

2012 Cleaners Showcase

Hosted by the
Southwest Drycleaners Association
Serving the Professional Drycleaners of Arkansas, Kansas,
Louisiana, Mississippi, Missouri, New Mexico, Oklahoma,
and Texas

March 30 – April 1, 2012
Henry B. Gonzalez
Convention Center
San Antonio, TX

Fill out this form and return **BOTH** the white & yellow copies. The yellow copy will be returned to you with your booth number assignment and SDA authorized signature.

Return this form along with your deposit/ payment made payable to:

Southwest Drycleaners – 2012 Cleaners Showcase
1800 NE Loop 410, Suite 308
San Antonio, TX 78217

All applications for exhibit space (including discount specials) received on or before December 1, 2011 **MUST** be accompanied by a 50% deposit of the total exhibit space fee. The balance is payable on or before January 15, 2012. A service charge of 1½ % per month, or the maximum amount allowed under Texas law, whichever is greater, will be charged on any unpaid balances after January 15, 2012. As an alternative, and at the discretion of the Southwest Drycleaners Association (SDA), deposits can be forfeited and space canceled for those contracts not paid in full on or before January 15, 2012. All applications received after December 1, 2011 must be accompanied by **FULL PAYMENT** of exhibit space fees.

No booth space assignments will be made until the appropriate deposit or payment has been received. All booth assignments will be made after the "Early Bird Bargain Days" end on September 30, 2011.

EXHIBIT SPACE RATES

The cost for each 10'x10' exhibit booth space for the "Cleaners Showcase" is **\$740 for SDA/DLI members** (must be a member as of September 1, 2011 to qualify) and **\$860 for non-members**. The rate includes standard booth equipment consisting of an 8' high background drape, two 3' high side rails, and a 7"x44" company sign.

Sharing, subletting, or cooperative buying of exhibit booth space is expressly prohibited.

Our company is a **(Must check one)**:
 SDA Member DLI Member Non-Member
My membership number is:

(This is required to receive the Member Discount)

TYPE & SIZE OF SPACE

Standard 10'x10' Booth or multiples thereof:
_____ Number of Booths

Peninsula Booths (Minimum of four (4) 10'x10' booths):
_____ Number of Booths

Island Booths (Minimum of six (6) 10'x10' booths)
_____ Number of Booths

PAYMENT ENCLOSED: \$ _____

This contract is void if not accompanied with a deposit/ payment. This contract, for exhibit space, may be canceled prior to November 30th, 2011, with full deposit/payment refunded, less 5% administration fee. Cancellation after November 30, 2011 and before January 15, 2012 will receive a 40% refund of deposit.

No refunds will be made after January 15, 2012.

Please Do Not Write in this Space – For SDA Use Only

Date Postmarked: _____

Number of Booths Needed: _____

Total Exhibit Fee: _____

Deposit: _____ Check #: _____

Balance: _____ Check #: _____

Date Balance Paid: _____

APPLICATION & CONTRACT

Please print clearly or type all information

Firm Name: _____

List exactly as it should appear in the program and on booth signs. Alphabetizing will be by the 1st letter shown, unless otherwise indicated below.

Address: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____

Title: _____

Phone: _____ Fax: _____

Email: _____

We agree to abide by this contract, including all the Southwest Drycleaners – "2012 Cleaners Showcase" Terms & Conditions, Rules & Regulations, Booth Construction Guidelines, and other printed documents included in the "2012 Cleaners Showcase" Exhibitor Prospectus and Exhibitors Service Packet, and by all rules, regulations and laws of the Henry B. Gonzalez Convention Center, the City of San Antonio, the state of Texas, the United States of America (the Laws) and by additional communications that may be made by "2012 Cleaners Showcase" Management, all of which are made a part hereof of this contract by this reference. Your signature signifies acceptance of all of the above.

Signature: _____

All further contact is to be made with (if different from above):

Name: _____

Address: _____

City, State & Zip: _____

Phone: _____ Fax: _____

Email: _____

Product(s) to be displayed

NOTE: Show alphabetical listing for firm name if different from above.

