

22 Annual
Northeast Regional Carwash Convention

October 3-5, 2011

Trump Taj Mahal Hotel & Casino
Atlantic City, New Jersey

It will blow you **A W A Y**

Exhibitor Prospectus

The 60,000 square foot Mark G. Etess Arena has become a premier East Coast expo destination, offering 278 10' x 10' booths all under one roof!

The NRCC show has earned the reputation as one of the best conventions in the industry, delivering the most return on your exhibit dollars with solid attendance and budget friendly booth rates.

Accommodations

With panoramic ocean views and spectacular sunsets, the Trump Taj Mahal Casino Hotel is your own Atlantic City oasis. 1,250 deluxe guest rooms and palatial suites epitomize the true meaning of luxury." Trump Taj Mahal was voted Best Hotel by readers of Casino Player Magazine!



Taj Tower

\$95

Envelop yourself in the warm cream tones and cool contemporary design of our always-chic Taj Tower Room. You can flood this richly decorated sanctuary with natural light, thanks to the generously sized window, and lose yourself in the luxurious marble-bedecked bath. All Trump Taj Mahal guest rooms offer safes, coffee stations stocked with Wolfgang Puck coffee, irons and ironing boards, hair dryers, makeup mirrors, high speed Internet, flat panel televisions, on-demand movies, games and digital music.

Chairman Tower

When savvy visitors look for Atlantic City accommodations, Trump Taj Mahal invariably rises to the top. Now the Taj is better than ever with the addition of the spectacular new Chairman Tower, soaring 480 feet over the Atlantic City Boardwalk. The atmosphere in each Chairman Tower Room is laid back, yet elegant in its simplicity. A contemporary, spacious design provides ample room to relax, and the option of one king or two queen-sized Simmons Health Smart beds provide the sleeping comfort you desire. Soaring floor-to-ceiling windows flood each room with natural light, and the ample bathroom offers luxurious touches including a granite-topped double sink and oversized glass walk-in shower. Wireless Internet and a 40" LCD Sony Bravia TV are ready to help you work or play.

\$110

Rates and Reservations

The Taj Tower \$95 (plus tax) per night, the Chairman Tower, \$110 (plus tax) per night. To arrange lodging call the Taj Mahal directly at 1-800-825-8888 and reference group code ANRCW10 to received the discounted rates, You may also visit their website, <https://resweb.passkey.com/go/necarwash2010> to receive the discounted rates. Deadline to receive discounted rates is September 3, 2011

Check-in time is after 4:00 p.m. Monday through Saturdays and 6:00 p.m. on Sundays. Check-out time is 12 Noon.

Booth Details

\$675

Booths are \$675; each additional booth \$650. Booths are 10 ft. x 10 ft. The booth package for the first booth ordered includes: 8 ft. high back drape / 3 ft. high side drape, identification sign, a 8 ft. draped table and two chairs. Additional booths ordered include pipe and draping only.

The exhibit hall is not carpeted. Exhibitors are responsible for carpeting their own booth space. Additional decorating services can be arranged through the official NRCC decorator: Vista Exposition Services,

Hands On Alley

Hands on alley is a designated area on the trade show floor that attendees will go to for demonstrations and model rebuilds to learn the nuts and bolts of your products and pick up service tips allowing your company additional exposure!

To participate in the Hands On Alley you must purchase a booth in the exhibit area.

\$75

Set-up and Exhibit Times*

Monday, October 3

2:00 p.m. - 5:00 p.m.

Exhibitor Set-Up

(Please contact NRCC if you require additional set-up time)

Tuesday, October 4

8:00 a.m. - 1:00 p.m.

Exhibitor Set-Up

1:30 p.m. - 7:00 p.m.

Exhibits open to attendees

Wednesday, October 5

10:30 a.m. - 2:00 p.m.

Exhibits open to attendees

2:00 p.m. - 11:00 p.m.

Exhibitor Breakdown

* Exhibitor set-up times and exhibit hours are subject to change.

Exhibitor Convention Package

\$125

The Exhibitor Convention Package includes all NRCC seminars and meals. The cost is \$125.00 per person. You may register for this package on the enclosed contract. This pricing applies for advance registration only.

