

# exposure to ALL THE RIGHT ELEMENTS



The 2011 Int'l Pool | Spa | Patio Expo is your most cost-effective strategy for generating new leads, face-to-face networking, closing deals, expanding your market share and maximizing profits all year long.

If your target market includes professionals who build, design, sell, service, repair, operate or manage pools, spas and backyard-related products, exhibiting at the 2011 Int'l Pool | Spa | Patio is your best source to meet one-on-one with thousands of industry decision-makers.

The early Space Draw begins January 24, 2011 and will allow you priority booth placement and the opportunity to lock in the lowest booth rate. A secondary Space Draw will take place on April 1, 2011. Booth space is limited. For best placement, submit your contract and deposit today.



hanley wood SPONSORED BY APSP™

**EXHIBITS:** November 2 - 4, 2011  
**CONFERENCE:** October 30 - November 4, 2011  
 Mandalay Bay Convention Center  
 Bayside Halls | Las Vegas, Nevada USA

Show Sponsor:



Show Publication:



Show Endorser:

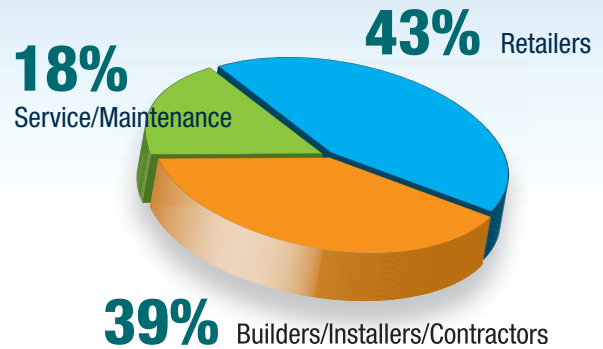


[www.PoolSpaPatio.com](http://www.PoolSpaPatio.com)

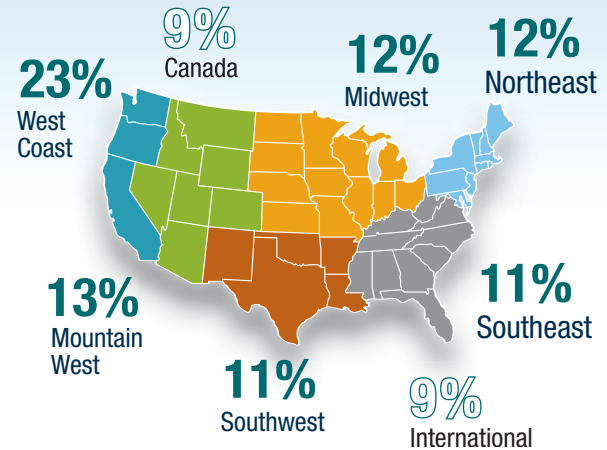
## ATTENDEE DEMOGRAPHICS

Exhibiting at the Int'l Pool | Spa | Patio Expo is your once-a-year opportunity to gain new sales in three productive days from these qualified attendees:

### WHO ATTENDS THE EXPO:



### WHERE THEY ATTEND FROM



### WHY THEY ATTEND THE EXPO

- Collect product information
- Education and professional development
- Network with industry professionals
- Find, add or change suppliers
- Purchase new products

### WHAT THE ATTENDEES DO

- 83% make or influence buying decisions
- 61% run businesses in excess of \$1 million
- 59% work on residential-specific projects
- 59% are C-level executives or senior-level managers
- 41% work on both residential and commercial projects
- 34% attended for the first time

*\*This information is based off of the 2009 demographics.*

# RESERVE YOUR BOOTH SPACE NOW



## Follow these three easy steps:

1. Review the online floor plan at [www.PoolSpaPatio.com](http://www.PoolSpaPatio.com).
2. Complete the contract online at [www.PoolSpaPatio.com](http://www.PoolSpaPatio.com), indicating your 1st - 8th choices of booth locations.
3. Submit the required deposit to the mailing address indicated below.