Please circle all special utilities required that will be ordered through the Service Contractor:

Electric Drain Water Air

Booth location preferences are for guidance purposes and cannot be guaranteed. Please indicate 3 distinctly separate areas so an appropriate available space near one of your choices can be assigned:

BOOTH PREFERENCE EXHIBIT FEE
1st Choice _____ \$ _____

2nd Choice _____ \$ _____

3rd Choice _____ \$ _____

We wish to be located away from the following company:

We desire to be near (in the proximity of) the following company:

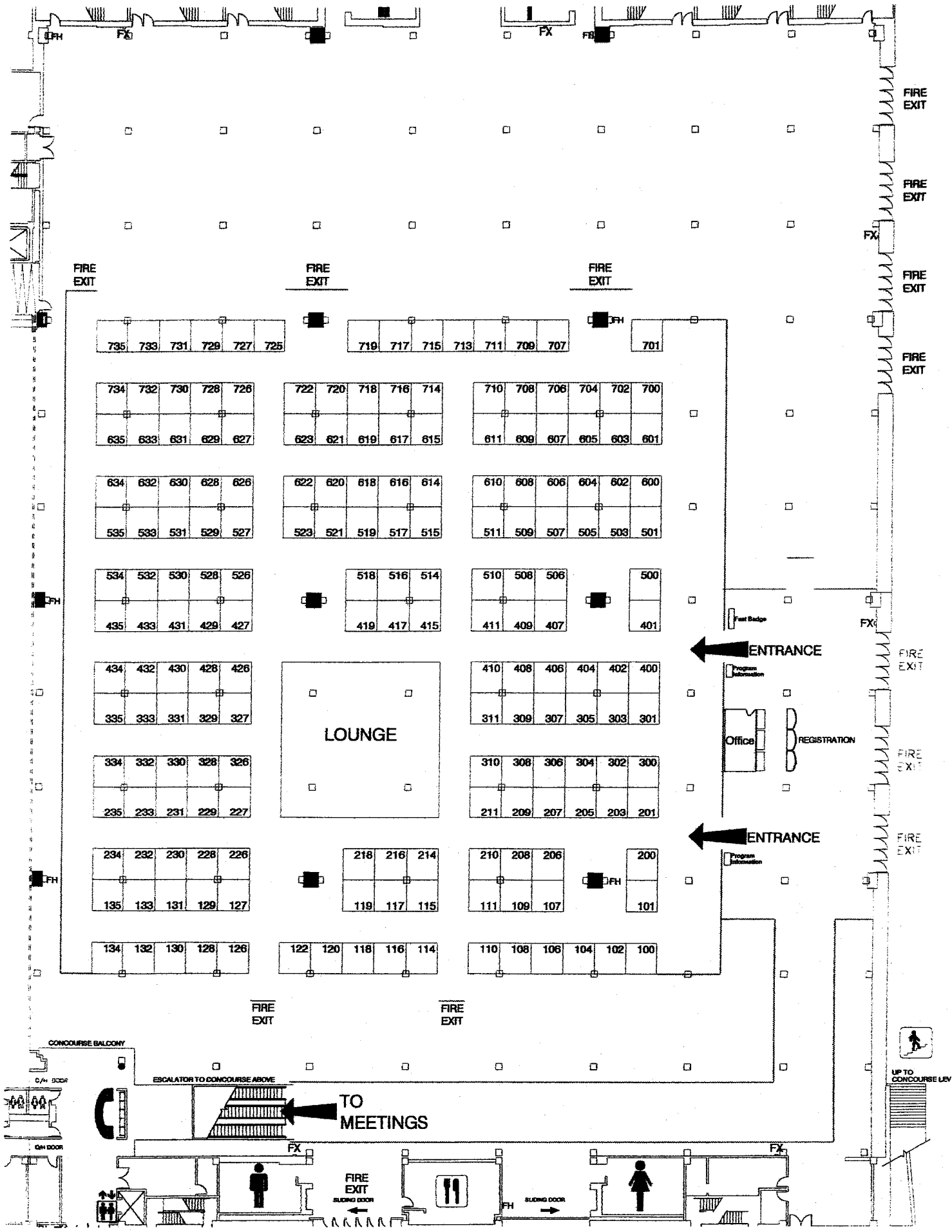
Check space assignment criteria which is most important:

