

22nd Annual  
**Northeast Regional Carwash Convention**  
Hosted by  
The New England Carwash Association  
**October 3-5, 2011**  
Trump Taj Mahal Hotel & Casino  
Atlantic City, New Jersey

*It will blow you*

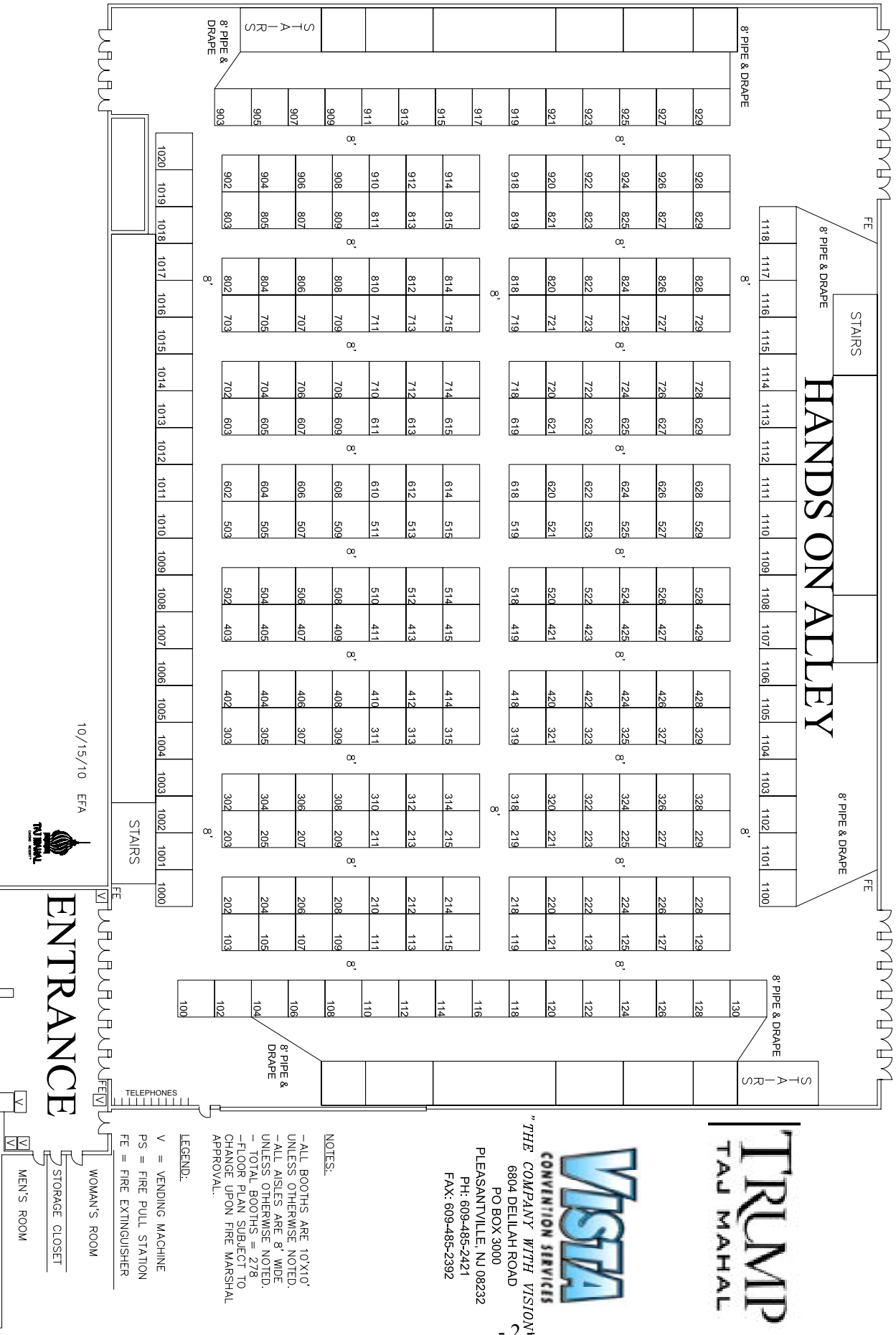
**AWAY**

*Exhibitor Packet*

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# NORTHEAST REGIONAL CARWASH CONVENTION

