



Northeast Regional Carwash Convention

2016 NRCC Exhibitor/Sponsor Prospectus

September 19-21, 2016

**The 2016 NRCC will take place at the Atlantic City Convention
Center in Atlantic City, NJ**

Contact Info:

Meeting Industry Experts/ NRCC

1600 Randolph Road

Schenectady, NY 12308

Phone: 1-800-868-8590

Fax: 518-252-6240

E-mail: info@nrccshow.com

The 27th Northeast Regional Carwash Convention (NRCC), September 19-21, 2016, at the Atlantic City Convention Center, is sure to be another record-breaking event. With a record 301 exhibits last year, and room to grow, vendors are expanding their footprints and taking advantage of this state-of-the-art facility to showcase their products and equipment to East Coast operators. Secure your booth space today and take advantage of our valuable sponsorship opportunities to maximize your exposure at the 2016 NRCC, the country's largest regional carwash show!

For more information call 800/868-8590 or visit nrccshow.com

Exhibitor Information

Exhibitor Booth Costs:

- Cost for the first booth: \$825
- Cost for the each additional booth: \$800

All Exhibitors will also receive the following:

- ***Company Listing in the Shows Official Pocket Directory***
- ***2 tickets to the Show***
- ***10x10 Booth to include:*** 8' high backwall, 3' high siderail , 7" x 44" Exhibitor ID Sign (to include company name & booth number) , (1) 8' draped table, (2) side chairs, (1) wastebasket

To sign up for a booth now please visit: <https://myprereg.com//Events/NRCCB2016> or fill out the booth application on page 8 and email to info@nrccshow.com

Terms and Conditions:

The NRCC reserves the right to exercise its sole discretion at any time during the application process. Each exhibitor agrees to abide by the Terms and Conditions.

All payments for booth reservations must be received by April 1, 2016. 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: Half of the booth fee is due upon return of contract; balance due April 1, 2016. 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 and other applicant, and no refund shall be made to the original contracting form.

Cancellations must be made in writing. Refund Schedule: 1) On or before February 1, 2016: 50% of initial deposit; 2) On or before April 1, 2016; 50% of total booth fee; 3) No refunds after April 1, 2016. Refunds will not be issued for exhibitors who reduce their booth space.

Contract received after April 1, 2016 will require payment in full. Certified funds are required on all booth space payments received after August 5, 2016. There is a \$25.00 service charge for any returned check.

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.

The reassignment or subletting of any space by the exhibitor will not be permitted. The Northeast Regional Carwash Convention (NRCC) has selected as Official Trade Service Contract: Vista Exposition Services (phone: 609-485-2421 & fax: 609-485-2329). An exhibitor's service kit will be available online at www.nrccshow.com.

All displays shall fit within the confines of the space allotted to the exhibitor. 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. All equipment shall be trade show friendly. In other words please refrain from displaying any equipment which could disturb or inhibit the attendees or other exhibitors.

Arrangements for freight handling must be made through Vista Convention Services. All costs incurred by moving equipment or displays is the responsibility of the exhibitor.

Each exhibitor is allowed four (4) exhibitor badges for the first booth and two (2) for each additional booth purchased. Additional badges will be available for purchase through online registration. 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. Badges are for exhibiting company personnel only.

No firm or organization not assigned space will be allowed to solicit business within the exhibit or education areas. Exhibitors are asked to notify NRCC if such is occurring. Solicitation on the show floor or in educational programming by non-exhibiting company will result in expulsion from the show and future NRCC shows.

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.

Please refrain from removing any part of the exhibit during the trade show. Upon completion of the show all exhibits should be removed during the tear down hours on the last day. Any exhibit remaining after this time will be removed by the management and the expenses charged to the exhibitor.

Each exhibitor shall carry current liability insurance. It is agreed that NRCC, its management and representatives, and the management of the Atlantic City Convention Center shall not be liable to the exhibitor for any loss, damage, or injury to the property contained in such exhibits or injuries to the person, the 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.

NRCC reserved the right to restrict any displays and/or 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.

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

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.

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.

PRIVACY POLICY

We respect and are committed to protecting your privacy. With the exception of our authorized & registered tradeshow exhibitors, your information will be kept confidential & will not be shared. NRCC does not sell membership nor its convention registration lists.

