTON BOILER WORKS  
GENESIS ENGINEERING &  
REDEVELOPMENT  
GREENEARTH CLEANING  
GURTLER INDUSTRIES, INC.  
HMC SOLUTIONS  
HOFFMAN NEW YORKER  
HUDSON EQUIPMENT  
I.C.E., INC.

IOWA TECHNIQUES, INC.  
IT'S MY BAG  
ITSUMI USA, INC.  
KLINGER & ASSOCIATES, INC.  
KREUSSLER INC  
KRYSTAL KLEAN POWDER  
LAUNDRY OWNERS MUTUAL  
LAUNETTE INC.  
LIBERTY COMPUTER SYSTEMS  
M & B HANGERS  
MAINELINE COMPUTER SYS  
MARUSO USA INC.  
MAYFIELD GROUP ADVERTISING  
BUREAU  
MBH ENTERPRISES INC.  
METRO-CHEM INC.  
METROMEDIA ENERGY INC  
MIELE  
MINDA SUPPLY  
NAOMOTO CORP/APPARL  
MACHINERY  
NATIONAL CLOTHESLINE  
NJ DEP  
NEED PARTS, INC.

NEW YORK MACHINERY  
NIE INSURANCE  
PAC INDUSTRIES INC  
PATRIOT BUSINESS ADVISORS  
PDCA  
PERMAC PARTS  
PREMA PUREMAX, INC.  
Q PRESS USA, INC.  
REALSTAR USA  
ROWE  
R.R. STREET & CO. INC.  
S.A.L. STOREFRONTS  
SAMURAI BY YAC  
SANKOSHA USA INC  
SEITZ, INC.  
SIGMA GARMENT FILMS  
SPECTOR TEXTILE PRODUCTS, INC.  
STABER INDUSTRIES  
STRY-LENKOFF CO.  
TCF EQUIPMENT FINANCE, INC.  
THE JOSEPH KROW CO.  
TREVIL AMERICA, INC.  
UNIPRESS  
UNITED PRESS, INC.  
VICTORY MERCHANT SOLUTIONS

*Our last show had*

**Over 175 booths**

**More than 1500 attendees representing 1400 plants**

**High sales and quality leads**

# Drycleaning & Laundry Expo 2012

Sponsored by Pennsylvania and Delaware Cleaners Association

October 6 - 7

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 2012. 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 2012** 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 2012

**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 \$1595 per booth  
 4-7 booths \$1535 per booth  
 8 or more \$1495 per booth

**New This Year -- Single Booth Budget Option\***

10 x 10 booth \$895. Furnishing, carpet & warehouse are additional. Table top items only.

**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 | Other Companies represented in your booth |       |
| 1. _____           | _____                                     | _____ |
| 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 July 31, 2012. 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 July 31, 2012. Exhibitors finding it necessary to cancel their contract should do so prior to July 31, 2012.