2011  
 TRUMP TAJ MAHAL  
 MARK G. ETESS ARENA



**TRUMP TAJ MAHAL**

**VISTA**

"THE COMPANY WITH VISION"  
 CONVENTION SERVICES  
 6804 DELLAH ROAD  
 PO BOX 3000  
 PLEASANTVILLE, NJ 08232  
 PH: 609-485-2421  
 FAX: 609-485-2392

**NOTES:**

- ALL BOOTHS ARE 10'X10' UNLESS OTHERWISE NOTED.
- ALL AISLES ARE 8' WIDE UNLESS OTHERWISE NOTED.
- TOTAL BOOTHS = 278
- FLOOR PLAN SUBJECT TO CHANGE UPON FIRE MARSHAL APPROVAL.

**LEGEND:**

- V = VENDING MACHINE
- PS = FIRE PULL STATION
- FE = FIRE EXTINGUISHER

10/15/10 EFA

STAIRS

ENTRANCE

WOMAN'S ROOM

STORAGE CLOSET

MEN'S ROOM

# GENERAL INFORMATION

## BOOTH SPECIFICATIONS

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, Phone (609) 485-2421, Fax (609) 485-2392.

## OFFICIAL DECORATOR

Vista Convention Services, 6804 Delilah Road, P.O. Box 3000, Pleasantville, NJ 08232

Phone: 609-485-2421, Fax: 609-485-2392, Web site: [www.vistacs.com](http://www.vistacs.com)

Please see Vista Convention Services Exhibitor Service Manual for ordering additional items/services not included with your booth. All orders from this manual must be placed with Vista Convention Services directly - please do not send orders or checks to NRCC.

## TRADE SHOW

### LOCATION

Mark G. Etes Arena, Taj Mahal Atlantic City, NJ

### SHOW COLORS

Purple And Yellow

### SHOW SET-UP HOURS

Monday, October 3 2:00 p.m. - 5:00 p.m.  
Tuesday, October 4 8:00 a.m. - 1:00 p.m.

### EXHIBITOR REGISTRATION

Monday, October 3 2:00 p.m. - 5:00 p.m.  
Tuesday, October 4 6:30 a.m. - 7:00 p.m.  
Wednesday, October 5 6:30 a.m. - 2:30 p.m.

### EXHIBIT HOURS

Tuesday, October 4 1:30 p.m. - 6:30 p.m.  
Wednesday, October 5 10:30 a.m. - 2:30 p.m.

### SHOW DISMANTLING

Wednesday, October 5 2:30 p.m. - 11:00 p.m.

ALL EXHIBITS MUST BE COMPLETELY REMOVED BY 11:00 PM ON WEDNESDAY.

## EXHIBITOR BADGES

All exhibitors must wear badges. Complete and return the attached form to obtain badges for your exhibit staff. Badges will be available at "Exhibitor Registration" outside of the arena.

**THERE WILL BE A \$35.00 CHARGE FOR ALL ON-SITE EXHIBITOR BADGES.**

## SEMINAR/EVENT TICKETS

Tickets for seminars and meals are not included with your booth except for exhibitors registering for the complete Convention Package with their booth registration or by completing the "Exhibitor Badge" form on page 8.

## TERMS AND CONDITIONS

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.

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.

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.

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.

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.

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.

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.

# HOTEL

## HOTEL RESERVATIONS / RATES

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 ANRCW11 to received the discounted rates, You may also visit their website, <https://resweb.passkey.com/go/necarwash2011> to receive the discounted rates.

Deadline to receive discounted rates is September 19, 2011

## DIRECTIONS

Only 15 minutes from Atlantic City's International Airport, an hour from Philadelphia International Airport. Minutes away from Amtrak.

Convenient parking for over 7,000 vehicles

Trump Taj Mahal

1000 Boardwalk at Virginia Avenue

Atlantic City, New Jersey 08401

(609) 449-1000 or (800) 825-8786

From New York

Take New Jersey Turnpike, Exit 11 to the Garden State Parkway. Take Exit 40 to White Horse Pike East (Route 30). Follow signs for Virginia Avenue.