	EARLY SPACE DRAW <sup>3</sup> THROUGH JANUARY 24		SPACE DRAW THROUGH APRIL 1		POST SPACE DRAW AFTER APRIL 1	
	Discounted Cash <sup>1</sup> Rate	Standard Rate	Discounted Cash <sup>1</sup> Rate	Standard Rate	Discounted Cash <sup>1</sup> Rate	Standard Rate
<b>APSP MEMBER RATES<sup>2</sup> (per square foot)</b>						
1,500 sq. ft. or more	\$20.00	\$20.75	\$22.25	\$23.00	\$24.75	\$25.50
Less than 1,500 sq. ft.	\$23.00	\$23.75	\$23.75	\$24.50	\$24.75	\$25.50
<b>NON-MEMBERS RATES (per square foot)</b>						
1,500 sq. ft. or more	\$23.00	\$24.00	\$25.60	\$26.60	\$28.50	\$29.50
Less than 1,500 sq. ft.	\$26.45	\$27.45	\$27.30	\$28.30	\$28.50	\$29.50

All contracts submitted after January 24, 2011 will be assigned during regular Space Draw which takes place April 1, 2011.

50% deposit of total space cost required to participate in Space Draw. Balance due July 8, 2011. Full payment required for contracts received after July 8, 2011.

<sup>1</sup> Cash includes checks, wire transfers and ACH.

<sup>2</sup> To qualify for the APSP member rate, you must be a member by January 11, 2011. Please contact APSP at 703.838.0083 ext. 301.

<sup>3</sup> To qualify for the Early Space Draw on January 24, 2011, 50% deposit is required by January 24.

Complete the contract online at [www.PoolSpaPatio.com](http://www.PoolSpaPatio.com) and send your deposit to:

**MAILING ADDRESS**  
P.O. Box 612128  
Dallas, TX 75261-2128

**OVERNIGHT ADDRESS**  
6191 N. Highway 161, Suite 500  
Irving, TX 75038t

**For more information:** 972.536.6350 | 888.869.8522 | [Exhibit@PoolSpaPatio.com](mailto:Exhibit@PoolSpaPatio.com) | [www.PoolSpaPatio.com](http://www.PoolSpaPatio.com)

*NOTE: All facility specifics (i.e. ceiling height, utilities, freight door access, etc.) will be fully detailed in the Exhibitor Service Manual, available online prior to the event.*

### EXHIBIT HALL HOURS:

**Wednesday, November 2:**

11:00 am - 5:00 pm

**Thursday, November 3:**

11:00 am - 5:00 pm

**Friday, November 4:**

11:00 am - 3:00 pm

*Dates and hours are subject to change*

Exhibiting at the 2011 Pool | Spa | Patio Expo positions your company to meet face-to-face with key industry players. Reserve your booth space now and save. The Early Space Draw begins January 24, 2011 with the general Space Draw occurring April 1, 2011.

### SALES CONTACTS:

**Companies A-K:** Sandi McMullen  
[SMcMullen@HanleyWood.com](mailto:SMcMullen@HanleyWood.com) | 972.536.6386

**Companies L-Z:** Kayla VanCleve  
[KVanCleve@HanleyWood.com](mailto:KVanCleve@HanleyWood.com) | 972.536.6326

[www.PoolSpaPatio.com](http://www.PoolSpaPatio.com)



hanley wood SPONSORED BY APSP™

Show Sponsor:



Show Publication:



Show Endorser:



# BOOTH APPLICATION & CONTRACT

EXHIBITS: November 2 - 4, 2011 | CONFERENCE: October 30 - November 4, 2011  
Mandalay Bay Convention Center | Las Vegas, Nevada USA | www.PoolSpaPatio.com



## PRIMARY COMPANY INFORMATION:

(The exhibiting as name, address, phone, toll-free phone and url listed below will be published in the printed Show Program and online listing)

Legal Company Name: \_\_\_\_\_  
 Exhibiting as: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State/Province: \_\_\_\_\_  
 Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_ Web Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Toll-Free: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Company Facebook Page: \_\_\_\_\_ Company Twitter Page: \_\_\_\_\_

## SHOW CONTACT INFORMATION:

Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

## INVOICE/ACCOUNTING CONTACT INFORMATION: (if different than primary contact)

Contact Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

## BOOTH SPACE COST – Are you an APSP member? YES, membership # \_\_\_\_\_ NO

<sup>1</sup> Cash includes checks, wire transfers and ACH.