Additional information regarding convention seminars and events will be sent to you with your contract confirmation and exhibitor packet.

Northeast Regional Carwash Convention



Hosted by the New England Carwash Association

October 3-5, 2011

Trump Taj Mahal Hotel & Casino Atlantic City, New Jersey

APPLICATION FOR BOOTH SPACE

Please complete this application and return it to the Northeast Regional Carwash Convention.

Company Information:

(All correspondence pertaining to this trade show will be forwarded to the person at the address listed below.)

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Fax: _____

Email: _____

Web Address: _____

Booth Reservation:

Please reserve _____ 10 x 10 booths (maximum 8 booths)
1st booth: \$675.00 (includes furniture package) Each additional booth: \$650.00

Please reserve _____ 10 x 10 booths in the Hands on Alley Area

The furniture package includes: 8 ft. high back drape / 3 ft. high side drape, identification sign, 8 ft. draped table and two chairs.

Additional booths ordered include pipe and draping only.

Additional decorating services can be arranged through the official NRCC decorator: Vista Exposition Services, Phone (609) 485-2421. Your Exhibitor Kit will contain information on ordering electricity, additional furniture, etc..

Booth Preference:

(See enclosed floor plan)

1st _____ 2nd _____

3rd _____ 4th _____

Please do not place me next to or across from:

1st _____ 2nd _____

3rd _____ 4th _____

Please note, every effort will be made to accommodate specific requests but is not guaranteed.

Exhibitor Convention Package:

(Includes all NRCC seminars and meals)

Please reserve _____ exhibitor convention package(s).

The cost is \$125.00 per person. This pricing applies for advance registration only. Additional information regarding convention seminars and events will be sent to you with your contract confirmation and exhibitor packet.

Exhibitor Badges:

Each exhibiting company is allowed four at no charge badges for the first booth purchased and two for each additional booth.

Badges are for company personnel only. A badge form will be sent with the exhibitor packet.

Payment Schedule:

1/2 booth fee is due upon return of contract.

Balance due July 1, 2010.

Failure to adhere to this payment schedule may result in a change of booth assignment or loss of booth space.

Payment:

Booth Space:

1st Booth \$ 675
Additional Booths _____ x \$650 \$ _____

Hands On Alley Booth Space:

\$75 booth space in hands on alley
Number of Booths _____ x \$75 \$ _____

Booth Space Total \$ _____

Exhibitor Convention Package:

Number of Packages _____ x \$125 \$ _____

Total fee due \$ _____

Check# _____ payable to the NRCC

Credit Card # _____

Card Billing Address _____

Zip Code _____ Exp. Date _____ CID _____

Card holder's Name: _____

Signature: _____

(By submitting the credit card you authorize the NRCC to charge your credit card for the total fees due if not received by the stated deadline.)

Acceptance:

In accordance with the following terms, conditions and regulations governing exhibits of the Northeast Regional Carwash Convention (NRCC) at the Taj Mahal, Atlantic City, NJ, the under signed hereby makes application for exhibit space which, when accepted by NRCC, becomes a contract. Terms and conditions on the back of the page are a part of this contract.

Signature: _____ Date: _____

(Application must be signed to be accepted.)

Mail to:

NRCC

P.O. Box 646, North Chelmsford, MA 01863-0646

Or Fax to: (603) 529-8401

Questions? Contact Julie Stanton

Tel: 1-800-868-8590 Email: info@nrccshow.com

Please Note:

- Payment must accompany contract in order for space to be reserved.
- Failure to adhere to payment schedule may result in a change of booth assignment or loss of booth space.
- Please review all terms of the contract.
- Contract received after July 1, 2011 will require payment in full.

Terms & Conditions

1. The Northeast Regional Carwash Convention (NRCC) has selected as Official Trade Show Service Contractor: Vista Exposition Services, phone (609) 485-2421, fax (609) 485-2329. An exhibitor's service kit will be available online at www.nrccshow.com and can be mailed upon request.
2. The NRCC reserves the right to exercise its sole discretion at any time during the application process.
3. All payments for booth reservations must be received by July 1, 2011. Any reserved space with an outstanding balance at this time will be subject to cancellation and booth reassignment at the option of the NRCC.