Near: Away From: Booth preference listed:

Assigned Booth Numbers: _____

Accepted by SDA: _____

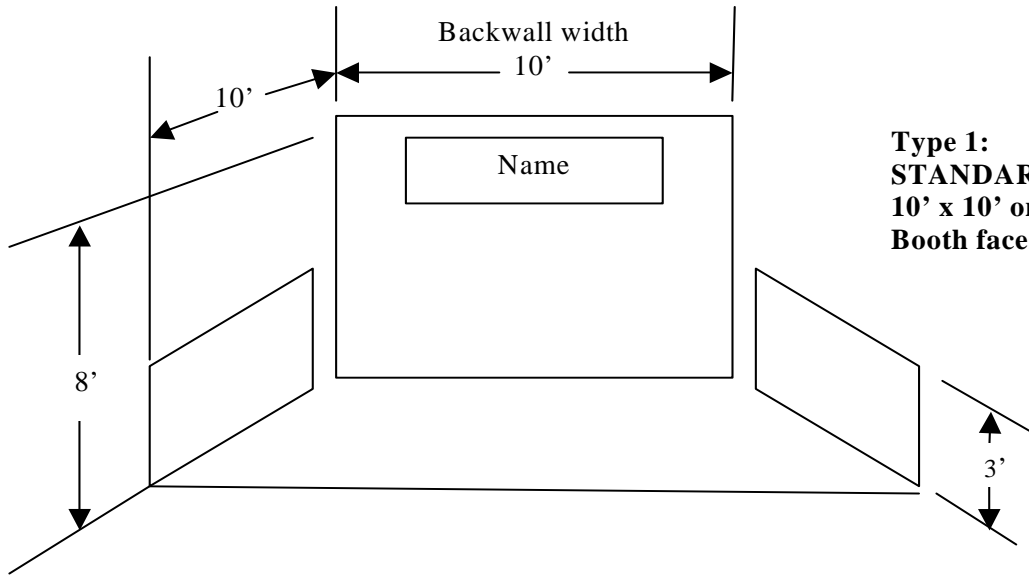
Andy Stanley, CAE
Executive Director



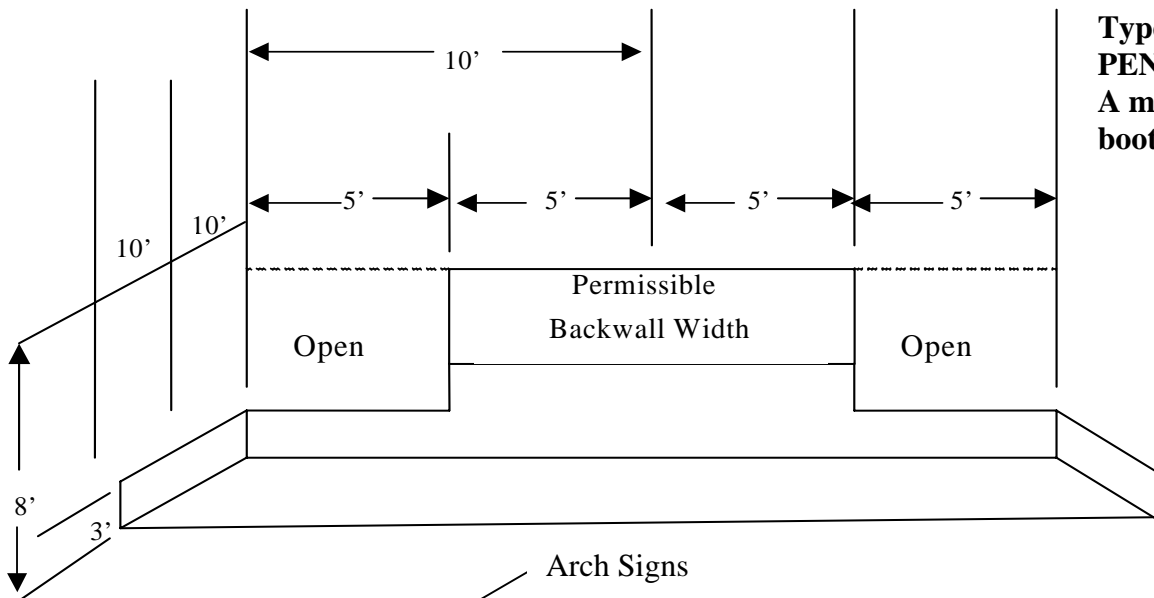
Southwest Drycleaners – “Cleaners Showcase 2012”