<sup>2</sup> To qualify for the APSP member rate, you must be a member by January 11, 2011. Please contact APSP at 703.838.0083 ext. 301.

<sup>3</sup> In-line booths that are exposed to a corner will be charged \$150. This charge does not apply to island booths.

		Early Space Draw <sup>5</sup> Through January 24		Space Draw Through April 1		Post Space Draw After April 1	
		Discounted Cash <sup>1</sup> Rate	Standard Rate	Discounted Cash <sup>1</sup> Rate	Standard Rate	Discounted Cash <sup>1</sup> Rate	Standard Rate
APSP MEMBER RATES <sup>2</sup> (per 10x10 booth)	1,500 sq. ft. or more	\$20.00	\$20.75	\$22.25	\$23.00	\$24.75	\$25.50
	Less than 1,500 sq. ft.	\$23.00	\$23.75	\$23.75	\$24.50	\$24.75	\$25.50
NON-MEMBER RATES (per 10x10 booth)	1,500 sq. ft. or more	\$23.00	\$24.00	\$25.60	\$26.60	\$28.50	\$29.50
	Less than 1,500 sq. ft.	\$26.45	\$27.45	\$27.30	\$28.30	\$28.50	\$29.50

BOOTH DIMENSIONS \_\_\_\_\_ X \_\_\_\_\_ TOTAL SQUARE FEET \_\_\_\_\_ x SPACE COST/SQ.FT. \$ \_\_\_\_\_ + CORNER BOOTH FEE \$150 (if applicable<sup>3</sup>) = TOTAL BOOTH SPACE COST \$ \_\_\_\_\_ Calculate contract total below.

## 2011 Exclusive Opportunity!

No minimum square footage required. If you have a long history of exhibiting be sure to take advantage of this offer for best booth placement. If you are new to the show, get ahead by participating in the early Space Draw.

The Early Space Draw begins January 24, 2011 and will allow you priority booth placement and the opportunity to lock in the lowest booth rate. The general Space Draw will take place on April 1, 2011. Booth space is limited. For best placement, submit your contract and deposit today.

## DESIRED BOOTH SPACE

List all preferred booth space(s). All space is allocated in 100 sq. ft. increments. Please provide 8 options. \*In-line booths exposed to a corner will be charged \$150. This charge does not apply to island booths.

I require a corner booth

1st Choice \_\_\_\_\_ 5th Choice \_\_\_\_\_  
 2nd Choice \_\_\_\_\_ 6th Choice \_\_\_\_\_  
 3rd Choice \_\_\_\_\_ 7th Choice \_\_\_\_\_  
 4th Choice \_\_\_\_\_ 8th Choice \_\_\_\_\_

Please review the sponsorship and promotional opportunities on page 3 of this document. If you do not wish to secure any opportunities at this time, please check the box below.

I do not want to purchase a sponsorship(s) at this time.

Products your company will display:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

List **specific companies** (not product lines) you do not wish to be next to, limit of four companies. (See item #4 on reverse side.)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## RETURN APPLICATION & PAYMENT TO:

Int'l Pool | Spa | Patio Expo  
 P.O. Box 612128  
 Dallas, Texas USA 75261-2128

## FOR OVERNIGHT MAIL:

6191 N. Hwy. 161, Suite 500  
 Irving, Texas USA 75038

Toll-free: 888.869.8522  
 Outside USA: 972.536.6350  
 www.PoolSpaPatio.com

**PLEASE SEND ORIGINAL, SIGNED CONTRACT (NO COPIES).**

## METHOD OF PAYMENT:

Please check one:  
 Check made payable to:  
 Int'l Pool | Spa | Patio Expo  
 Wire / ACH  
 Credit Card  
 Complete the online contract or contact us for a credit card form.

**QUESTIONS?**  
 Please contact Show Management at 888.869.8522, 972.536.6350 or Exhibit@PoolSpaPatio.com.

All payments should be in U.S. funds. Exhibitors are responsible for all bank collection fees and/or discounts associated with their payments.