From Philadelphia

Take the Ben Franklin or Walt Whitman Bridge, the North South Freeway (Route 42) to the foot of the Atlantic City Expressway. Follow signs for Trump Taj Mahal/Virginia Avenue.

From Baltimore/Washington, DC

Take I-95 to the Walt Whitman Bridge, the North South Freeway (Route 42) to the foot of the Atlantic City Expressway. Follow signs for Trump Taj Mahal/Virginia Avenue.

# TRAVEL

The Atlantic City Airport is located just minutes from the city and offers shuttle, taxi and rental car transportation.

- Spirit Airlines recently added direct air service between Boston and Atlantic City to the flights offered.

- AirTran Airways began servicing Atlantic City in June 2009 with low-fare round-trip nonstop flights between Atlantic City International Airport and Hartsfield-Jackson Atlanta International Airport.

Philadelphia International Airport is also a quick 60-minute drive via the Atlantic City Expressway.

Rail service provided by NJ Transit arrives and departs through the rail terminal adjacent to the Atlantic City Convention Center. Atlantic City Express Service (ACES) began express train service between New York's Penn Station and Atlantic City in February 2009. Atlantic City transportation makes everything within the city readily accessible with NJ Transit buses. The 13 passenger Jitneys moves the entire length of Pacific Avenue, parallel to Atlantic City's world famous Boardwalk, to the Marina District and to the Convention Center.

# SCHEDULE OF EVENTS

## Monday, October 3

9:00 am - 4:00 pm

IDA University Presents:

Educating Detailers for Today's Challenges

4:30 pm - 6:30 pm

Carwash College Presents:

Market Your Wash Like A Pro

7:00 pm - 8:30 pm

Welcoming Reception

## Tuesday, October 4

7:30 am - 9:00 am

Early Bird Panel Discussion with Breakfast

9:15 am - 10:30 am

Sudden Unintended Acceleration:  
What you Need to Know to Keep your  
Customers and Employees Safe

10:45 am - 12:00 noon

Keynote Presentation:  
Weather or Not?

12:00 noon - 1:15 pm

Luncheon/ICA Address/Awards  
Presentation

1:30 pm - 6:30 pm

Exhibits Open - 4 -

## Wednesday, October 5

7:30 am - 9:00 am

Early Bird Round Table Discussion with Breakfast

9:15 am - 10:30 am

Industry Issues: Causes and Responses

10:30 am - 2:30 pm

Exhibits Open

# SHOW DIRECTORY LISTING

## DEADLINE FOR RECEIPT: SEPTEMBER 9

As an exhibitor your company will be listed in the Show Directory, which will be distributed to all attendees. Please complete and submit this form by the deadline. If this form is not received by the deadline, your company will be listed as it appears on your contract.

Company name as it appears on contract \_\_\_\_\_

Company name to appear on sign & show directory \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ Toll Free \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Web Site \_\_\_\_\_

Brief description of your company's products being exhibited (max 180 characters) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Northeast Regional Carwash Convention  
P.O. Box 646 • N. Chelmsford, MA 01863  
Shipping: 816 Elm St., #299, Manchester, NH 03101  
1-800-868-8590 Fax 603-529-8401 info@nrccshow.com www.nrccshow.com

# SHOW DIRECTORY ADVERTISING

## DEADLINE TO RESERVE AD SPACE: SEPTEMBER 2 DEADLINE FOR RECEIPT OF ARTWORK: SEPTEMBER 9

Take advantage of additional exposure of your company by advertising in the Show Directory, which will be distributed to all attendees.

PUBLICATION SIZE: 3 1/2 x 6 1/2 inches

Black ink on white stock. Covers: Black on white stock.

Please check your ad size below:

	Cost	*First come, first served basis
<input type="checkbox"/> Full Page 2 3/4 wide x 5 high	\$150	
<input type="checkbox"/> Business Card	\$65	
<input type="checkbox"/> Back Cover (Full page)*	\$285	
<input type="checkbox"/> Inside Front Cover (Full page)*	\$235	
<input type="checkbox"/> Inside Back Cover (Full page)*	\$210	

Yes, I would like to advertise in the SHOW DIRECTORY! PAYMENT MUST ACCOMPANY FORM.