BOOTH CONSTRUCTION

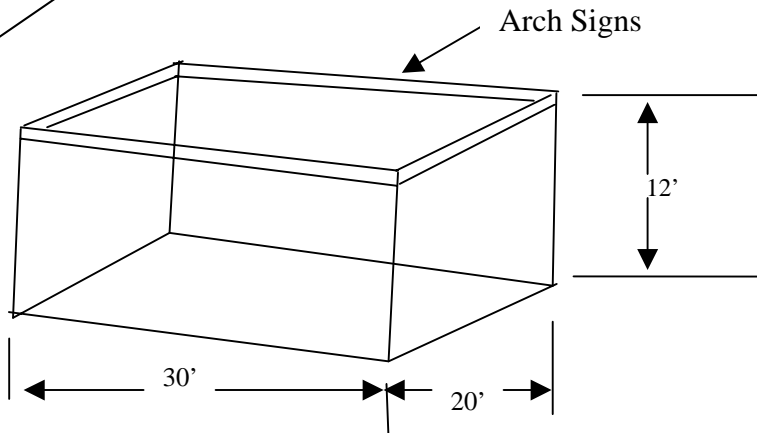
The following illustrations are examples of approved booth construction for the Southwest Drycleaners – “Cleaners Showcase”



**Type 1:
STANDARD BOOTH**
10' x 10' or multiples thereof.
Booth faces one aisle.



**Type 2:
PENINSULA BOOTH**
A minimum of 4
booths facing 3 aisles



**Type 3:
ISLAND BOOTH**
A minimum of 6 booths
facing all 4 aisles.

2012 Cleaners Showcase

The Largest Industry Trade Show in the Southwest

Contract Terms & Conditions

Exhibitor Rules & Regulations

1. Sponsor

The Southwest Drycleaners – “2012 Cleaners Showcase” is sponsored by the Southwest Drycleaners Association, (hereinafter referred to as SDA).

2. Show Dates and Number of Exhibit Hours

Dates: Friday, March 30, 2012 through Sunday, April 1, 2012. The “2012 Cleaners Showcase” will include a minimum of fourteen (14) exhibit hours. No other activities will be scheduled during exhibit hours.

Planned hours are:	Friday, March 30 th	6:30 – 8:30 pm	“Showcase Sneak Preview”
	Saturday, March 31 st	9:00 am – 5:30 pm	
	Sunday, April 1 st	9:30 am – 3:00 pm	

3. Space Application, Eligibility and Assignment

Any manufacturer or supplier of textile maintenance equipment, supplies, or support services may apply for space. Minimum space is one (1) 10'x10' exhibit booth. Exhibitors using back-to-back, or peninsula booths must reserve a minimum of four (4) booths. Island displays require a minimum of six (6) booths.

Booth space assignments will be governed by the amount of space ordered, postmarks, or received date of application, past SDA show participation, special requests noted, and the best interest of the exhibition.