### CALCULATE THE CONTRACT TOTAL

(A) Booth Space Cost \$ \_\_\_\_\_  
 (B) Sponsorship Cost \$ \_\_\_\_\_  
 (C) hanleywoodCONNECT Cost \$ \_\_\_\_\_  
**CONTRACT TOTAL: \$ \_\_\_\_\_**

### CALCULATE THE DEPOSIT<sup>4</sup>

50% x Booth Space Cost \$ \_\_\_\_\_  
 + 50% x Sponsorship Cost \$ \_\_\_\_\_  
 + 100% hanleywoodCONNECT Cost \$ \_\_\_\_\_  
**DEPOSIT TOTAL: \$ \_\_\_\_\_**

**Please enclose a check for this amount. Make check payable to: Int'l Pool | Spa | Patio Expo.**  
**100% PAYMENT DUE: JULY 8, 2011**

Please reserve booth space in the 2011 Int'l Pool | Spa | Patio Expo to be held November 2-4, 2011, at the Mandalay Bay Convention Center. We request the exhibit space(s) listed above. If our space choice has been allocated, we understand that Show Management will assign what it considers to be the best space available.

FOR SHOW MANAGEMENT USE ONLY  
 Date Received: \_\_\_\_\_ TSF: \_\_\_\_\_ CO ID#: \_\_\_\_\_  
 Booths Assigned: \_\_\_\_\_ Deposit Received: \_\_\_\_\_ AE: \_\_\_\_\_

We understand this application becomes a binding contract when accepted by Hanley-Wood Exhibitions. We agree to abide by the above General Information, Terms and Conditions, as well as all details outlined on the reverse side and those listed in the Exhibitor Service Manual.

**Required** Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_  
 By providing your contact information and signature, you are authorizing Hanley-Wood to send you promotional materials via mail, fax, e-mail or SMS.

Complete the Booth Contract electronically at [www.PoolSpaPatio.com](http://www.PoolSpaPatio.com).  
 If you don't pay by credit card, you must mail the required deposit<sup>3</sup> within 10 business days or your contract will not be processed.

**SPACE DRAW DEADLINE: APRIL 1, 2011**  
 To qualify for Space Draw, contracts with 50% deposit<sup>4</sup> must be received on or before April 1, 2011. Contracts and deposits received after April 1, 2011, will be assigned on a first-come, first-served basis and charged the Post Space Draw rate.  
 50% deposit<sup>4</sup> due when submitting contracts prior to July 8, 2011.  
 100% due for contracts submitted after July 8, 2011.  
<sup>4</sup> Full payment required for hanleywoodCONNECT Sponsorships.  
<sup>5</sup> To qualify for the Early Space Draw on January 24, 2011, 50% deposit is required.

**RETURN APPLICATION & PAYMENT TO:**  
 Int'l Pool | Spa | Patio Expo  
 P.O. Box 612128  
 Dallas, Texas USA 75261-2128  
**FOR OVERNIGHT MAIL:**  
 6191 N. Hwy. 161, Suite 500  
 Irving, Texas USA 75038  
 Toll-free: 888.869.8522  
 Outside USA: 972.536.6350  
 www.PoolSpaPatio.com  
**PLEASE SEND ORIGINAL, SIGNED CONTRACT (NO COPIES).**

**METHOD OF PAYMENT:**  
 Please check one:  
 Check made payable to:  
 Int'l Pool | Spa | Patio Expo  
 Wire / ACH  
 Credit Card  
 Complete the online contract or contact us for a credit card form.  
**QUESTIONS?**  
 Please contact Show Management at 888.869.8522, 972.536.6350 or Exhibit@PoolSpaPatio.com.  
 All payments should be in U.S. funds. Exhibitors are responsible for all bank collection fees and/or discounts associated with their payments.

# 2011 INTERNATIONAL POOL | SPA | PATIO EXPO EXHIBITOR CONTRACT

## TERMS AND CONDITIONS

### 1. Defined Terms

The term "Event" means 2011 International Pool | Spa | Patio Expo, currently scheduled to be held on November 2-4, 2011 (the "Event Dates") at the Mandalay Bay Convention Center, Las Vegas, Nevada USA (the "Exhibit Facility"). The Event is owned, produced and managed by the Exhibitions Division of Hanley-Wood, LLC. As used hereinafter, the term "HWE" means, collectively, Hanley-Wood, LLC and each of its officers, directors, shareholders, agents, subsidiaries, affiliates, representatives, employees and assigns, unless the context requires otherwise. The term "Exhibitor" means, collectively, the entity or person that executes this Contract as the "Exhibitor" and each of its officers, directors, shareholders, employees, contractors, agents, representatives, assigns and/or invitees, as applicable. The term "Contract" means this agreement, all amendments and modifications thereto, and all other materials, documents, rules and regulations expressly incorporated herein by reference.

