

NRCC 2013 is

East Coast
STRONG
October 7-9, 2013

Trump Taj Mahal Hotel & Casino
Atlantic City, New Jersey

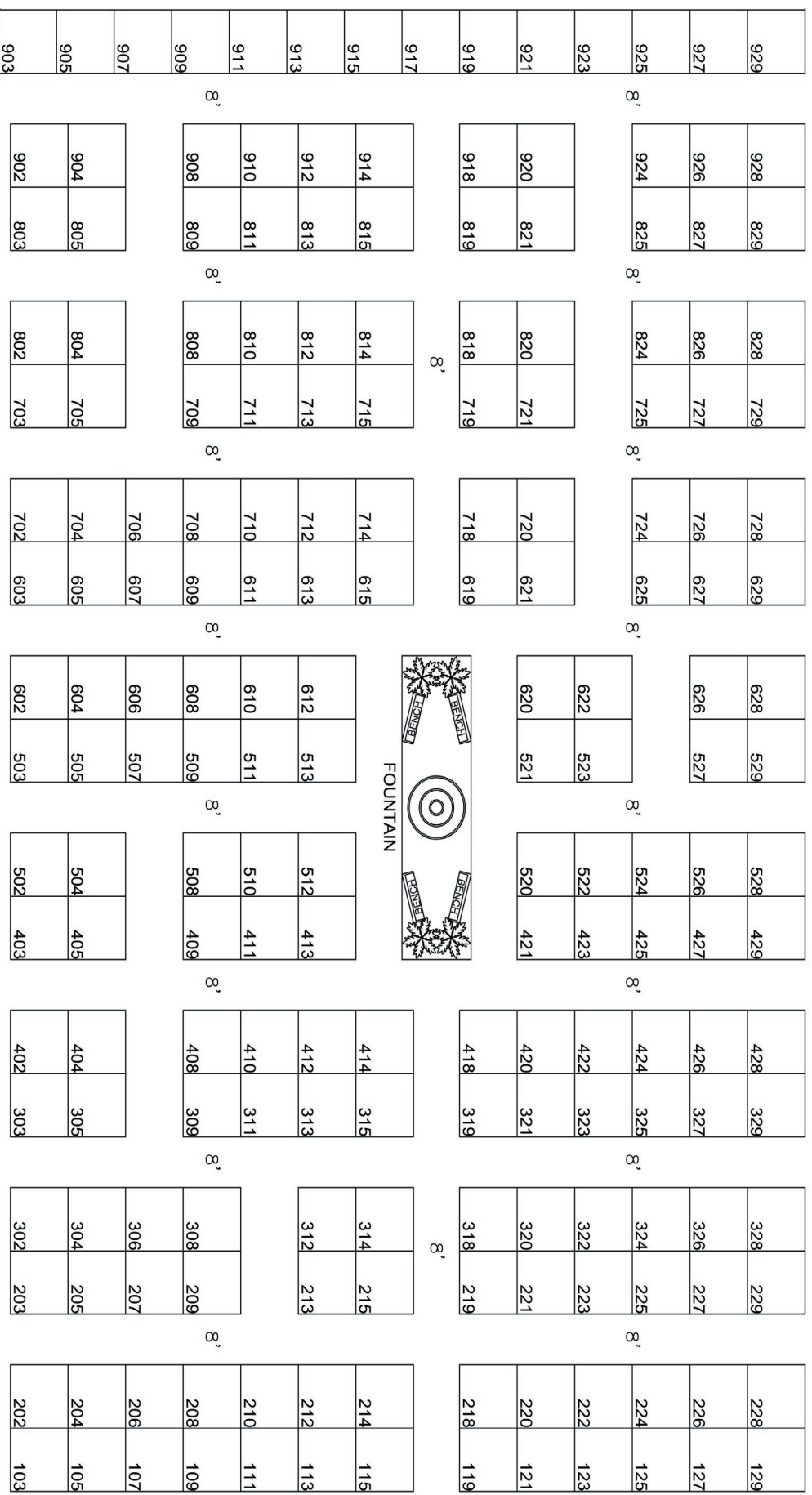
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8' PIPE &

8'

130	128	126	124	122	120	118	116	114	112	110	108	106	104	102	100
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1020	1019	1018	1017	1016	1015	1014	1013	1012	1011	1010	1009	1008	1007	1006	1005	1004	1003	1002	1001	1000
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ENTRANCE