SDA may alter locations of exhibits or booths shown on the official floor plan if it is deemed advisable in the best interest of the exhibition. They may also reserve the absolute right to accept or reject any application for booth space. No contract shall be considered accepted until countersigned by the Executive Director of the Southwest Drycleaners Association (SDA) or his representative.

In regards to final space assignments, preferential weight will be accorded to exhibitors based on the number of past SDA shows in which they have participated when all other considerations hold equal value.

4. Installation of Exhibits

The exhibit hall will become available for display set-up at 11 a.m. on Thursday, March 29, 2012. All displays must be fully set-up before 6:00 pm on Friday, March 30, 2012.

Failure to occupy contracted booth space by 4:00 pm on Friday, March 30, 2012 may result in forfeiture of that space. Forfeited space may be resold or reassigned at the discretion of SDA. No

refunds or exhibit fees will be made on forfeited booth space. As an alternative, SDA reserves the exclusive right to order the designated show service contractor to set-up any display that is not fully completed by 6:00 pm on March 30, 2012. Any and all set-up expense charged by the service contractor will be the sole responsibility of the exhibiting company that contracted for the exhibit booth space.

Under Texas right to work laws, exhibitors will be permitted to move their company's booth display items both into and out of the exhibit hall using their own company employees and equipment. Use of a forklift by any exhibiting company to move their equipment will require proof of insurance and a forklift operator's certification. These documents must be made available to the service contractor prior to the moving of any exhibit materials. In no case will any exhibitor use his employees and or moving equipment to move or help to move the exhibit items of another exhibitor. Violation of these provisions can result in complete forfeiture of exhibit space.

5. Dismantling and Removal of Exhibits

Dismantling begins at 3:00 pm or with the closing of the exhibit hall (whichever comes first) on Sunday, April 1, 2012, and continues through Monday, April 2, 2012. Exhibits must be cleared out of the exhibit hall by 10 a.m. on Monday, April 2, 2012.

Any and all tear down expense charged by the service contractor will be the sole responsibility of the exhibiting company that contracted for the exhibit booth space.

6. Booth Space Rental Fee and Refunds

Exhibit space fees for the "2012 Cleaners Showcase" for each 10'x10' exhibit booth are as follows:

\$740 for SDA/ DLI Members

(You must be a member as of September 1, 2011 to qualify for member price)

\$860 for all Non-Members

The rate includes standard booth equipment consisting of a rear background drape on an 8' high metal frame, two draped side rails 3' high, and a 7" x 44" company name sign. Minimum booth space is one (1) 10'x10' booth (100 sq. foot).

Exhibitors must file a written contract for exhibit space accompanied by a 50% deposit until December 1, 2011. **Please Note: If you are participating in one of the discount programs, contract must be received by the deadline date, accompanied by the 50% deposit.** After December 1, 2011, all contracts must be accompanied by full payment. All balances are payable in full on or before January 15, 2012. A service charge of 1 ½ % per month, or the maximum amount allowed by Texas state law, whichever is greater, will be assessed on any unpaid balances after January 15, 2012. As an alternative, and at the discretion of SDA, deposits can be forfeited and space canceled for those applications not paid in full on or before January 15, 2012. Should any contingency prevent holding the trade show, SDA may retain a portion of the exhibitors rental as shall be required to compensate it for expenses incurred up to the time such contingency occurred. Return of the balance of monies paid in advance for rental will terminate any liability of SDA.

The exhibit contract may be canceled before November 1, 2011 with full deposit refund, less a 5% administrative fee. Cancellations after November 1, 2011 and before January 15, 2012 will receive a 40% refund of deposit. No refunds shall be made for cancellations after January 15, 2012.

7. Subletting of Space

Each exhibiting company participating in the "Cleaners Showcase" must contract separately for its own individual booth space. The sharing of booth space by two or more companies or the cooperative buying of any display space is specifically prohibited.

