

Company: _____ 2010 # Booths: _____ Lowest #: _____
 Address: _____ City: _____ State, Zip _____
 Contact: _____ Title: _____
 Contact's Phone: _____ Mobile Phone: _____
 Contact's E-mail: _____

The Exhibitor Services Kit will be sent to the Contact's E-mail address unless a different address is provided below.
 Send Exhibitor Services Kit to: _____

Location: Pheasant Run Resort and Mega Center, 4051 E. Main Street, St. Charles, Illinois

Exhibit Space Preference
Number of 10' x 10' booths: _____
Booth number(s) in order of preference:
1 st Choice _____
2 nd Choice _____
3 rd Choice _____
4 th Choice _____
List any companies you prefer not to be adjacent to: _____
List companies you desire to be adjacent to: _____

Exhibit Fees		
per 10' x 10' booth		
	1 to 3 booths	4 or more booths
All-Industry Fee:	\$1,550 each	\$1,395 each
APSP Member Fee:	\$1,450 each	\$1,305 each
Exhibit Fee per booth:	\$ _____	
Number of booths:	x _____	
Total Exhibit Fee =	\$ _____	
Amount paid with contract:	\$ _____	
	Balance = \$ _____	
<p>MINIMUM DEPOSIT OF 50% is required upon receipt of contract. Balance remaining is due on or before October 31, 2010. PAYMENT IN FULL is required on all contracts received after October 31, 2010.</p>		

Payment (non-refundable deposit to reserve exhibit space in the 2011 Mid-America Pool & Spa Show).

- Enclosed is our check made payable to **Mid-America Pool & Spa Show** in the amount of \$ _____
- Please charge my Visa M/C Amex credit card for the amount paid with contract of \$ _____

In addition, this credit card will be charged the balance of contract on Oct 15, 2010.

Card Number: _____ Expiration Date: _____

Cardholder's Name: _____

<p>Agreement: The undersigned, a duly authorized representative of the above Company, hereby applies for exhibit space at the 2011 Mid-America Pool & Spa Show, agrees to and authorizes the payment(s) specified herein, and agrees that, upon notification of exhibit space assignment by Show Management by e-mail or other means, this contract shall become a binding agreement subject to the Exhibitor Terms & Conditions, receipt of which is hereby acknowledged, and any policy and rules established by the Mid-America Pool & Spa Show.</p>	
Signature: _____	Date: _____
Print Name: _____	Title: _____

Exhibitor Terms & Conditions

Mid-America Pool & Spa Show • January 17-21, 2011 (Exhibits open Jan 19-20)

1. Location: The Mid-America Pool & Spa Show is held in the Mega Center and the St. Charles Ballroom at the Pheasant Run Resort, 4051 E. Main Street, St. Charles, Illinois 60174, phone (630) 584-6300. The Show Management phone number is (630) 510-4558.

2. Booths: A standard size booth is 10' x 10' with an 8' high back drape and 3' high sidewall drapes. A 7" x 44" sign with company name and booth number is included with the booth. All display items or fixtures over 4' in height must be confined to that area of the exhibitor's space that is at least 5' from the aisle line. This also pertains to peninsula booth exhibits at the end of aisles—displays along the "back wall" of peninsula exhibits may not be over 4' high within 5" of the ends of the back wall. No part of a display can be taller than 8' without the expressed permission of Show Management.

3. Exhibit Fee: The fee to exhibit is \$1,550 per 10' x 10' booth. The APSP member fee to exhibit is \$1,450 per 10' x 10' booth. There is a 10% discount for four or more booths. *Electricity and any other services and equipment must be ordered through our official exposition services company, CPI. Additional charges will apply. Please note that the exhibit halls are carpeted.*

4. Application for Exhibit Space: Application for exhibit space must be made on the official 2011 Mid-America Pool & Spa Show Exhibit Space Contract. Payment of at least 50% of the total exhibit fee must be included with contracts received by Show Management before October 15, 2010. The balance is due October 15, 2010. Payment of the total exhibit fee must be included with contracts received after October 15, 2010. The contract must be signed to be eligible for space assignment. The exhibitor fully understands that upon assignment of space the contract becomes a binding agreement subject to the terms and conditions contained herein and, in addition, any policy, rules and regulations set forth by Show Management. Show Management reserves the right to reject an application which in its sole judgment is not appropriate for the Show, assign, sublet or share exhibit space, and may not display products or services other than those normally sold by them unless prior written approval is obtained from Show Management. Manufacturer representatives **only** may have up to two, and no more than two, exhibiting companies per 10' x 10' booth. Other companies desiring to "share" exhibit space must apply for at least one booth each by completing a separate contract for each company at the full rate and remitting payment as required. (For example, two companies can only "share" two or more booths.)