### 2. Contract Acceptance

This Contract shall become binding and effective only when it has been signed by Exhibitor, and accepted as valid by a duly authorized representative of HWE. Evidence of contract acceptance will be a formal confirmation of assigned space and the related financial specifics. The final exhibit space specifics and/or location may be different from the Exhibitor's original requests.

### 3. Qualifications of Exhibitor

HWE, in its sole discretion, determines whether a prospective exhibitor is eligible to participate in the Event. Eligibility is generally limited to persons or firms who manufacture, remanufacture, or supply products, tools, equipment, supplies or services used for the pool, spa and backyard industry. Applicants who have not previously exhibited at the Event may be required to submit a description of the nature of their business and the items to be exhibited. HWE reserves the right to restrict or remove any exhibit which HWE, in its sole discretion, believes is objectionable or inappropriate.

### 4. Assignment of Space

Initial space assignments will be made during the Early Space Draw. Contracts and deposits must be received on or before January 24, 2011, to qualify for the Early Space Draw. All contracts and deposits received after January 24, 2011, will be assigned during the regular Space Draw in April. Any such assignment does not imply that similar space will be assigned for future Events. HWE may change the date of the Space Draw without notice. HWE reserves the right to change the floor plan or the location of an Exhibitor's booth if HWE in its sole discretion determines that to do so is in the best interest of the Event. HWE will consider requests to keep certain companies from being next to each other, however there is no guarantee that by making this request you will not be located next to one of these companies. HWE assumes no responsibility in such instances.

### 5. Use of Space

The space contracted for is to be used solely by and for the Exhibitor whose name appears on the Contract, and it is agreed the Exhibitor will not sublet nor assign any portion of same without the prior written consent of HWE.

### 6. Cancellation by Exhibitor

If Exhibitor desires to cancel this Contract, Exhibitor may only do so by giving notice thereof in writing sent to HWE with evidence of receipt. If such written notice is received at least 180 days prior to the opening date of the Event (November 2, 2011), then Exhibitor will remain liable for 50% of the total exhibit fee. Otherwise, Exhibitor will remain liable for 100% of the total exhibit fee, regardless of when this Contract is executed by Exhibitor. In addition, Exhibitor will remain liable for 100% of all fees paid or payable in respect of sponsorships and promotional products, regardless of when this Contract is executed or cancelled by Exhibitor. These amounts are considered to be liquidated and agreed upon damages, for the injuries HWE will suffer as a result of Exhibitor's cancellation. This provision for liquidated and agreed upon damages is a bona fide provision and not a penalty. The parties understand that the withdrawal of the space reserved from availability and, if applicable, the cancellation of sponsorships and/or promotional materials, in each case at a time when other parties would be interested in such space and/or products, will cause HWE to sustain substantial damages that will not be capable of determination with mathematical precision. Therefore, the provisions for liquidated and agreed upon damages have been incorporated into this Contract as a valid pre-estimate of these damages. The date of cancellation shall be the date HWE receives the notice. HWE reserves the right to treat Exhibitor's downsizing of booth space as cancellation of the original space and purchase of new booth space, and Exhibitor may be required to move to a new location if it requests a downsizing of space.

### 7. Cancellation by HWE

If Exhibitor fails to timely make any payment required by this Contract or otherwise breaches any of its obligations under this Contract, HWE may immediately terminate this Contract (and Exhibitor's participation in the Event) by providing written notice (or, if appropriate under the circumstances, oral notice with written notice to follow) to Exhibitor of such termination. HWE shall have no obligation to refund monies previously paid. HWE reserves the right to refuse Exhibitor permission to move in and set up an exhibit if Exhibitor is in arrears of any payment due to HWE. HWE is expressly authorized (but has no obligation) to occupy, cause to be occupied or dispose of any space vacated or made available by reason of action taken under this paragraph in such manner as it may deem best, and without releasing Exhibitor from any liability hereunder.