Company Name \_\_\_\_\_

Name of person submitting this form \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

• Please submit artwork as high resolution pdf file or call NRCC to ask about other acceptable file formats.

• Please be sure your artwork is sized properly.

• Artwork must be black & white color ads will not be accepted.

• Email your artwork directly to info@nrccshow.com.

• Please indicate that art is for the NRCC Show Directory.

My artwork will be forwarded by the deadline.

Please typeset an ad for me, typed information is attached.  
(Your logo may be included.)

There is an additional charge for typesetting, please call for price.

PLEASE COMPLETE THE "SHOW FEES TOTAL" PAGE 11 OF THIS BOOKLET,  
ENCLOSE PAYMENT AND RETURN TO:

Northeast Regional Carwash Convention

P.O. Box 646 • N. Chelmsford, MA 01863

Shipping: 816 Elm St., #299, Manchester, NH 03101

1-800-868-8590 Fax 603-529-8401 info@nrccshow.com www.nrccshow.com

# SHOW SPONSORSHIP

## YOUR COMPANY WILL SHINE AT THE SHOW!

All sponsorships include a sign at the function, a special thanks in the NRCC Show Directory, posting on the NRCC web site, acknowledgement at the Keynote Address by the NRCC Chairperson and print in the Northeast Carwasher magazine.

### PLATINUM SPONSOR

Official Show Sponsor	SOLD	Qual-Chem
Official Media Sponsor	SOLD	Professional Carwashing & Detailing
Welcoming Reception	SOLD	Innovative Control Systems

### GOLD SPONSOR

Show Bags	SOLD	Micrologic Associates
Lanyards	SOLD	Econocraft Worldwide Mfg

### SILVER SPONSOR

<input type="radio"/> Luncheon	\$2000	AVAILABLE
<input type="radio"/> Keynote	\$2000	AVAILABLE
<input type="radio"/> Carwash College	\$2000	

### BRONZE SPONSOR

Refreshment Bar	SOLD	Simoniz USA
Popcorn Stand	SOLD	Mang Insurance
Event Tickets	SOLD	National Ticket
Snack Station	\$1000	Ultimatech Car Wash Equipment

<input type="radio"/> Pen Sponsor	SOLD	Kleen-Rite
<input type="radio"/> Registration Mints	\$750	AVAILABLE
<input type="radio"/> Bottled Water	SOLD	Ardex
<input type="radio"/> Breakfast Sponsor	\$750	Available
<input type="radio"/> Seminar Sponsor	\$500	Available

Yes, I would like to sponsor an event at the show!

Company Name \_\_\_\_\_

Name of person submitting this form \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Please check Sponsorship above\*      Amount \$ \_\_\_\_\_      PAYMENT MUST ACCOMPANY FORM.

\* Note: Sponsorships are available on a first-come, first served basis. Please call NRCC for availability.

PLEASE COMPLETE THE "SHOW FEES TOTAL" PAGE 11 OF THIS BOOKLET,  
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# EXHIBITOR BADGES

## DEADLINE FOR RECEIPT: SEPTEMBER 17

YOU MAY REGISTER UP TO 4 EXHIBITORS FOR THE FIRST BOOTH AND 2 EXHIBITORS FOR EACH ADDITIONAL BOOTH AT NO COST PROVIDED THIS FORM IS RECEIVED BY THE OCTOBER 2 DEADLINE.

ADDITIONAL BADGES AND ANY BADGES PRINTED ON SITE ARE \$35.00 EACH.

PLEASE REGISTER AT THE SHOW SITE AT A COST OF \$35.00 PER BADGE AFTER THE DEADLINE.

Company name to appear on badges \_\_\_\_\_

Company name as it appears on contract if different \_\_\_\_\_

Name of person submitting this form \_\_\_\_\_ Tel. \_\_\_\_\_

Please list your exhibit staff below (attach a separate sheet if necessary). List only personnel who will be representing your company and exhibiting at the show. Unauthorized use of exhibitor badges is strictly prohibited. Badges will be available at the Exhibitor Registration Counter for pick-up. See page 3 for time.