Exhibitors may not: 1.) Assign, sublet, or apportion the whole or any part of space assigned; 2.) permit any other party to exhibit therein; 3.) distribute any other party's advertising materials; or 4.) permit use of such space for the purpose of promoting any business other than that of the exhibitor to whom the space is assigned.

8. Exhibitor Personnel Registration Fees

All exhibitors' participating in the "Cleaners Showcase" must register and pay the registration fee as indicated on the official Exhibitor Registration form. Each exhibiting company is entitled to receive two (2) free exhibitor registrations, for each exhibit booth occupied. These may be claimed by registering exhibit workers online or on the official Exhibitor Registration form and submitting it to the SDA office no later than, March 1, 2012. For increased security, please confine these to actual workers since the exhibitor badge allows floor access during off hours.

You may also register your "special guests" online or you may use the separate form you will receive for Guest Registrations. This registration provides entrance to the exhibit hall during exhibit hours only.

Both, of these registrations, provide entrance to the exhibit hall only. Each exhibitor must register themselves and their guests separately for all other functions requiring tickets such as for the Sneak Preview food function, the Welcome Reception, Tours or Seminars offered, etc.

9. Type and Character of Displays

Exhibitors agree to only display products solely of their own manufacture or distribution in their contracted booth space. SDA reserves the right to prohibit or remove an exhibit, display, device, or part thereof which in its opinion is not in keeping with the fundamental policy or in conformity with the character and spirit of the exhibition.

10. Booth Construction

For fair and equitable treatment of all participants, exhibits must conform to the space contracted.

The "2012 Cleaners Showcase" booth configurations are:

Type 1 – Standard booth: (1) 10'x10', or multiples thereof,

Type 2 – Peninsula booth: minimum of (4) 10'x10' booths,

Type 3 – Island booth: (6) or more 10'x10' booths

See booth construction diagram for detailed descriptions of proper layout and construction for each type of booth. Displays, equipment, fixtures, or doors may not protrude into or block aisles in any way. Exhibitors will be asked to rearrange displays (at their expense) if equipment, furnishings, or demonstrations cause congestion in the aisles or interfere with other exhibits.

11. Exhibitor Services

SDA has contracted with Freeman as the Official Service Contractor for the 2012 Cleaners Showcase. In addition to standard booth services, Freeman will also provide utility services for this event. Utility requirements such as electrical, water, air, drain, etc. will be provided at the

exhibitors' expense and must be ordered by the established dates using the service order forms. Each exhibiting company will receive a link via email to begin the order process. You may view the show schedule, print order forms or simply begin ordering online at <http://www.freemanco.com/store>. Please be sure to order before the deadline dates to ensure availability as well as savings. Deadline dates are indicated on the order forms as well as on the Freeman Quick Facts. Should you require assistance please do not hesitate to contact the Freeman Exhibitor Services department at 210-227-0341, or by calling their Customer Support Center at 1-888-508-5054 or via email at FreemanSanAntonioES@Freemanco.com.

Exhibitors requiring live steam for their exhibits will be permitted to provide and use individual electrical steam generators in their assigned exhibit space.

12. **Shipping Information**

The Henry B. Gonzalez Convention Center does not have provisions to receive exhibit material for storage prior to arrival of exhibiting company representatives. Freeman has made arrangements to receive and store shipments of exhibit materials and have them delivered to the respective booth during the set-up periods. All such shipments must be prepaid and addressed as follows:

Southwest Drycleaners "2012 Cleaners Showcase"
Exhibiting Company Name
Booth Numbers: _____
c/o Freeman
3323 IH-35 North, Suite 120
San Antonio, TX 78219

13. **Aisles**

SDA will provide carpeting for aisle space that is under its control. Aisles must not be used in any manner for exhibit space, selling, or promotion. Exhibitors must ensure that equipment and display materials are set back from the aisle to ensure that equipment doors do not open into the aisle or that products being demonstrated will not force attendees to block aisles. This provision will be strictly enforced regardless of the type of booth construction.