**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: \_\_\_\_\_

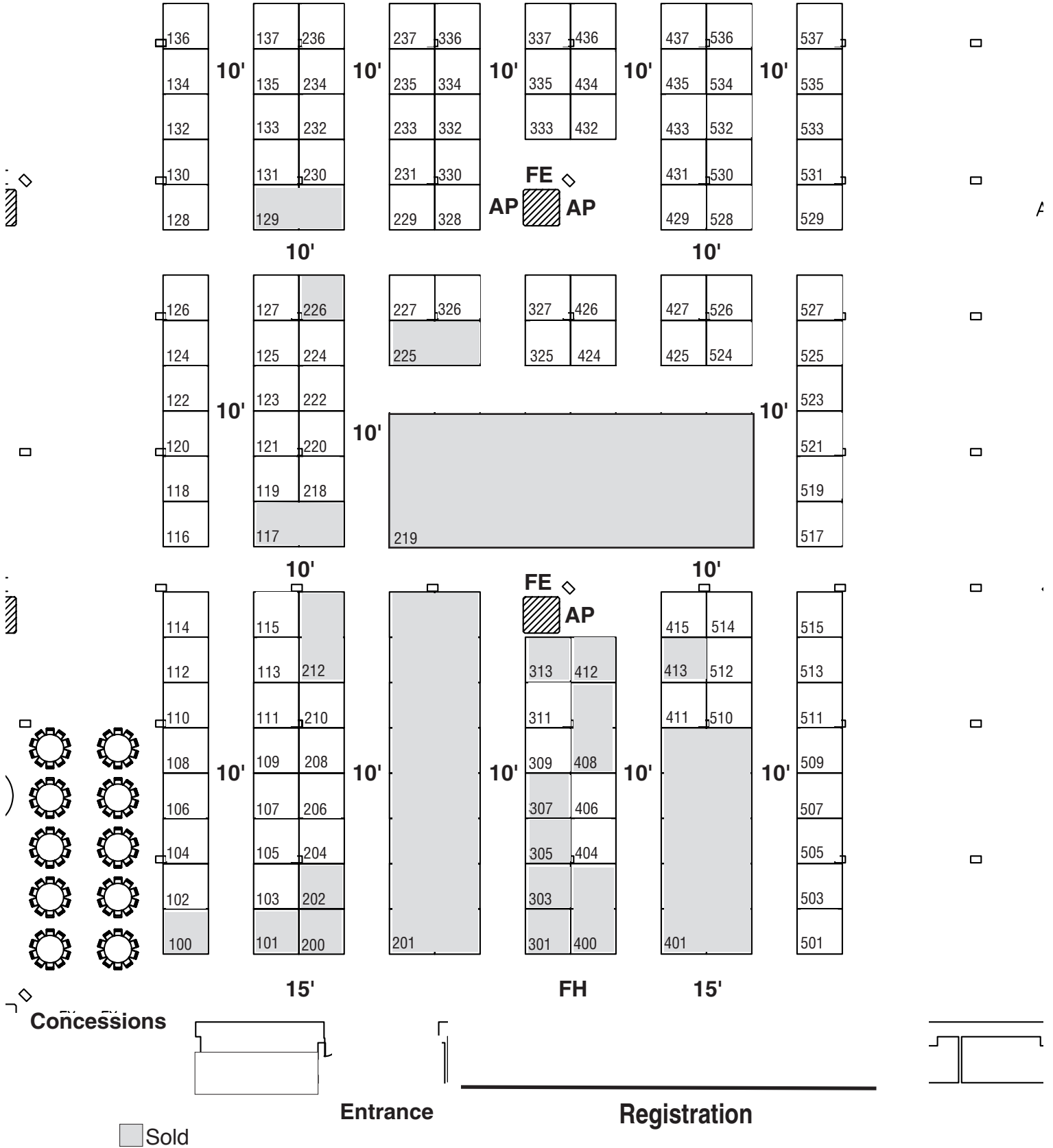
Signature: \_\_\_\_\_

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

\*some restrictions apply

# Drycleaning & Laundry Expo 2012

## October 6-7





# Sponsorship Opportunities

## Platinum Event Sponsors

**Friday Night Reception**

Sponsored by Columbia/Ilsa

**Saturday Seminars**

Sponsored by Kreussler

**Sunday Morning Seminar/Breakfast**

Sponsored by FM Supply

### Sponsorships still available

#### \$1000 Sponsor receives

Full publicity prior to Expo

- Company name listed on print advertising
- Recognition on signage at show entrance
- Company logo on the PDCA website with a link to your website
- Half page ad in show directory
- **FREE** business card ad in the PDCA Press for 1 year

#### \$500 Sponsor receives

- Recognition on signage at show entrance
- Quarter page ad in show directory
- Free business card ad in the Expo wrap-up issue of the PDCA Press

All Sponsors will received special recognition at all functions  
Immediate listing on the PDCA website/print ads upon receipt of payment

#### Sign us up as a Sponsor.

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

Company Name: \_\_\_\_\_ Cardholder Name: \_\_\_\_\_

Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Billing Address: \_\_\_\_\_



Questions? Call 800-822-7352  
or email Leslie@pdclean.org

**“The best and most productive show of the season, year after year.”**

*This is your best opportunity to meet thousands of drycleaners, talk with them and show them what your company can do for them!*

The enclosed exhibitor information includes an exhibit space contract and floor plan with booth numbers. Please indicate your booth location preference on the application.

Space will be assigned according to physical requirements and postmark date of the application.



**Atlantic City Convention Center**



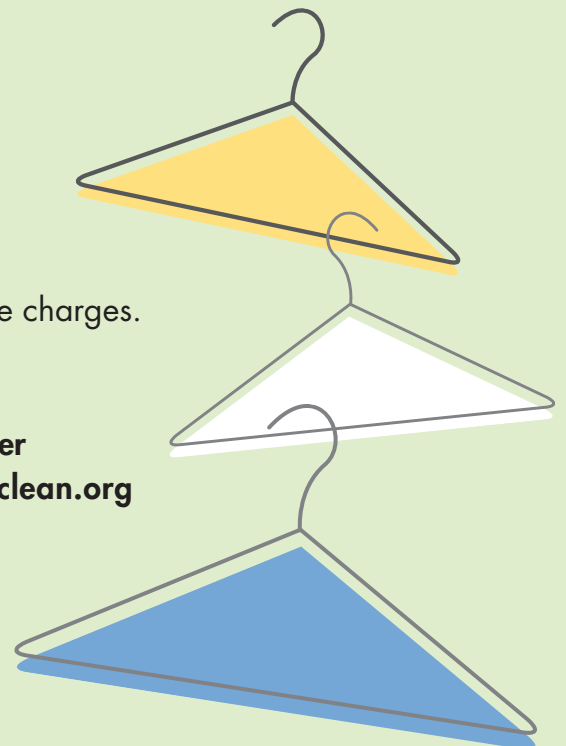
**Sheraton Hotel**

- SETUP** Begins Friday October 5
- HOURS** Saturday, October 6, 11am – 6pm  
Sunday, October 7, 11am – 5pm
- BREAKDOWN** Sunday October 7, 5pm – 8pm  
Monday October 8, 8am – 3pm
- NOTE** VISTA, our rigging company, will waive its overtime charges. Convention Center union will charge overtime.

**FOR ADDITIONAL INFORMATION**

**Leslie Schaeffer, Show Manager**  
800.822.7352 | [leslie@pdcclean.org](mailto:leslie@pdcclean.org)  
[www.pdcclean.org](http://www.pdcclean.org)

**SPONSORED BY**  
**PDCA**  
**PENNSYLVANIA AND DELAWARE**  
**CLEANERS ASSOCIATION**



**Location** Atlantic City Convention Center  
Atlantic City, NJ

**Dates** Saturday–Sunday, October 6 – 7

**Hours** Saturday 11am – 6pm  
Sunday 11am – 5pm

**Installation** Thursday, 10/4 (8am – 4:30pm)  
Friday, 10/5 (8am – 4:30 pm)

**Breakdown** Sunday, 10/7 (5pm – 8pm)  
Monday, 10/8 (8am – 3pm)

**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 July 31, 2012.

**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