### 8. Cancellation of the Event

If HWE cancels the Event due to circumstances beyond the reasonable control of HWE (such as acts of God, acts of war, governmental emergency, labor strike or unavailability of the Exhibit Facility), HWE shall refund to each Exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred by HWE, in full satisfaction of all liabilities of HWE to Exhibitor. HWE reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held. If HWE changes the name of the Event, re-locates the Event to another event facility within the same city, or changes the dates for the Event to dates that are not more than 30 days earlier or 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to Exhibitor, but HWE shall assign to Exhibitor, in lieu of the original space, such other space as HWE deems appropriate and Exhibitor agrees to use such space under the terms of this Contract. If HWE elects to cancel the Event other than for a reason previously described in this paragraph, HWE shall refund to each Exhibitor its entire exhibit space rental payment previously paid, in full satisfaction of all liabilities of HWE to Exhibitor. Exhibitor agrees that, except as expressly provided in this paragraph, it shall and hereby does waive any and all claims for damages or compensation resulting from or relating to the cancellation, renaming, relocation or rescheduling of the Event.

### 9. Exhibit Space Occupancy

Hours and dates for installing, occupying and dismantling exhibits shall be those specified by HWE. If Exhibitor fails to install its display in its assigned space by 4:00 pm on November 1, 2011, or leaves its space unattended during the Exhibit hours, HWE shall have the right to take possession of the space, without releasing Exhibitor from any liability or obligation hereunder, and no refund will be due to Exhibitor. All exhibits must be open and manned for business during the Event hours. Exhibitor may not dismantle the display until the Event is officially closed by HWE.

### 10. Listings and Promotional Materials

By exhibiting at the Event, Exhibitor grants to HWE a fully-paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of Exhibitor in any directory (print, electronic or other media) listing the exhibiting companies at the Event and to use such names in HWE promotional materials. HWE shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials. HWE may also take photographs of Exhibitor's booth space, exhibit and personnel during, before or after the open hours of the Event and use such photographs for any HWE promotional purpose. Exhibitor warrants that it owns, or has right to use pursuant to a valid license, all intellectual property (copyright, trade mark, etc.) to be used by Exhibitor for promotion or exhibition at the Event.

### 11. Care of Exhibit Facility

Exhibitor shall promptly pay for any and all damages to the Exhibit Facility or associated facilities, booth equipment or the property of others caused by Exhibitor.

### 12. Taxes and Licenses

Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals under federal, state or local law applicable to its activities at the Event. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, or other fees, charges, levies or penalties that become due to any governmental authority in connection with its activities at the Event. Exhibitor will not permit the delivery of merchandise at the Event Facility without the express permission of HWE.

### 13. Copyrighted Materials

Exhibitor shall not play or permit the playing or performance of, or distribution of any copyrighted material at the Event unless it has obtained all necessary rights and paid all required royalties, fees or other payments.

### 14. Observance of Laws

Exhibitor shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulations of the Exhibit Facility (including any union labor work rules). Without limiting the foregoing, Exhibitor shall comply with all applicable requirements of the Americans with Disabilities Act, including with respect to the construction of its exhibits.

### 15. Exhibitor Information & Update

HWE will provide Exhibitor information and updates to the designated representative of the Exhibitor, including an Exhibitor Service Manual. The Exhibitor Service Manual will include information integral to participation at the Event, including but not limited to: additional exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage, utilities and building services, exhibitor display rules, and move-in, move-out schedules. The designated representative of the Exhibitor will also receive updates about the Event via fax, mail, e-mail and/or SMS.

### 16. Incorporation of Rules and Regulations

Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this Contract shall be subject to determination by HWE in its sole discretion. HWE may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time, upon reasonable notice to Exhibitor. Any such rules and regulations (whether or not included in an Exhibitor Service Manual or similar document) are an integral part of this Contract and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by HWE as soon as they are communicated to Exhibitor. This Contract (including the Exhibitor Service Manual and any additional rules or regulations adopted by HWE from time to time) states the entire agreement of the parties with respect to the subject matter hereof.