SECURITY POLICY

Your payment and personal information is always safe. Your personal information will be encrypted, meaning that your credit card number, name, and address, cannot be read over the internet.

POLICY & PAYMENT INSTRUCTIONS

Your registration for the event is considered final, upon checkout - for those that opt to send in check payment by mail for your registration fees, payment for your balance due is required/expected.

IF YOU ARE MAKING A PAYMENT BY CREDIT CARD, PLEASE BE ADVISED....

The address listed under the Payment Type/Tab below, MUST match your "billing address" on file with your credit card company. This is a safety precaution put in place to protect you. If the address that is automatically pre-populated, does not match your billing address on file with your credit card company, then you will need to manually change it below -- so that the information matches your official "bill to address."

CANCELLATION & REFUND POLICY

Should your schedule change or you cannot attend the event, please notify NRCC as soon as possible. Cancellations must be made in writing via email to info@nrccshow.com or faxed to 518-252-6240. Refund schedule: on or before February 1, 2016, 50% of initial deposit; on or before April 1, 2016, 50% of total booth fee; no refunds after April 1, 2016. Refunds will not be issued for exhibitors who reduce their booth space. Any refund amount will be subject to a \$50 administrative fee, which will be deducted from the refund. No refunds will be given after the April 1, 2016 deadline. Event 'NO SHOWS', people who register for the event, but do not attend, will be billed for the appropriate registration amount. If you do not attend the meeting and fail to notify NRCC in advance of the April 1st deadline, you would be ineligible for any refund amount.

NRCC General Sponsorship Opportunities

General Sponsors are sponsoring the entire event at the level of their choice. Please see the grid below to see the benefits you will gain!

	Platinum Sponsor \$6,000+	Gold Sponsor \$3,500	Silver Sponsor \$1,500	Bronze Sponsor \$500
Company Name and Logo on the NRCC Website	✓	✓	✓	✓
Verbal Recognition at the Keynote Presentation	✓	✓	✓	✓
Sponsorship Listing on the Entrance unit	✓	✓	✓	✓
Sponsorship Listing in the Pocket Directory	✓	✓	✓	✓
Company Logo in pre and post show e-mail blast	✓	✓	✓	✓
Ad in the Pocket Directory	Full Page ✓	1/2 Page ✓	1/4 Page ✓	
Complimentary Convention Package	Two ✓	One ✓		

Exclusive Sponsorship Opportunities

The items below allow only one Exclusive Sponsors each. The only exception is the Mobile App which allows two sponsors. Each Exclusive Sponsor package is categorized by level. You will receive the benefits of that specific level as noted in the above grid.

<p>Welcome Reception - \$10,000 ~ Considered a Platinum Level ~ <i>SOLD OUT</i></p> <p>Kick off this conference with a bang! Your sponsorship will welcome all attendees and exhibitors at a fabulous reception held at The Borgata Hotel and Casino. In addition, your company will receive all of the Platinum Level benefits as noted in the above grid.</p>
<p>Wireless Internet - \$6,000 ~ Considered a Platinum Level ~ <i>SOLD OUT</i></p> <p>Your company name will be at all of the attendees' fingertips! In order for attendees to access wireless Internet throughout the venue, they must type in the password which will be your company name! Your logo will also be showcased on the NRCC website and Pocket Directory. <i>Character restrictions may apply. If this sponsorship package is not sold to a sponsor, the conference will not be offering wireless Internet.</i></p>
<p>Meeting Bags - \$3,500 ~ Considered a Gold Level ~ <i>SOLD OUT</i></p> <p>Display your company logo for all eyes to see! Your company logo will be displayed on everyone's arms as they load up their meeting bag with goodies from the exhibit hall. Your logo will also be showcased on the NRCC website and Pocket Directory.</p>
<p>Lanyards - \$3,000 ~ Considered a Gold Level ~ <i>SOLD OUT</i></p> <p>Showcase your company logo ON each attendee, literally! As attendees walk through the exhibit hall, sessions, and breaks, your logo will be front and center. Networking will be easy since attendees can identify their peers with your lanyard! Your logo will also be showcased on the NRCC website and Pocket Directory.</p>
<p>Napkins - \$1,500 ~ Considered a Silver Level ~ <i>SOLD OUT</i></p> <p>Attendees will be grabbing for your company as your logo is displayed on all of the cocktail napkins during breaks in the exhibit hall. Your logo will also be showcased on the NRCC website and Pocket Directory.</p>