Please check box beside each person registering for the complete Convention Package, which includes all seminars, events and meals for Monday, Tuesday and Wednesday. The cost is \$125 per person. There is no additional badge overage charge for those registering for the complete Convention Package. Please use the ATTENDEE REGISTRATION form (page 9) to register for individual events/seminars.

PLEASE PRINT CLEARLY.

First Name	Last Name	Convention Pkg.

First Name	Last Name	Convention Pkg.

Number of Convention Packages \_\_\_\_\_ @ \$125 = \$ \_\_\_\_\_

Number of Exhibit Booths: \_\_\_\_\_ Exhibitor Badge Allowance (see above): \_\_\_\_\_

Number of Exhibitor Badges Over Allowance: \_\_\_\_\_ x \$35.00 = \$ \_\_\_\_\_

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# ATTENDEE REGISTRATION FORM

**Discount Deadline: September 17, 2011 • Advance Registration Deadline: September 24, 2011**

Admittance to all events and seminars will be by convention badge (& ticket if applicable). Your badges/tickets will be ready for you at the Advance Registration Counter at the entrance to the Mark G. Etes Arena. Please register at the show site if you miss the deadline.  
**CANCELLATIONS:** Requests for refunds must be received in writing. No refunds will be issued after September 24, 2011.

## A. COMPANY INFORMATION

Company Name \_\_\_\_\_  
 Contact Person \_\_\_\_\_ Email \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 Street or P.O. Box \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Regional Association Members – please circle: CCA CWONJ NECA NYSCWA MCA

## B. ATTENDEE INFORMATION & EVENTS

### CHECK BOXES BELOW TO REGISTER FOR SEMINARS AND EVENTS

PACKAGES INCLUDE:	Mon. Seminar & Reception	Tues. Seminars & Meals	Tues. Trade Show	Wed. Seminars & Meals	Wed. Trade Show	PACKAGES		MON.	TUES.	WED.
						<<<	>>>	<<<	>>>	<<<
Full Convention Package	X	X	X	X	X	<b>Full Convention Package</b> By Sept. 17: \$250 / After Sept. 17: \$295				
Spouse Convention Package	X	X	X	X	X	<b>Spouse Convention Package</b> Must be purchased with Full Convention Package-For Sponsors Only By Sept. 17: \$175 / After Sept. 17: \$230				
Tuesday Package		X	X			<b>Tuesday Package</b> By Sept. 17: \$185 / After Sept. 17: \$225				
Wednesday Package				X	X	<b>Wednesday Package</b> By Sept. 17: \$100 / After Sept. 17: \$130				
Managers Package Mon/Tues	X	X	X			<b>Managers Package Mon/Tues</b> By Sept. 17: \$195 / After Sept. 17: \$220				
Managers Package Tues/Wed		X	X	X	X	<b>Managers Package Tues/Wed</b> By Sept. 17: \$135 / After Sept. 17: \$170				
						<b>Carwash College</b> By Sept. 17: \$95 / After Sept. 17: \$120				
						<b>Welcoming Reception</b> By Sept. 17: \$75 / After Sept. 17: \$100				
						<b>Tuesday Early Bird w/Breakfast</b> By Sept. 17: \$50 / After Sept. 17: \$70				
						<b>Sudden Acceleration</b> By Sept. 17: \$55 / After Sept. 17: \$75				
						<b>Keynote Address</b> By Sept. 17: \$70 / After Sept. 17: \$90				
						<b>Luncheon/ICA/Awards</b> By Sept. 17: \$45 / After Sept. 17: \$55				
						<b>Trade Show Tuesday/Wednesday</b> By Sept. 17: \$20 / After Sept. 17: \$35				
						<b>Wednesday Early Bird w/Breakfast</b> By Sept. 17: \$50 / After Sept. 17: \$70				
						<b>Successful Adaptations</b> By Sept. 17: \$55 / After Sept. 17: \$75				

Please photocopy for additional attendees.  
 ↓ **ATTENDEE NAMES FOR BADGES** ↓

If you are planning to attend an Early Bird Session, please indicate any topics or questions you'd like addressed by the panelists:

