

# MAPPA FALLSHOWCASE

September 19, 2012

Virginia Beach, VA  
End-User Format

New Location

September 20, 2012

Richmond, VA  
End-User Format

## Registration Includes:

- (1) 8 x 10 space with pipe and drape backing
- (1) 8' skirted table
- Lunch or Breakfast in location
- All registration lists MAPPA shows
- Listing in the Show Directories
- Listing and link on the MAPPA website
- Tickets to the pre-show social
- Invitation to attend education sessions

\*\*Please note: Exhibits Inc, our decorator will handle shipments for all shows. Exhibitor Kits with all details and pricing will be sent 2 months prior to each show.

## MAXIMIZE YOUR IMPACT!

### FALL SHOW SPONSOR \$400 (4 avail)

- Premium placement on show floor
- Logo recognition on signage
- Logo recognition and link on MAPPA website
- Free product entry on NEW PRODUCT TABLE
- 8" h x 5" w color ad in online directory with link on website to ad ([see example](#))

### PRODUCT SPONSOR

- Preferred placement on show floor
- Logo recognition on signage
- Logo recognition and link on MAPPA website
- Free product entry on NEW PRODUCT DISPLAY

### NEW PRODUCT DISPLAY...\$25 each

- Place Item In The New Product Display

### ONLINE SHOW DIRECTORY AD

- \$100 Color Full Page Ad (8" H x 5" W)
- \$ 50 Half Page Ad (4.5" H x 5" W)

# 2012 FALL SHOWCASE EXHIBITOR CONTRACT

Please complete the fields below....

Company Name: \_\_\_\_\_  
UPIC # \_\_\_\_\_ PPAI # \_\_\_\_\_ ASI# \_\_\_\_\_  
Billing Contact Name: \_\_\_\_\_  
Billing Contact E-mail Address: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Billing Contact Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Show Contact: \_\_\_\_\_  
Show Rep Email: \_\_\_\_\_ Show Contact Phone: \_\_\_\_\_  
Company Website: \_\_\_\_\_  
Will you have a Pop-Up display?  Yes  No If yes, will you still need a table?  Yes  No  
Extra Badges Needed: (List Name and Company) \_\_\_\_\_  
Multi-Line Reps - List Lines Carried in VA \_\_\_\_\_

Please check all that apply below...

All exhibitors are required to exhibit in both cities - costs below include both venues both days

## Exhibitor Registration

**Exhibit Space 1** (includes 8x10 space and 8' table in both cities)  \$900 (\$450 per city)  
**Extra Space 2** (includes Extra 8 x10 space & 8' table in each city)  \$300 (\$150 per city)  
**Extra Space 3** (includes Extra 8 x10 space & 8' table in each city)  \$300 (\$150 per city)

## Extras

I require electricity? (additional cost \$60 per location)  \$120  
 I'd like to be a SHOW SPONSOR  \$400  
 I'd like to be a PRODUCT SPONSOR - Product I would like to provide \_\_\_\_\_  
 I'd like to display an item at the New Product Display  \$ 25  
 I'd like to place an Ad in the Online Show Directory  Full Page \$100  1/2 Page \$50

**MAPPA 2012 Dues**(Please note: All exhibitors are required to be a MAPPA member)

My 2012 Dues are current  
 Include my 2012 MAPPA dues in my payment - \$125.00

## Payment Information:

**OPTION 1:** Pay By Check # \_\_\_\_\_  
(Make payable to: MAPPA)

**OPTION 2:** Pay By Credit Card Credit (Visa MC AMEX)

Card#: \_\_\_\_\_ CVV Code \_\_\_\_\_ Exp Date: \_\_\_\_\_

Signature for Credit Card: \_\_\_\_\_

Total Amount Due \$ \_\_\_\_\_

**Option 1**  
Deposit Due with contract \$250  
Balance due Aug 15, 2012 \$ \_\_\_\_\_

OR

**Option 2**  
Pay in Full Now \$ \_\_\_\_\_



FAX or MAIL THIS FORM TO THE NUMBER OR ADDRESS BELOW:

MAPPA PO Box 56283 - Virginia Beach, Virginia 23456 / Fax: (866) 373-5791

Questions? Phone: (757) 491-3114 Email: [dana@whymappa.org](mailto:dana@whymappa.org)

# Rules & Regulations

The rules and regulations below are understood and accepted as part of the contract between the Mid-Atlantic Promotional Products Association (MAPPA or the Association) and those who rent space at the 2012 MAPPA Fall Showcase.