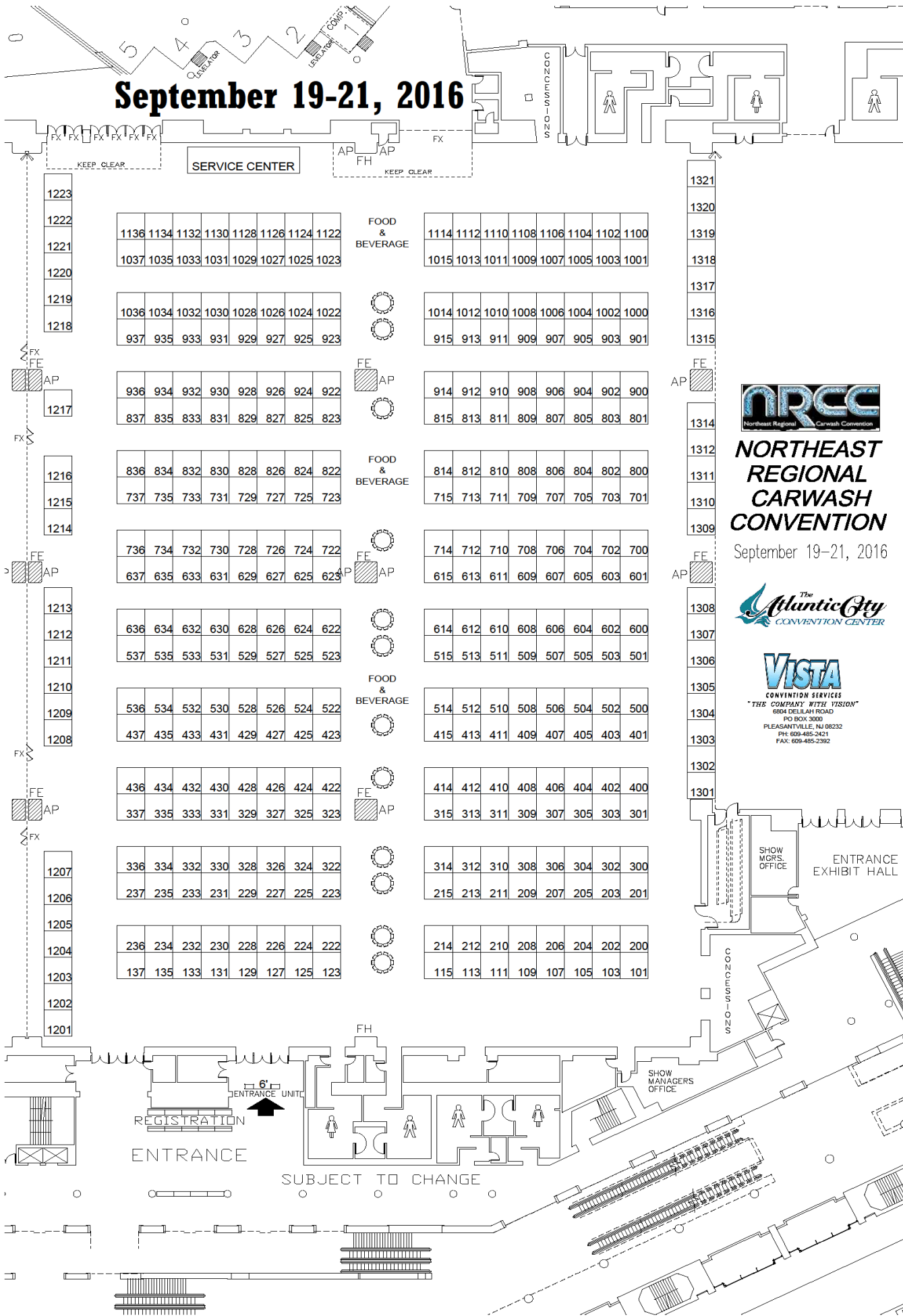
<p>Bottled Water - \$1,500 ~ Considered a Silver Level ~ <i>SOLD OUT</i></p> <p>Our attendees won't be going thirsty because of you! Have your logo printed on all of the bottled water served throughout the event. Your logo will also be showcased on the NRCC website and Pocket Directory.</p>
<p>Popcorn Boxes - \$1,250 ~ Considered a Silver Level ~ <i>SOLD OUT</i></p> <p>Be at the attention of a salty and delicious snack! Your logo will be printed on all of the popcorn boxes that attendees will be reaching for. Your logo will also be showcased on the NRCC website and Pocket Directory.</p>
<p>Registration Pens - \$1,000 ~ Considered a Silver Level ~ <i>SOLD OUT</i></p> <p>Attendees will be able to take notes with your assistance! Have your logo printed on all of the pens provided at registration. Your logo will also be showcased on the NRCC website and Pocket Directory.</p>
<p>Registration Mints - \$1,000 ~ Considered a Silver Level ~ <i>SOLD OUT</i></p> <p>Be a refreshing sponsor with your logo printed on all of the mints given out at registration. Your logo will also be showcased on the NRCC website and Pocket Directory.</p>

