

Triangle Apartment Association

2010 TAA Trade Show Exhibitor Information & Agreement

Please read carefully, detach and return a signed copy to:

Triangle Apartment Association • 3739 National Drive, Suite 202 • Raleigh, NC 27612

PLEASE NOTE: The TAA office will invoice your company for payment of booth space. However, all booth spaces must be PAID IN FULL by Friday, April 30, 2010, or you will not be allowed to exhibit at the Trade Show – no exceptions. To qualify for discount pricing, payments must be paid by the deadlines outlined below.

Event: 2010 Annual Trade Show of the Triangle Apartment Association
Date: Wednesday, May 5th, 2010
Time: 4:30 p.m. - 8:00 p.m.
Place: Exposition Center • North Carolina State Fairgrounds, 1025 Blue Ridge Road, Raleigh, NC 27607

Theme: TBD

Space: Tabletop Displays (8 ft. skirted tables)
 10' X 10' with 8 Ft. High Back Drapes and 3 Ft. High Side Drapes (10' Deep x 10" Wide)
 2 10 X 10's side-by-side with 8 Ft. High Back Drapes and 3 Ft. High Side Drapes
 20' X 20' Feature Island with 3 Ft. High Side Drapes only (*any set of 4 booths together make up a 20x20*)
 20' X 30' Feature Island with 3 Ft. High Side Drapes only (*any set of 6 booths together make up a 20x30*)

	<u>If paid in full by:</u>	<u>2/27</u>	<u>3/31</u>	<u>4/1 – 4/24</u>	
Cost:	Tabletops	\$275	\$325	\$375	(Only Booths 709, 710, 711, 712, 713 & 714 are tabletop displays)
	10 x 10 booth*	\$375	\$425	\$525	
	(2) 10 x 10's side-by-side*	\$675	\$725	\$825	
	20 x 20 island	\$1025	\$1100	\$1200	
	20 x 30 island	\$1300	\$1400	\$1500	

(*excludes Food Court premium booths -- see pricing below)

Food Court Premium Booth Pricing

<u>If paid in full by:</u>	<u>2/27</u>	<u>3/31</u>	<u>4/1 - 4/24</u>
10x10 facing Food Court	\$450	\$525	\$625
(2) 10 x 10 booths side-by-side facing Food Court	\$800	\$850	\$950

Booths: Professionally Draped
 One Sign For Booth With Company Name if signed up by **April 19**
 One 8' Draped Table per 10' x 10' area; 20 x 20, 2 draped tables, 20 x 30, 3 draped tables (Extra tables and carpet can be rented by each individual company from Hollins)
 Three Company Representatives (\$10.00 Per Additional Working Representative) with 10' x 10' area
 Four Company Representatives (\$10.00 Per Additional Working Representative) with (2) 10' x 10's side-by-side
 Five Company Representatives for 20' x 20' feature island (\$10.00 Per Additional Working Representative)
 Six company Representatives for 20' x 30' feature island (\$10.00 Per Additional Working Representative)
 Listing in Official Trade Show Program

Payment: The TAA office will invoice your company for payment of booth space. However, all booth spaces must be **PAID IN FULL** by Friday, April 30, 2010, or you will not be allowed to exhibit at the Trade Show – no exceptions. To qualify for discount pricing, full payment must be paid by the deadlines listed above. **Note: In order to participate in the 2010 Trade Show, your company must be a member in good standing with 2010 TAA Associate dues paid.**

Additional Booth Items: Should an exhibitor need additional booth equipment and/or services, it will be the responsibility of the exhibitor to contact Hollins Exhibits directly. Payment for such additional goods and services shall be made directly to Hollins Exhibits. **Note: All Exhibitors will have access to an Exhibitor Packet (to include information on ordering additional booth equipment and/or services) from Hollins Exhibits by mid-February on the TAA website.**

Character of Exhibits: TAA reserves the right to prohibit any exhibit, part of an exhibit, or exhibit booth activity which in its opinion, is unsuitable. **(Note: The playing of loud music during Trade Show hours is not permissible as it is counterproductive for neighboring exhibitors.)**

Care of Building and Equipment: Exhibitors or their agents shall not injure or deface the walls, floors, carpeting, or ceilings of the building or parts of the booth piping, draping, or tables provided by the decorating company. When any damage appears, the exhibitor is liable to the Exposition Center of the North Carolina State Fair or to Hollins Exhibits for damages. Signs may be attached to the drapes which will surround the booths and table covers, provided such attachments do not damage the drapes/covers.