## EXHIBITS

1. Official exhibits are in the Exhibit Hall D of the Virginia Beach Convention Center and the Hilton Shortpump Hotel and Conference Center in Richmond, VA. Exhibiting elsewhere violates Exposition Regulations. MAPPA shows have been designated as non-smoking shows during exhibit hours except in designated areas.
2. Exhibit space will be assigned on a first-come, first-serve system established by MAPPA according to receipt of the exhibitor's Space Reservation Agreement and payment of the booth fee.
3. An exhibiting company may reserve space only for its own use and may not assign or sublet space to other exhibitors.
4. Payment of exhibit fee guarantees space in the Exposition.

## FEES

5. Show fees start at \$350 for the Spring EXPO & \$900 for the Fall Showcase. (Exhibitors must have a current MAPPA membership in order to participate. The \$125 membership fee will be due upon submission of the space reservation agreement, if it has not already been paid) Fee includes all locations.
6. The exhibit fee is not refundable, without exception if cancellation is provided after January 15, 2012 for the Spring EXPO and August 15, 2012 for the Fall Showcase. All cancellations must be submitted to MAPPA in writing no later than January 15, 2012 for Spring EXPO and by August 15, 2012 for the Fall Showcase for a refund to be issued. No refunds will be issued after this time. You may fax your request to 866.373.5791, or e-mail them to Dana@whymappa.org.

## MOVE-IN, EXHIBIT HOURS, MOVE-OUT

7. Official exhibit days and hours stated in the above information.
8. Exhibits shall remain open for the full duration of official exhibit hours and shall be closed at all other times.
9. Show space shall be available for occupancy by the exhibitor at the above listed times.
10. Exhibits not occupied by the exhibitor by these stated times shall be forfeited by the exhibitor and the space may be resold and reassigned by the Association without refund, unless arrangements for delayed occupancy have been approved by the show management.
11. Exhibitors, organizations and participating registrants shall not hold business or social functions to which distributors are invited during official exhibit hours. 12. Exhibitors shall not be permitted to dismantle their exhibits, nor do any packing until set break down times (see above) on all show days. Exhibitors must make arrangements for outbound movements by filling out bills of lading, routing, etc. at the registration desk any time before departure.

## BOOTH STANDARDS

13. All in-line booths shall conform to the booth construction standards set forth in the display rules and regulations published and endorsed by professional trade show industry organizations. Back panels shall not exceed eight feet in height, including a sign, nor extend out from the back wall more than 50 percent of the booth depth. Side panels and counters shall not exceed 36 inches in height. Constructed exhibits and products on display shall not exceed this dimension. Any unfinished side of an exhibitor's display extending above 36-inch side draping must be draped or finished at the exhibitor's expense, so as not to be objectionable to adjacent exhibitors.
14. Eight-foot high draped backgrounds and one eight (8)-foot table, draped, will be provided for the Fall Showcase and 8-foot skirted tables for the Spring EXPO.

## SERVICE CONTRACTOR/DECORATOR AND MATERIAL HANDLING

15. All requests for services, furniture, additional draping, carpeting, decorations and additional signs are to be handled at the exhibitor's expense directly with Exhibits, Inc.
16. The service contractor/decorator will handle all freight and drayage. Instructions for freight and drayage will accompany the exhibitor kit.
17. No trunks, cases or packing materials shall be brought into or out of the exhibit area during exhibit hours.

## ELECTRICAL

18. Outlets are not part of your show space (unless noted above). Arrangement for electricity must be made on your Space Reservation Agreement. You will be responsible for any electrical charges.