Special Event Sponsorships

The items below have no limit to the amount of sponsors! You can pick any event and any level. Please see the above grid to see which benefits your level is eligible for.

<p>Tuesday Breakfast – Platinum, Gold, Silver Bronze ~ Your pick!</p> <p>Your company logo will be displayed on signage at the breakfast noting your specific sponsorship level. Your logo will also be showcased on the NRCC website and Pocket Directory. You will also receive two free tickets to this event!</p>
<p>Tuesday Luncheon – Platinum, Gold, Silver Bronze ~ Your pick!</p> <p>Your company logo will be displayed on signage at the luncheon noting your specific sponsorship level. Your logo will also be showcased on the NRCC website and Pocket Directory. You will also receive two free tickets to this event!</p>
<p>Tuesday Keynote – Platinum, Gold, Silver Bronze ~ Your pick!</p> <p>Your company logo will be displayed on signage at the keynote noting your specific sponsorship level. Your logo will also be showcased on the NRCC website and Pocket Directory. You will also receive two free tickets to this event!</p>
<p>Wednesday Breakfast – Platinum, Gold, Silver Bronze ~ Your pick!</p> <p>Your company logo will be displayed on signage at the breakfast noting your specific sponsorship level. Your logo will also be showcased on the NRCC website and Pocket Directory. You will also receive two free tickets to this event!</p>
<p>Meeting App – Platinum, Gold, Silver Bronze ~ Your pick!</p> <p>Your company logo will be scrolling through the meeting app, the most anticipated addition to this event! Your logo will also be hyperlinked to your website.</p>
<p>Seminar 1 – Platinum, Gold, Silver Bronze ~ Your pick!</p> <p>Your company logo will be displayed on signage at Seminar 1 noting your specific sponsorship level. Your logo will also be showcased on the NRCC website and Pocket Directory. You will also receive two free tickets to this event!</p>
<p>Seminar 2 – Platinum, Gold, Silver Bronze ~ Your pick!</p> <p>Your company logo will be displayed on signage at Seminar 2 noting your specific sponsorship level. Your logo will also be showcased on the NRCC website and Pocket Directory. You will also receive two free tickets to this event!</p>
<p>Seminar 3 – Platinum, Gold, Silver Bronze ~ Your pick!</p> <p>Your company logo will be displayed on signage at Seminar 3 noting your specific sponsorship level. Your logo will also be showcased on the NRCC website and Pocket Directory. You will also receive two free tickets to this event!</p>
<p>Seminar 4 – Platinum, Gold, Silver Bronze ~ Your pick!</p> <p>Your company logo will be displayed on signage at Seminar 4 noting your specific sponsorship level. Your logo will also be showcased on the NRCC website and Pocket Directory. You will also receive two free tickets to this event!</p>

September 19-21, 2016



NRCC
 Northeast Regional Carwash Convention
NORTHEAST REGIONAL CARWASH CONVENTION
 September 19-21, 2016

The Atlantic City
 CONVENTION CENTER

VISTA
 CONVENTION SERVICES
 "THE COMPANY WITH VISION"
 6604 DELLAH ROAD
 PO BOX 3000
 PLEASANTVILLE, NJ 08232
 PH: 609-485-2421
 FAX: 609-485-2392

