

NAME		TITLE		<input type="checkbox"/> CFC	<input type="checkbox"/> CDC
				<input type="checkbox"/> Other _____	
COMPANY			PSDA MEMBER?	MEMBER ID NUMBER	
			<input type="checkbox"/> Yes <input type="checkbox"/> No		
ADDRESS		CITY	STATE	ZIP	
PHONE	FAX	EMAIL		FIRST-TIME EXHIBITOR?	
				<input type="checkbox"/> Yes <input type="checkbox"/> No	

EXHIBITOR RATES

PSDA Member: \$875
Non-Member: \$1,375

Rates include one (1) 6' x 30" draped table; two (2) badges for exhibit personnel; lunch; post-show list of attendees; online listing; downloadable pre-show promotional materials; and inclusion in the on-site exhibitor directory.

Exhibitors requiring electricity will incur an additional \$50 non-refundable charge per outlet.

BOOTH ASSIGNMENTS

Show management will be pre-assigning booth numbers for each event based on your signed contract return date. Please list any competitors that you prefer not to be positioned next to.

1. _____
2. _____
3. _____

PAYMENT INFORMATION

PAYMENT METHOD <input type="checkbox"/> Check Enclosed <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AmEx <input type="checkbox"/> Discover		CREDIT CARD NO.	EXPIRATION DATE
CARDHOLDER'S NAME		CARDHOLDER'S SIGNATURE	
<p>Acceptance Terms (Please Read & Sign): I, the duly authorized representative of the above-named company, on behalf of said company, have read and agree that the company and its representatives will abide by the 2010 Rules & Regulations put forth in this Contract. In addition to the deposit for exhibit space and electricity due now, we understand that we will be invoiced following each show for the remainder of the table fee.</p> <p>Signature: _____ Date: _____</p>			

SPONSORSHIP & ADVERTISING INFORMATION

PSDA offers a unique sponsorship program that allows exhibiting companies the opportunity to enhance their exposure with event attendees before, during and after the event. All sponsorships are available on a first-come, first served basis.

Advertising programs are available to help exhibitors promote their participation in the FOCUS events and invite prospective attendees to their booth. Online advertising opportunities are available on the FOCUS event web pages, psda.org, printjunkie.net, printsolutionsmag.com, and in the *Print Solutions Weekly* e-newsletter. In print advertising programs are available in *Print Solutions Magazine*.

For information about these options, please visit www.psd.org or contact the PSDA Sales Department at sales@psda.org or 800.336.4641.

Presented by:



print • services • distribution • association

433 East Monroe Avenue • Alexandria, VA 22301 • 703.836.6232 • Fax 703.836.9853 • www.psd.org

SCHEDULED DATES & LOCATIONS

Please indicate below the number of 6' x 30" tables you wish to purchase at each event along with your electrical requirements for each location.

Location	Date	No. of Tables	No. of Elec. Outlets	Office Use Only
Boston	9/15			
Dallas	9/22			
Charlotte	9/28			
Atlanta	10/5			
Cleveland	10/19			
Chicago	10/21			
Northern NJ	10/26			
Philadelphia	10/28			

DEPOSIT INFORMATION

A deposit of \$200 per show is required (plus \$50 per electrical outlet per show).

Deposit of \$200 enclosed for _____ shows. \$ _____

\$50 per electrical outlet is enclosed for _____ shows. \$ _____

TOTAL: \$ _____

Please read and sign the "acceptance terms" on the accompanying contract.

1. Cancellation Policy:

Each cancellation must be made in writing. Cancellations by phone **cannot** be accepted. The \$200/\$250 table fee deposit is non-refundable and non-creditable. If you cancel your table space the following penalties will apply:

Cancellation Dates Penalty Fees:

Before March 1, 2010:

Forfeit deposit \$200/\$250

After March 1, 2010 but before May 1, 2010:

Forfeit deposit + 25% of table fee

After May 1, 2010 but before July 1, 2010:

Forfeit deposit + 75% of table fee

After July 1, 2010:

Full payment is due

2. Table Assignment:

All exhibit tables will be pre-assigned by show management. Space will be confirmed and tables will be assigned on a first-come, first-served basis according to postmarked date. No priority will be given by membership seniority. When a site sells out, you will automatically be placed on a waiting list in the order in which your contract was received. If space at a sold-out site becomes available, you will be notified immediately. If space does not become available, your \$200/\$250 deposit can be transferred to a new site.

3. Space Setup Times:

- (a) Exhibitors will be allowed access to the exhibit area at 8:00 am. Setup must be completed by one half hour before the show starts.
- (b) Exhibitors must seal and label their materials at the close of the show. **No company is permitted to dismantle its display until the close of the show. If you dismantle before the close of the show, you will be penalized.**

4. Display Specifications:

- (a) No 10'x10' booths will be allowed. (Display used must be designed for tabletop use.)
- (b) Exhibitors are responsible for the safety of their display.
- (c) Width/Length — Display must not extend beyond the size of the table — 6' x 30".
- (d) Line-of-Sight — The line-of-sight to adjacent tables must not be impaired. Show Management reserves the right to make adjustments to or relocate displays that impair the line of sight.
- (e) No display material may be mounted on the backside of your exhibit or another company's exhibit.

5. Exhibit Personnel:

Each company will be allowed only two (2) workers per table. Advance registration of these workers is not necessary. PSDA will have a

Registration Desk at each show location where your company personnel will pick up their badges. Exhibit personnel **MUST** confine their selling activities to the immediate area of their tabletop display. Selling "in the aisles" is not permissible. Additionally, no company is permitted to distribute literature or solicit show attendees without the purchase of an exhibit table. Companies that violate this rule will be required to pay the full exhibit fee.

6. Subletting of Space:

Exhibitors may not re-allocate, re-locate, sublet or share their exhibit space with other companies.

7. Rule Infractions:

Show Management reserves the right to prohibit companies that violate these Rules & Regulations from exhibiting at future shows. This includes forfeiture of all deposits.

8. Liability:

- (a) Signs, posters, literature, etc. may not be taped, posted, thumbtacked, nailed or otherwise displayed to surfaces in any part of a show hotel. Exhibiting companies are liable for any and all damage caused by them to the facility.
- (b) Exhibiting companies hereby release, relinquish, discharge and agree to indemnify, protect, and hold harmless PSDA and any persons acting in behalf of PSDA from any and all claims, demands, liabilities, costs, and expenses, for injury including death to persons and any loss of or damage to property caused by, growing out of, or happening in connection with the use or enjoyment by the exhibiting companies of the hotel facilities or equipment.

9. Insurance:

Exhibiting companies are responsible for insuring their own display/materials/personnel. Neither PSDA, its representatives, nor the facility in which each show is held is responsible for damage to or loss/destruction of displays/materials. All claims for any such loss, damage or personal injury are hereby waived by the exhibiting companies.

10. PSDA Payment Policy:

Policy set by the Board of Directors requires payment in full upon receipt of invoice. Outstanding balances of more than forty-five (45) days will be placed on credit hold and all PSDA services suspended until the account is brought current.

11. Amendments:

The 2010 Rules & Regulations may be amended from time to time and are to be enforced as interpreted by PSDA. Any situation not covered by these Rules & Regulations is subject to determination by PSDA.

RETURN TO:

PSDA Sales Dept., 433 East Monroe Avenue, Alexandria, VA 22301 or fax to 703.836.9853.

Please make a copy for your records.