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

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	Blue, Light Blue and White	
SHOW SET-UP HOURS	Monday, October 7	2:00 p.m. - 5:00 p.m.
	Tuesday, October 8	8:00 a.m. - 1:00 p.m.
EXHIBITOR REGISTRATION	Monday, October 7	2:00 p.m. - 5:00 p.m.
	Tuesday, October 8	6:30 a.m. - 7:00 p.m.
	Wednesday, October 9	6:30 a.m. - 2:30 p.m.
EXHIBIT HOURS	Tuesday, October 7	1:30 p.m. - 6:30 p.m.
	Wednesday, October 8	10:30 a.m. - 2:30 p.m.
SHOW DISMANTLING	Wednesday, October 3	2:30 p.m. - 11:00 p.m.

ALL EXHIBITS MUST BE COMPLETELY REMOVED BY 11:00 PM ON WEDNESDAY OCTOBER 9.

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 8 and 9, 2013. 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 9, 2013. 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 \$69 (plus tax) per night, the Chairman Tower, \$89 (plus tax) per night. To arrange lodging call the Taj Mahal directly at 1-800-825-8888 and reference group code ANRCW13 to received the discounted rates, You may also visit their website, <https://resweb.passkey.com/go/nrcw2013> to receive the discounted rates.

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 [Directions](#)

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.

PARKING

Convenient parking for over 7,000 vehicles. Parking Rates per Day: Sunday–Thursday \$5; Valet \$15

Travel

The Atlantic City Airport is located just minutes from the city and offers shuttle, taxi and rental car transportation. Spirit Air, www.spirit.com, offers low-fare round-trip nonstop flights into Atlantic City International Airport.

The 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. Free casino shuttle service is available from Atlantic City terminal to all casinos.

Schedule of Events

Monday, October 7

2:00 - 5:00 pm

Exhibitor Set-up

4:00 pm - 6:00 pm

Carwash College

Tuesday, October 8

7:00 am - 1:00 pm

Exhibitor Set-up

7:00 am - 9:00 am

Early Bird Panel Discussion and Breakfast

9:15 am - 10:30 am

The "Pros and Cons" of the Unlimited Wash Club

10:45 am - 12:15 pm

Keynote Presentation
ICA Address

12:15 pm - 1:30 pm Luncheon

1:30 pm - 6:30 pm Exhibits Open

7:00 pm - 9:00 pm Opening Night
Reception & Awards

Wednesday, October 9

7:30am - 9:00am Early Bird Roundtable and Breakfast

9:15 am - 10:30 am Get Out Alive from Your Car Wash Business

10:30 am - 2:30 pm
Exhibits Open

2:30 pm - 11:00 pm
Exhibitor Breakdown

Show Directory Listing

DEADLINE FOR RECEIPT: SEPTEMBER 6

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) _____

Show Directory Advertising

DEADLINE TO RESERVE AD SPACE: AUGUST 30
DEADLINE FOR RECEIPT OF ARTWORK: SEPTEMBER 6

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: Color.

Please check your ad size below:

	Cost	
<input type="checkbox"/> Full Page 2 3/4 wide x 5 high	\$150	*First come, first served basis
<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 _____ Email _____

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

Show Sponsorship

Maximize your exhibit dollars by gaining additional exposure to an already captive audience.

Sponsoring companies will receive:

- First choice of booth assignment for 2014 (in order of sponsorship value)
- Company name and logo on the NRCC website
- Verbal recognition at the Keynote presentation
- Sponsorship listing on entrance unit and show program
- Signage at sponsored event
- Company logo on one pre-show eblast
- Company logo on one post-show eblast

Platinum Sponsors **\$3500**

- Official Show Sponsor
- Welcoming Reception

In addition to the above Platinum sponsors will receive two complimentary full convention packages, company logo on the entrance unit and a full page ad in the NRCC show book.

Gold Sponsors **\$3000**

- Show Bags
- Lanyards

In addition to the above Gold sponsors will receive two complimentary full convention packages. Plus your company logo on each attendee.

Silver Sponsors **\$2500**

- Luncheon
- Keynote
- Carwash College

In addition to the above Silver sponsors will receive two complimentary tickets to the event and company logo included in the power point presentation title page.