5. Assignment of Exhibit Space: Space will be assigned first according to priority points for contracts received by July 31, 2010, and then on a first-come, first-served basis. Show Sponsors are given priority over other exhibitors at time of space assignment. A signed contract with required payment must be received before space is assigned. Show Management will make its best effort to comply with requests for booth assignments. However, Show Management reserves the right to assign booth space according to the needs of the Show and can change assignments, at any time, as it deems necessary for the good of the show.

6. Cancellation and Refund Policy: A refund equal to the total amount paid less 25% of the Total Exhibit Fee will be made if written notice of cancellation is received by the Mid-America Pool & Spa Show by October 1, 2010. There will be no refunds for cancellations received after October 1, 2010. Exhibit fees paid cannot be transferred to other Mid-America Pool & Spa Shows.

7. Booth Personnel: Exhibitor badges will be required for all exhibitors' personnel. A personnel registration form will be sent to exhibitors upon assignment of exhibit space.

8. Solicitation and Distribution of Printed Matter: Solicitation of customers and prospective customers, and distribution of advertising materials, samples, souvenirs, publications, and printed material of any sort, shall be restricted to the exhibitor's exhibit space. Distribution of materials outside of the exhibitor's space or on the property outside of the exhibit hall area must be approved by Show Management.

9. Subletting and Sharing of Space: Exhibitors may not assign, sublet or share exhibit space, and may not display products or services other than those normally sold by them unless prior written approval is obtained from Show Management. Manufacturer representatives only may have up to two, and no more than two, exhibiting companies per 10' x 10' booth. Other companies desiring to "share" exhibit space must apply for at least one booth each by completing a separate contract for each company at the full rate and remitting payment as required. (For example, two companies can only "share" two or more booths.)

10. Installation and Dismantling: All displays must be set up prior to the official opening of the show. Space not occupied or set up by 7:00 AM, Wednesday, January 19, 2011, may be reassigned for other purposes. Exhibitors may not change assigned space. Show Management reserves the right to substitute comparable exhibit space due to unforeseen circumstances. Exhibitors may not break down prior to 2:00 PM, Thursday, January 20, 2011. Early dismantling will be subject to a loss of all priority points and a \$500 fine.

11. Liability Policy: The exhibitor indemnifies and agrees to hold harmless Mid-America Pool & Spa Show, the Sanford Organization, Pheasant Run Resort and CPI and their officers, directors, employees and agents from and against any actions, losses, costs, damages, claims and expenses (including reasonable attorney fees) arising from damage to property or bodily injury to exhibitor agents, representatives, employees by reason of the exhibitors occupancy or use of the exhibitor facilities.

12. Insurance: Each exhibitor shall carry its own insurance at its own expense. Mid-America Pool & Spa Show, Pheasant Run Resort and CPI assume no responsibility for the safety of the property of the exhibitors. Show Management will exercise reasonable care in safeguarding exhibitor's property. However, exhibitors should insure their own exhibit materials during the period that their materials are in the exhibition hall, covering all risks (liability, fire, theft, damage, etc.)

13. Protection of the Exhibit Facility: Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the exhibition area without permission from Show Management. Packing, unpacking and assembly of exhibits shall be done only in designated areas and at such times designated by Show Management, Pheasant Run Resort and CPI, the official exposition services contractor.

14. Service Contractor and Shipping Information: Events Exposition is the show's official services contractor. Beginning October 20, 2010, Events Exposition will send a complete exhibitor services kit to companies that have been assigned exhibit space by Show Management. The kit will be sent to the contact person the exhibitor has designated on the contract and will include shipping information, services available and costs. Events Exposition's phone number is (847) 851-8691.

15. Exhibitor Schedule:

Monday, January 17, 2011

Large Exhibitor Move-in (to be coordinated with MAPSS staff)

Tuesday, January 18, 2011

Exhibitor Move-in & Setup 8:00 AM – 5:00 PM

Wednesday, January 19, 2011

Exhibits Open 11:00 AM – 5:00 PM

Reception & Party 5:00 PM – 10:00 PM

Thursday, January 20, 2011

Exhibits Open 10:00 AM – 2:00 PM

Exhibitor Move-out 2:00 PM – 7:00 PM