### 17. Installation and Dismantling

Exhibitors must comply with the move-in and move-out times indicated in the Exhibitor Service Manual. If an Exhibitor fails to remove an exhibit in the allowed time, HWE shall be permitted (at Exhibitor's sole expense) to remove and place same in a warehouse subject to the Exhibitor's disposition, and/or to ship to Exhibitor via common carrier with all charges to follow at no liability to HWE. All exhibits must remain intact until the Exhibition is officially closed.

### 18. Contractor Services

In the interest of making available the best qualified craftsmen in numbers sufficient to handle all of the services necessary for the operation of the Event, HWE has contracted on an exclusive basis official contractors to provide certain services. Service companies other than the official contractors will not be allowed to perform any of these exclusive services. Non-exclusive services may be performed by exhibitor-appointed contractors (EAC) within certain guidelines. A complete listing of exclusive services and EAC guidelines will be provided in Exhibitor Service Manual.

### 19. Exhibit Guidelines

Distribution of samples and printed matter of any kind, and any promotional material, is restricted to the exhibit booth. Exhibitor agrees to exhibit only products which it manufactures, represents or distributes. All exhibits shall display products or services in a tasteful manner. The aisles, passageways and overhead spaces remain strictly under control of HWE and no signs, decorations, banners, advertising material or special exhibits will be permitted in the aisles except by written permission of HWE. Uniformed attendants, models and other employees must remain within the booths occupied by their employers. Any and all advertising distribution must be made from Exhibitor's booth space. Balloons and stickers (including handouts with gummed backing that adhere or cause adhesion) are prohibited in the exhibit area. Equipment must be arranged so that show visitors do not stand in the aisle while examining equipment or watching demonstrations. Strolling entertainment or moving advertisements outside of an Exhibitor's exhibit space is prohibited. The use of Segways or Segway-type units are prohibited on the show floor.

### 20. General Terms and Conditions

HWE has sole control over attendance policies. Except as expressly provided in this contract, all monies paid by Exhibitor shall be deemed fully earned and non-refundable at the time of payment. Exhibitor shall conduct itself at all times in accordance with normal standards of decorum and good taste. In addition to its right to close an exhibit and withdraw acceptance of the contract, HWE in its sole judgment may refuse to consider for participation in future Events an Exhibitor who violates or fails to abide by the contract and any of the accompanying rules and regulations. Any amendment to this Contract must be in writing and signed by an authorized representative of HWE.

### 21. Assumption of Risks; Releases

Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm, damage or injury to the person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither HWE nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither HWE nor the Exhibit Facility shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this paragraph.

### 22. Indemnification

Exhibitor shall on a current basis indemnify, defend (with legal counsel satisfactory to HWE), and hold HWE and the Exhibit Facility harmless from any and all claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys' fees and expenses which result from or arise out of or in connection with: (a) Exhibitors' participation or presence at the Event, (b) any breach by Exhibitor of any agreements, covenants, promises or other obligations under this contract; (c) any matter for which Exhibitor is otherwise responsible under the terms of this contract; (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor; (f) harm or injury (including death) to Exhibitor; (g) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise and (h) any injury to any person (including an attendee) or property while in the Exhibitor's space or relating to Exhibitor's use of any exhibition space or services.

### 23. Limitation of Liability

Under no circumstances shall HWE or the Exhibit Facility be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. In no event shall HWE's maximum liability under any circumstance exceed the amount actually paid to HWE by Exhibitor for exhibit space rental pursuant to this contract. HWE makes no representations or warranties, express or implied, regarding the number and nature of exhibitors and/or attendees who will attend the Event or regarding any other matters.

### 24. Insurance

Exhibitor shall, at its own expense, secure and maintain at all times during the event, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph.

(A) Workers' compensation and employer's liability insurance complying with the laws of the state in which the Event is being held;

(B) Comprehensive General Liability insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable); and

(C) Automobile Liability insurance with limits not less than \$500,000 each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operations.

The Exhibitor's Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insureds (i) Hanley-Wood, LLC and each of its direct and indirect subsidiaries and (ii) the Event Facility. If requested, copies of additional insured endorsements, primary coverage endorsements and complete copies of policies, satisfactory to HWE, shall be promptly furnished to HWE. Certified copies of the Certificates of Insurance or policies shall provide that they may not be cancelled without 30 days' advance written notice to HWE. The Exhibitor shall obtain a waiver of subrogation from the carrier of each policy described above and the carrier of each other policy that provides fire, explosion or any other risk coverage insuring the Exhibitor's property, in each case releasing in full such carrier's subrogation rights.