14. **Height Restrictions**

Apply only to booth structure and does not apply to the equipment itself. The only limitation on signs and equipment height is that of the exhibit facility. The height for standard and peninsula booths is eight (8) feet and for island and perimeter booths is twelve (12) feet. Refer to booth construction guidelines for specifics. NOTE: All signs suspended from the exhibit hall ceiling MUST be approved and installed by the designated show service contractor.

15. **Care of Building and Property of Others**

Nothing can be fastened on (i.e.: taped, tacked, nailed, screwed, or otherwise attached) to any columns, walls, floors, ceiling, doors, furniture, or other properties of the Henry B. Gonzalez Convention Center and/ or the service contractor. Painting of any kind in the exhibit hall is strictly prohibited. At the conclusion of the show, the exhibiting firm must surrender space occupied, furniture, etc. in its original condition. Cost of repairing any damages to the exhibit hall or to the property of others is the responsibility of and must be paid in full by the responsible exhibitor.

16. **Security and Insurance**

Exhibit Hall security will be furnished by SDA and the City of San Antonio, but the furnishings of such service shall not be deemed to increase the liability of SDA or its member representatives, or

service contractor and employees, or the City of San Antonio, its representatives and employees, nor to modify in any way the assumption of risk and release provided in this contract.

By signing this contract, the Exhibitor expressly releases the aforementioned from any and all claims for loss, damage or injury. Exhibitor warrants that it has and will maintain in force a policy of insurance including a minimum limit of \$1,000,000. comprehensive general liability, contractual and products liability, property damage, fire, theft, water damage and storm damage and naming Southwest Drycleaners Association (SDA), the City of San Antonio, "2012 Cleaners Showcase" and their respective members officers, directors, trustees, agents, representatives and employees as additional insureds. Exhibitor agrees to indemnify, hold harmless and defend against above stated hazards and exposures.

17. Fire Regulations

Each exhibitor must comply with all state, local, and exhibit hall fire codes. Fire regulations require that all display materials be flameproof. Packing containers, excelsior, or wrappings are to be removed from the exhibit floor and shall not be stored under tables, or behind displays. Each exhibitor is charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire protection, and public safety while participating in the exhibit. Compliance with such laws is mandatory for all exhibitors as are the specific Henry B. Gonzalez Convention Center exhibit hall fire regulations, all being the sole responsibility of the exhibitor.

18. Conduct of Display

Exhibitor agrees not to display or demonstrate equipment or supplies anywhere in the convention city, including hotel rooms, suites, or public areas during scheduled convention activities other than in the exhibit space assigned. Exhibitors are prohibited from scheduling or participation in group plant visits or meetings/ gatherings of any sort during official exhibit hours or SDA scheduled activity. Exhibitors will use leased areas in a safe and careful manner and comply with all laws, rules, regulations, and ordinances in force in the City of San Antonio, Texas. Helium filled balloons may not be used within the exhibit hall unless pre-approved by the exhibit hall management. Leased areas may not be used for the possession, storage, sale, or dispensing of liquor in any manner. Commercial radio and TV are not valid exhibit devices and shall not be permitted. Closed circuit TV, tape recorders, and sound pictures are permitted in a manner that does not interfere with exhibitors in adjoining booths and provided the use is directly related to the product or service of the exhibit. In addition, exhibitor agrees to conduct himself or herself in a manner that is not disruptive to other exhibitors and/ or attendees.

19. Non-Exhibitor Solicitation/ Plant Visits/ Outside Entertainment

The Southwest Drycleaners Association prohibits solicitation of any nature in the exhibit area by a registrant who is not an exhibitor. This includes invitations to meet off premises by such non-exhibitor. Please notify show management immediately, of a violation of this policy so the registration of the offending attendee can be revoked with no refund made.

Exhibitors and registrants shall not organize, promote, publicize, or invite organized group attendance at or provide transportation to any outside entertainment, meeting, or plant visit for any persons attending the "2012 Cleaners Showcase" between the hours of 8:00 am through 9:00 pm of each scheduled show date without the prior written approval of SDA. Violators could have their display shut down and removed from the hall, at the exhibitor's expense.