## SIGNS AND ADVERTISING DEVICES/DISTRIBUTION OF ADVERTISING MATERIAL

19. No signs or advertising devices shall be displayed outside exhibit space. Nothing shall be posted, tacked or otherwise attached to columns, walls, floors or other parts of the building or furniture. Signs may not identify the location of the exhibitor's place of business.
20. No company name, address or phone number shall appear on any catalogs, sheets or other exhibit material. ASI number, PPAI number, UPIC, and line name are acceptable. Sample order forms and special distributor promotional literature may not be displayed. Exhibitors shall not distribute or display products, circulars, catalogs or publications outside the confines of their booth. Business cards may not be given to clients or distributors. (apply to End-user Shows only) 23. Only list prices may be displayed, quoted or discussed. Net costs or discounts must not be mentioned to clients or distributors.

## EXHIBIT STAFF

21. Exhibitors shall not congregate or solicit trade in the aisles and no exhibitor shall conduct himself in a manner offensive to decency or good taste.
22. All members of exhibit staff shall be registered IN ADVANCE of the Exposition by the exhibitor on the Space Reservation Agreement. Exhibitors may not invite guests or non-industry distributors.
23. Members of the exhibit staff shall be full-time employees of exhibitors or shall be employed for the duration of the Exposition. Badges for exhibit staff are not transferable. This regulation, however, shall in no way prohibit employment of professional models or demonstrators for part-time duty with exhibitors. Costumed members of exhibit staff wearing product or location information must stay within the booth space while so attired. Exhibitors are prohibited from permitting distributors to work their booths.

## PROTECTION OF PROPERTY AND LIABILITY

24. Each exhibitor must make provisions for the safekeeping of his goods before the opening, during and after the closing of the Exposition. No responsibility is assumed by MAPPA or service contractor for merchandise lost or damaged. Exhibitor must insure his goods at his own expense.
25. Exhibitor agrees to hold forever harmless MAPPA (the Association) and the service contractor from any damage charges imposed for violation of any law or ordinance or to comply with applicable terms in the agreement between the service contractor and MAPPA and that MAPPA and the service contractor shall not be liable to any exhibitor for any accident or other occurrence to exhibitor, his agents, employees or business contacts or guests, which arise by reason of occupancy of the exhibition premises.

## FRANCHISED EXHIBITORS

26. Franchised exhibitors must give information requested by clients of a non-franchised distributor via the MAPPA registration desk. Follow-up material is to be sent to the non-franchised distributor with the stipulation that any resulting order will be placed through a franchised distributor.

## MULTI-LINE REPRESENTATIVES

27. All displays should be tastefully and professionally presented so as to avoid over-crowding of your booth space. The event planner may ask exhibitors to limit displays if overcrowding is apparent.

## VIOLATIONS

28. Exhibitors or their staff who violate any of the show rules and regulations are subject to an assessment of \$100 for each violation and/or forfeiture of exhibit privileges for future shows. Repeated violations will result in a five-year loss of privilege to exhibit or to attend future shows.
29. The penalty for allowing unauthorized personnel to wear an exhibitor's badge is revocation of exhibit privileges for five years. The penalty for distributors who register non-member distributors or non-industry suppliers or any unauthorized person as their company's personnel or client is \$100 for each violation and/or loss of privilege to attend future shows.

## LEGAL COMPLIANCE

30. Exhibitor agrees to indemnify and hold harmless the Mid-Atlantic Promotional Products Association (MAPPA), its officers and directors against any and all losses, damages, costs, expenses and liabilities which they or any of them may hereafter suffer, incur or pay by reason of any act or omission by one of the exhibitor's representatives that takes place at or in conjunction with the exposition or social activities in conjunction with the exposition. Exhibitor further agrees to pay and discharge forthwith on demand each such debt, obligation or claim which shall be made, assigned or apportioned against MAPPA, its officers or directors.

## ADDITIONAL REGULATIONS

31. Exhibitor shall observe and abide by any additional regulations made from time to time by the official representatives of MAPPA, its officers and employees for efficient and safe operation of the Exposition.