Payment Schedule

1/2 booth fee is due upon return of contract.

Balance due July 1, 2010.

Failure to adhere to this payment schedule may result in a change of booth assignment or loss of booth space.

Should any rented space remain unoccupied on opening day, or for anytime thereafter, the management reserves the right to reassign such space to any other applicant, and no refund shall be made to the original contracting firm.

Cancellations must be made in writing.

Refund Schedule:

On or before April 1, 2011 50% of initial deposit

On or before July 1, 2011 50% of total booth fee

No refunds after July 1, 2011

Refunds will not be issued for exhibitors who reduce their booth space.

Contract received after July 1, 2011 will require payment in full.

Certified funds are required on all booth space payments received after September 5, 2011

There is a \$25.00 service charge for any returned check.

4. The reassignment or subletting of any space by the exhibitor will not be permitted. The exhibitor may advertise or display only those goods manufactured or distributed by them in the regular course of business. No exhibitor may display products or conduct business outside of the exhibiting company's assigned booth space.

5. The trade show will be held on Tuesday and Wednesday, October 4 and 5, 2011. Please refrain from removing any part of the exhibit during the trade show. Upon completion of the show all exhibits should be removed by 11:00 PM on October 5, 2011. Any exhibit remaining after this time will be removed by the management and the expenses charged to the exhibitor.

6. Space will not be assigned without a 50% deposit (before July 1, 2011, or payment in full after July 1, 2011). Booth priority is given to the previous year's sponsoring companies then on a first come first served basis. Preferences for booth space location are for guidance and are not guaranteed.

If space is not available a waiting list will be created in order of receipt of completed contract. Should space not become available a full refund will be issued to any company on the waiting list.

7. Booths are 10 feet X 10 feet. Exhibitors may purchase up to eight (8) consecutive booths. This holds true for anyone representing two or more companies such as a distributor and manufacturer combining on the same product; they must adhere to the booth limit.

8. Arrangements for freight handling must be made through the decorating company. All displays shall fit within the confines of the space allotted to the exhibitor. All equipment shall be trade show friendly. In other words please refrain from displaying any equipment which could disturb or inhibit the viewers or other exhibitors. All costs incurred by moving equipment or displays is the responsibility of the exhibitor.

9. NRCC reserves the right to restrict any giveaways from the show floor that are in bad taste or offensive. If exhibitors wish to distribute food samples from their booth they must obtain approval from show management.

All giveaways, raffles, sales, etc., must comply with all local and state regulations.

10. Each exhibitor shall carry current liability insurance. It is agreed that NRCC, its management and representatives, and the management of the Taj Mahal shall not be liable to the exhibitor for any loss, damage, or injury to his property contained in such exhibits or injuries to his person, his agents, employees or other persons no matter how sustained; fire, theft, accident or other causes; all claims for such loss, damage, or injury is hereby expressly waived by the exhibitor.

11. The exhibitor agrees that NRCC maintains the right to make such rules, regulations or changes in the floor plan arrangements of booths for said exhibitor as it shall deem necessary and to amend same from time to time.

12. In the event of cancellation due to unforeseen circumstances such as fire, strikes, government regulations or other causes beyond the control of NRCC, the association shall not be liable for failure to hold the NRCC annual convention as scheduled and this contract is not binding. In this case, NRCC shall determine the amount of the exhibit fee to be refunded.

13. Any exhibitor activities shall be scheduled at times other than those reserved for the convention. Any exceptions to this schedule is with the express permission of NRCC.

14. NRCC asks that all booths maintain an appearance that is both attractive and appealing to viewers. Exhibitors should keep in mind that this may be the only show that many of our colleagues will attend this year.

15. Use of the NRCC name, logo and/or theme for any purpose without express written permission from the NRCC is prohibited. Failure to comply will result in forfeiture of booth space.

16. Each exhibitor is allowed four (4) exhibitor badges for the first booth purchased and two (2) for each additional booth purchased. Additional badges will be available for purchase (through exhibitor packet). Exhibitor badges are for the exclusive use of the person named on the badge. Any misuse of badges and/or misrepresentation will result in expulsion from the show and future NRCC shows.