20. Food and Beverage Dispensing

City reserves all concession rights. No food or drink items will be offered by an exhibitor, or its agents, except as expressly approved in advance in writing by the Director. Any approved sampling is limited to products directly related to or sold by the exhibitors. All other give-away food and beverage products must be purchased and handled through the in-house concessionaire.

21. Give-Aways

Give-away items are permitted. Such activity is limited to an exhibitors official display booth unless otherwise authorized. Management reserves the right to forbid distribution of any souvenirs or other give-away materials, which in its opinion may be objectionable.

22. Distribution of Material and Booth Shows

Exhibitors must confine exhibit activities to the space contracted for and in a manner that does not interfere with approved activity of other exhibitors. Those exhibitors employing booth shows or sales approaches/ pitchmen which could attract crowds will be required to obtain adequate space to accommodate expected audiences within their exhibit booth in order to minimize noise and ingress/ egress interference with neighboring exhibitors. Specifically prohibited are strolling music or live entertainment of any kind, animals, excessive noise, or activities that tend to block entrances or exits from adjacent booths.

Exhibitors utilizing any such approaches as listed in the preceding paragraph will notify SDA in writing, detailing the type of activity planned with the submission of the contract form, but no later than 30 days prior to the exhibition's opening. SDA reserves the right to restrict, limit, disallow, or curtail any such activity.

23. Penalties

Exhibitors should review all conditions of this contract; especially those sections governing booth space rental fees and refunds, booth layout and construction, give-aways, fire regulations, distribution of materials, aisles, security and insurance, liability, and conduct of displays. Failure to comply with these show rules and regulations or exhibit specifications and contract terms or amendments thereto, may be sufficient cause for requiring either prompt conformity or immediate closing and removal of the exhibit display, in which case the exhibitor will forfeit all fees and rentals paid.

24. Liability and Indemnification

Exhibitor shall be liable for all claims, damage, losses, injuries of any kind or nature resulting from a) its or its representatives', agents, owners', or employees' breach of contract, Exhibit Rules and Regulations, Laws, "2012 "Cleaners Showcase" Exhibitor Prospectus or the Exhibitor packet and b) its actions or omissions or those of its offices, directors, owners, employees, representatives, or agents at the Henry B. Gonzalez Convention Center.

The exhibitor agrees to make no claim for any reasons whatsoever against the Southwest Drycleaners Association (SDA), the "2012 Cleaners Showcase", its representatives, agents, or employees for loss, theft, damage, or destruction of goods or other property, nor for any injury to its officers, directors, owners, employees, representatives or agents while in the convention center, nor for any other damage of any nature or character, including damage to his business by reason of the failure to provide space for the exhibit or the removal or modification of the exhibit nor for any action of any nature of the SDA or the City of San Antonio, and the Henry B. Gonzalez Convention Center that may render any exhibit unusable.

Exhibitor agrees to indemnify and hold harmless SDA, "2012 Cleaners Showcase", The Henry B. Gonzalez Convention Center, their representatives, officers, agents, and employees from all suits, claims, damages, judgments, demands, and losses of any and all kinds in whatever way arising, direct or indirect however caused by reason of any act or omission of exhibitor, its representatives, officers, agents, and employees or anyone acting on the exhibitor's behalf.

If actual sales are made on the premises of the Henry B. Gonzalez Convention Center, exhibitor is responsible for applicable sales tax. This rate is subject to change and exhibitor must check with the local State Comptroller's Office (800/ 252-8880) prior to show date to ascertain the current rate. Additionally, each seller MUST possess a sales permit number and provide SDA with a copy prior to the start of the show.

25. Management and Amendments

SDA shall have full power in the interpretation of all rules contained herein. Any matters not specifically covered herein are subject to decision by SDA. SDA reserves the right at any time to make any changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exhibit.