1136	1134	1132	1130	1128	1126	1124	1122
1037	1035	1033	1031	1029	1027	1025	1023

FOOD & BEVERAGE

1114	1112	1110	1108	1106	1104	1102	1100
1015	1013	1011	1009	1007	1005	1003	1001

1036	1034	1032	1030	1028	1026	1024	1022
937	935	933	931	929	927	925	923

FOOD & BEVERAGE

1014	1012	1010	1008	1006	1004	1002	1000
915	913	911	909	907	905	903	901

936	934	932	930	928	926	924	922
837	835	833	831	829	827	825	823

FOOD & BEVERAGE

914	912	910	908	906	904	902	900
815	813	811	809	807	805	803	801

836	834	832	830	828	826	824	822
737	735	733	731	729	727	725	723

FOOD & BEVERAGE

814	812	810	808	806	804	802	800
715	713	711	709	707	705	703	701

736	734	732	730	728	726	724	722
637	635	633	631	629	627	625	623

FOOD & BEVERAGE

714	712	710	708	706	704	702	700
615	613	611	609	607	605	603	601

636	634	632	630	628	626	624	622
537	535	533	531	529	527	525	523

FOOD & BEVERAGE

614	612	610	608	606	604	602	600
515	513	511	509	507	505	503	501

536	534	532	530	528	526	524	522
437	435	433	431	429	427	425	423

FOOD & BEVERAGE

514	512	510	508	506	504	502	500
415	413	411	409	407	405	403	401

436	434	432	430	428	426	424	422
337	335	333	331	329	327	325	323

FOOD & BEVERAGE

414	412	410	408	406	404	402	400
315	313	311	309	307	305	303	301

336	334	332	330	328	326	324	322
237	235	233	231	229	227	225	223

FOOD & BEVERAGE

314	312	310	308	306	304	302	300
215	213	211	209	207	205	203	201

236	234	232	230	228	226	224	222
137	135	133	131	129	127	125	123

FOOD & BEVERAGE

214	212	210	208	206	204	202	200
115	113	111	109	107	105	103	101

APPLICATION FOR BOOTH SPACE

September 19-21, 2016 * Atlantic City Convention Center, Atlantic City, NJ

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

Company: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

BOOTH RESERVATION:

Please reserve _____ 10x10 Booths

* First Booth: \$825 (includes furniture package)

* Each Additional Booth: \$800

BOOTH PREFERENCE: *(See floor plan attached)*

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.

ACCEPTANCE:

In accordance with the following terms, conditions, and regulations governing exhibits of the Northeast Regional Carwash Convention (NRCC) at the Atlantic City Convention Center, Atlantic City, NJ, the undersigned hereby makes application for exhibit space which, when accepted by NRCC, becomes a contract. Terms and conditions in this document are a part of this contract. The undersigned has read and agreed to abide by all of the NRCC Terms and Conditions.

Signature: _____

Date: _____

(application must be signed to be accepted.)

PAYMENT SCHEDULE:

- Half (1/2) booth fee is due upon return of the contract.
- Balance is Due June 1, 2016
- Failure to adhere to this payment schedule may result in a change of booth assignment or loss of booth space.
- Payment must accompany contract in order for space to be reserved.
- Please review all terms of the contract.
- Contracts received after June 1, 2016 will require payment in full.

PAYMENT: Booth Space:

First Booth:		\$	825
Additional Booths:	_____ x \$800 =	\$	_____
TOTAL		\$	_____

ONLINE:

<https://myprereg.com//Events/NRCCB2016>

Check # _____ payable to the NRCC

Card #: _____

Billing Address: _____

City: _____ State: _____ Zip _____

Exp. Date: _____ CVV: _____

Cardholder: _____

Signature: _____

Date: _____ (by submitting your credit card you authorize the NRCC to charge your credit card for the total fees due if not otherwise paid by May 1, 2016)

SUBMIT COMPLETED FORM ALONG WITH PAYMENT TO:

Mail: NRCC, 1600 Randolph Road, Schenectady, NY 12308

Fax: 518-252-6240 * **Email:** info@nrccshow.com

QUESTIONS ?

Contact: NRCC at info@nrccshow.com or call Toll Free (800) 868-8590 or (518) 852-0740 mobile