Installation of Exhibits: Hollins Exhibits will set up booths (piping and drapes) on Tuesday evening, May 4th, 2010. Exhibitors may set up their own equipment in the booths from **9:00 a.m. until 3:00 p.m.** on Wednesday, May 5th, 2010. **All booth setups must be completed by 3:00 p.m. on May 5, 2010.**

Exhibitor Limitations: Exhibitors shall not display or place any product, sign, partition, apparatus, shelving, or other construction which extends more than 8' above the floor or more than 4' forward from back wall of the booth. Booths may not extend over 8' high and 4' forward without prior approval of the Triangle Apartment Association. Exhibits that exceed these dimensions will be limited to certain booth numbers.

Exhibit Layout and Assignment: Exhibits will be located in the Exposition Center on the North Carolina State Fairgrounds. A booth floor plan is updated online for download. Exhibitors will be assigned the booth of their choice on a first come, first served basis once the Exhibitor Agreement has been received in the TAA office.

Removal of Exhibits: Dismantling of exhibits from booths can begin immediately following the conclusion of the Trade Show, but not before 8:00 p.m. All exhibit equipment must be removed from the Exposition Center at the conclusion of the Trade Show on May 5th. Cost of removal is borne by the exhibitor. **Shipping arrangements are to be made in advance by the exhibitor.**

Cancellation of Exhibit Space and Refunds: Cancellation of an exhibit space after April 7, 2010, will result in a cancellation charge of 50% of the booth fee which will be retained by TAA. After April 21, 2010, absolutely no refunds will be awarded for any cancellation.

Liability: TAA, the Exposition Center/North Carolina State Fair, and Hollins Exhibits will not be responsible for the safety of exhibits from theft, fire, damage, or other causes. The exhibitor assumes responsibility for injury or damages to persons or property resulting from any event originating from or occurring within the exhibit space assigned to the exhibitor.

Nature of Contractual Agreement: The provisions set out on the pages called "Exhibitor Information and Agreement" shall be binding upon the exhibitors who make application and are assigned space.

Please complete, sign and return this page with your booth choice(s) to the TAA office. Booth spaces are reserved on a first-come, first-served basis. (NOTE: Booth space cannot be confirmed without receipt of agreement.)

I have read, in total, the 2010 Triangle Apartment Association Exhibitor Information and Agreement Form and hereby understand and agree to all terms and conditions contained within.

CONTACT NAME: _____

COMPANY NAME: _____

MAILING ADDRESS: _____

CITY _____ **STATE** _____ **ZIP** _____

TELEPHONE _____ **FAX** _____

EMAIL: _____

ARE YOU THE PRIMARY REPRESENTATIVE IN CHARGE OF EXHIBIT ARRANGEMENTS? ___ Yes ___ No
(If not, please provide that person's name, mailing address, email address, telephone and fax numbers.)

INDICATE FIRST, SECOND AND THIRD CHOICE OF BOOTH LOCATION.

Booth(s) will be confirmed on a first come, first served basis.)

1. _____
2. _____
3. _____

Note: Show Management reserves the right to re-assign booths for the betterment of the Show

MAIL OR FAX SIGNED EXHIBITOR AGREEMENT TO:

Triangle Apartment Association • Attn: Dianna Mangum • 3739 National Drive, Suite 202 • Raleigh, NC 27612 • Fax: (919) 782-1169

Deadline to reserve space is April 28, 2010. *If you have any questions, please contact Dianna Mangum the TAA office at (919) 782-1165, ext. 7.*

Office Use Only	Date rec. _____
	Inv. # _____
	Date Pd. _____
	Method _____
	Amount: _____

Method of Payment
___ Please invoice me Invoice Amount: \$ _____
___ Charge Credit Card ___ Visa ___ MasterCard ___ Amer. Exp. Amount: \$ _____
Acct #: _____
Exp. Date: _____
Company: _____
Cardholder's Name: _____
Address: _____ _____
Signature: _____