Bronze Sponsors **\$1500**

- Refreshment Bar
- Bottled Water

In addition to the above Bronze sponsors will have their company logo imprinted on the water bottle or napkins.

Snack Sponsors **\$1250**

- Popcorn Stand
- Snack Station

In addition to the above Snack sponsors will have their company logo imprinted on the popcorn box or napkins in the snack area.

Registration Sponsor **\$1000**

- Registration Pens
- Registration Mints

In addition to the above the Registration sponsors will have their company logo imprinted on all the registration pens or registration mints.

Breakfast Sponsor **\$1000**

Seminar Sponsor **\$750**

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

Yes, I would like to be the _____ sponsor!

Total \$ _____

Company Name _____

Name of person submitting this form _____

Telephone _____ Email _____

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

Northeast Regional Carwash Convention
1-800-868-8590 Fax 603-529-8401 info@nrccshow.com www.nrccshow.com

Exhibitor Badges

DEADLINE FOR RECEIPT: SEPTEMBER 6

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 DEADLINE.

ADDITIONAL BADGES AND ANY BADGES PRINTED ON SITE ARE \$35.00 EACH. NOTE UNUSED BADGES DO NOT CARRY OVER. FOR EXAMPLE IF YOU HAVE 1 BOOTH AND REGISTER FOR 3 BADGES BEFORE THE DEADLINE THERE WILL STILL BE A CHARGE AT THE SHOW FOR THE REMAINING BADGE.

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.			Convention Pkg.	PLEASE PRINT CLEARLY.			Convention Pkg.
First Name	Last Name			First Name	Last Name		

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

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

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

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

Northeast Regional Carwash Convention
1-800-868-8590 Fax 603-529-8401 info@nrccshow.com www.nrccshow.com

Discount Deadline: September 6, 2013 • Advance Registration Deadline: September 20, 2013

Complete this form for check payment. For credit card payment, please visit www.nrccshow.com.
 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 20, 2013.

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 >>>	MON.	<<<	TUES.	>>>	<< WED.>>>																													
If you wish to purchase a package, please check package box (not individual items included in the package). PACKAGES INCLUDE: <table border="1"> <tr> <td></td> <td>Carwash College</td> <td>Tues. Seminars & Meals</td> <td>Trade Show</td> <td>Wed. Seminars & Meals</td> </tr> <tr> <td>Full Convention Package</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Spouse Convention Package</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Tuesday Package</td> <td></td> <td>X</td> <td>X</td> <td></td> </tr> <tr> <td>Wednesday Package</td> <td></td> <td></td> <td>X</td> <td>X</td> </tr> </table> Please photocopy for additional attendees. ↓ ATTENDEE NAMES FOR BADGES ↓		Carwash College	Tues. Seminars & Meals	Trade Show	Wed. Seminars & Meals	Full Convention Package	X	X	X	X	Spouse Convention Package	X	X	X	X	Tuesday Package		X	X		Wednesday Package			X	X	Full Convention Package By Sept. 6: \$275 / After Sept. 6: \$350	Spouse Convention Package Must be purchased with Full Convention Package-For Spouses Only. By Sept. 6: \$200/ After Sept. 6: \$275	Tuesday Package By Sept. 6: \$225 / After Sept. 6: \$275	Wednesday Package By Sept. 6: \$100 / After Sept. 6: \$150	Carwash College By Sept. 6: \$95 / After Sept. 6: \$120	Tuesday Early Bird w/Breakfast By Sept. 6: \$50 / After Sept. 6: \$70	Pros & Cons of the Unlimited Wash Club By Sept. 6: \$55 / After Sept. 6: \$75	Keynote / ICA Address By Sept. 6: \$70 / After Sept. 6: \$90	Luncheon By Sept. 6: \$45 / After Sept. 6: \$55	Opening Night Reception & Awards By Sept. 6: \$75 / After Sept. 6: \$100	Trade Show Tuesday/Wednesday By Sept. 6: \$30 / After Sept. 6: \$45	Wednesday Early Bird w/Breakfast By Sept. 6: \$50 / After Sept. 6: \$70	Get Out Alive! From Your Carwash Business By Sept. 6: \$55 / After Sept. 6: \$75
		Carwash College	Tues. Seminars & Meals	Trade Show	Wed. Seminars & Meals																																	
	Full Convention Package	X	X	X	X																																	
	Spouse Convention Package	X	X	X	X																																	
	Tuesday Package		X	X																																		
Wednesday Package			X	X																																		