**PLEASE NOTE: EXHIBITS ARE OPEN TUESDAY & WEDNESDAY ONLY**

## C. REGISTRATION CALCULATION

## D. PAYMENT METHOD

ITEM/EVENT	REGISTRATION FEE
	<i>See fees above.</i>
Full Convention Package	@ \$ _____ = \$ _____
Spouse Convention Package	@ \$ _____ = \$ _____
Tuesday Package	@ \$ _____ = \$ _____
Wednesday Package	@ \$ _____ = \$ _____
Managers Package Mon/Tues	@ \$ _____ = \$ _____
Managers Package Tues/Wed	@ \$ _____ = \$ _____
Carwash College	@ \$ _____ = \$ _____
Welcoming Reception	@ \$ _____ = \$ _____
Tues. Early Bird w/Breakfast	@ \$ _____ = \$ _____
Sudden Acceleration	@ \$ _____ = \$ _____
Keynote Address	@ \$ _____ = \$ _____
Luncheon/ICA/Awards	@ \$ _____ = \$ _____
Trade Show Admission	@ \$ _____ = \$ _____
Wed. Early Bird w/Breakfast	@ \$ _____ = \$ _____
Successful Adaptations	@ \$ _____ = \$ _____
<b>TOTAL</b>	\$ _____

Registration will not be processed without full payment (U.S. Dollars).

**PLEASE RETURN COMPLETED FORM TO:**

**FAX:** 603-529-8401

**MAIL:** Northeast Regional Carwash Convention (NRCC)

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

Faxes accepted for credit card payment at: (603) 529-8401

Or you may register on line (credit card payment) at [www.nrccshow.com](http://www.nrccshow.com).

Questions? 1-800-868-8590, [info@nrccshow.com](mailto:info@nrccshow.com)

Check# \_\_\_\_\_ payable to NRCC.

Returned checks subject to \$25.00 service fee.

MasterCard  Visa  American Express

Account Address \_\_\_\_\_

Zip Code \_\_\_\_\_

Card Holder (Print) \_\_\_\_\_

Signature \_\_\_\_\_

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ CID Code \_\_\_\_\_

# HANDS ON ALLEY

DEADLINE FOR RECEIPT: SEPTEMBER 17

Space Is  
LIMITED!

Only  
\$75

Hands on alley is a designated area on the trade show floor (booths 1100-1118) 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 at a great value!

Products being demonstrated will be listed in the show directory.

Exhibitors must purchase a minimum of one exhibitor booth on the trade show floor at \$675 in order to participate in the Hands on Alley booth space.

Yes, I would like a booth in the Hands On Alley!

Company Name \_\_\_\_\_

Name of person submitting this form \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Number of booths \_\_\_\_\_ @ \$75 Amount \$ \_\_\_\_\_ PAYMENT MUST ACCOMPANY FORM.

Product(s) being displayed \_\_\_\_\_

\* Note: Space is available on a first-come, first served basis. Please call NRCC for availability.

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# SHOW FEES TOTAL

Complete and return this form if any payment for the show is due.

Company Name \_\_\_\_\_

Name of person submitting this form \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Please check payment items that you are enclosing:

- Exhibit Space Balance \$ \_\_\_\_\_ Please refer to your STATEMENT OF ACCOUNT  
for any balance due on exhibit space.
- Show Directory Advertising \$ \_\_\_\_\_ (Page 6)
- Show Sponsorship \$ \_\_\_\_\_ (Page 7)
- Exhibitor Badge Fee \$ \_\_\_\_\_ (Page 8)
- Advanced Registration Form \$ \_\_\_\_\_ (Page 9)
- Hands on Alley Form \$ \_\_\_\_\_ (Page 10)

TOTAL \$ \_\_\_\_\_

My check for \$ \_\_\_\_\_ payable to NRCC is enclosed.  
Returned check subject to \$25.00 service fee.

Charge my credit card

Visa       Master Card       American Express

# \_\_\_\_\_ Exp. Date \_\_\_\_\_ CID \_\_\_\_\_

Card holder's name \_\_\_\_\_

Signature \_\_\_\_\_

Billing Address \_\_\_\_\_ Zip Code \_\_\_\_\_

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