If you are planning to attend the Tuesday 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

ITEM/EVENT	REGISTRATION FEE
	<i>See fees above.</i>
Full Convention Package	_____ @ \$ _____ = \$ _____
Spouse Convention Package	_____ @ \$ _____ = \$ _____
Tuesday Package	_____ @ \$ _____ = \$ _____
Wednesday Package	_____ @ \$ _____ = \$ _____
Carwash College	_____ @ \$ _____ = \$ _____
Tuesday Early Bird w/Breakfast	_____ @ \$ _____ = \$ _____
Pros & Cons/Unlimited Wash Club	_____ @ \$ _____ = \$ _____
Keynote / ICA Address	_____ @ \$ _____ = \$ _____
Luncheon	_____ @ \$ _____ = \$ _____
Opening Night Reception & Awards	_____ @ \$ _____ = \$ _____
Trade Show Admission	_____ @ \$ _____ = \$ _____
Wednesday Early Bird w/Breakfast	_____ @ \$ _____ = \$ _____
Get Out Alive! From Your Carwash Bus.	_____ @ \$ _____ = \$ _____
TOTAL	\$ _____

REGISTRATION WILL NOT BE PROCESSED WITHOUT FULL PAYMENT (U.S. DOLLARS).

CHECK PAYMENT:

Check# _____ payable to NRCC.
 Returned checks subject to \$25.00 service fee.

PLEASE RETURN COMPLETED FORM WITH PAYMENT TO:

Northeast Regional Carwash Convention (NRCC)
 P.O. Box 230
 Rexford, NY 12148

CREDIT CARD PAYMENT:

PLEASE REGISTER ONLINE AT WWW.NRCCSHOW.COM.

Restore The Shore



The NRCC has teamed up with Restore the Shore in an effort to raise money for the victims of Hurricane Sandy who are still impacted by the devastating hurricane last fall. Great food, great music and an open bar of beer and wine! A silent auction and raffles will top the night. Our goal is to raise \$10,000 so join us for great company and a great cause and make this an evening to remember. Space is limited, be sure to sign up early!

Prize Donations

We are holding a silent auction at our opening night reception to help raise money for the Restore the Shore foundation. Please consider a product or service donation (\$200 value) to auction off at our reception. In return your prize and company will be included in an eblast promoting the reception and listed in our show directory, as well as your company logo included in the video slide show that will loop throughout out the evening on 14 screens through out the Hard Rock Cafe. Thank you in advance for your generous donations.

Please bring donations with you to the show. If your donation is too large, arrangements must be made with the winner of the auction by you directly with the winner.

Yes, I would like to donate _____ for the silent auction!

Value \$ _____

Company Name _____

Name of person submitting this form _____

Telephone _____ Email _____

Donations

Looking to make a donation?

The Restore the Shore Foundation accepts donations on-line. Visit <http://www.njhometownheroes.org/site/> . Please enter your company name and on behalf of the NRCC. Please contact the NRCC after your donation is made to receive recognition at the reception and be included in the Noreast Carwasher Magazine!. 100% of the monies raised will go to the Restore the Shore's effort to rebuild homes and lives of the families impacted by the devastation of Hurricane Sandy. Remember our goal is to raise over \$10,000 so we need your help! Let's make this evening a night to remember for

Tickets

Tickets for this event can be purchased on page 9 of this packet or on-line at www.nrccshow.com. Tickets are \$75 per person if purchased by September 6, or \$100 if purchased after September 6. Tickets are also available by purchasing an Exhibitor Convention Package. The Exhibitor Convention Package is \$125 and includes all events and seminars the NRCC is hosting. To register for an Exhibitor Convention Package please fill out page 8 of this packet.

Space limited so register early.

Northeast Regional Carwash Convention
1-800-868-8590 Fax 603-529-8401 info@nrccshow.com www.nrccshow.com

Show Fees Totals

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

Company Name _____

Name of person submitting this form _____

Telephone _____ Email _____

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)

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 _____

Northeast Regional Carwash Convention
1-800-868-8590 Fax 603-529-8401 info@nrccshow.com www.nrccshow.com