### 25. Outside Exhibits/Hospitality Suites

Exhibitor is prohibited, without express written approval from HWE, from displaying products/services and/or other advertising material in areas outside its booth space such as, but not limited to, parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc., as well as unauthorized facility tours. Exhibitor also agrees not to operate hospitality suites or host any hospitality functions during official Event hours or when any HWE-sponsored activities are being held. Hospitality functions are permitted only upon payment by the Exhibitor of all fees due hereunder. All requests for a hospitality suite or public function space must be made through HWE. If Exhibitor cancels or fails to occupy the exhibit space during official Event hours, HWE reserves the right to notify the hotel to cancel any hospitality space and/or hotel guest rooms under Exhibitor's name. Exhibitor shall remain liable for the payments made to the hotel.

### 26. Sound, Lighting and/or Laser Devices

The use of devices for mechanical reproduction of sound or music; as well as lasers which are part of Exhibitor's display, are permitted, but must be controlled and maintained at a conversational level. Sound, lighting and/or laser beams must not be projected outside the exhibit booth. HWE may immediately discontinue the use of any sound system, lighting or laser device that does not comply with this paragraph. Exhibitors are specifically prohibited from employing any carnival-type attraction, animal or human, or from operating such noise-creating devices as bells, horns or megaphones.

### 27. Fire and Safety Laws

The Exhibitor shall comply with all state, city and local laws and ordinances relating to fire, safety and health. A description of these regulations will be found in the Exhibitor Service Manual, however HWE will not be responsible for any errors or omissions contained therein.

### 28. Sponsorship

Sponsorship offerings are available to current-year Exhibitors. Should an Exhibitor, who is also a sponsor, cancel their exhibit space, their sponsorship will likewise be canceled. See Item 6 Cancellation by Exhibitor.

### 29. hanleywoodConnect

Included with the exhibit space price(s) on this application and contract is \$.75 per net square foot for access to hanleywoodConnect. As these services are rendered in advance of the Event, this access fee is non-refundable at the later of the contract acceptance/space assignment date or six months prior to the opening date of the Event.

### 30. Violation of Rules and Regulations

Violation of this Contract or any rules and regulations governing the Event, including those published in the Exhibitor Service Manual, may result in one or more of the following actions taken against the Exhibitor: 1) the Exhibitor may be prohibited from exhibiting at the current year's Event and will forfeit all booth payments; 2) the Exhibitor's "points" for the following year's space draw may be taken away; and 3) the Exhibitor may be prohibited from exhibiting at the future events. This list of actions is not exhaustive and does not in any way limit available remedies provided in other provisions of this Contract or by law or equity. No delay by HWE in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise by HWE of any other right, power or privilege hereunder preclude any other or further exercise of any other right, power or privilege hereunder.

### 31. Governing Law

This contract is governed by the laws of the State of Texas as applied to contracts entered into and entirely performed within such state. Exhibitor agrees that the courts located in the State of Texas shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this contract or the breach of any provision of this contract. Exhibitor waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue properly lies in Dallas, Texas.

We understand this application becomes a binding contract when accepted by Hanley-Wood Exhibitions. We agree to abide by the General Information, Terms and Conditions outlined above and those listed in the Exhibitor Service Manual.

**Required**

Signature: x \_\_\_\_\_

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

Printed Name: \_\_\_\_\_

# Sponsorship & Promotional Opportunities Application & Contract

**EXHIBITS:** November 2 - 4, 2011 | **CONFERENCE:** October 30 - November 4  
Mandalay Bay Convention Center | Las Vegas, Nevada USA

Complete the online Booth Contract at [www.PoolSpaPatio.com](http://www.PoolSpaPatio.com)



Legal Company Name: \_\_\_\_\_

Exhibiting as: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Country: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Toll-Free: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Address: \_\_\_\_\_

Company Facebook page: \_\_\_\_\_ Company Twitter page: \_\_\_\_\_

## Exclusive Sponsorships

- Welcome Party.....\$ 20,000 \$ \_\_\_\_\_
- Badge Lanyards .....\$ 18,000 \$ \_\_\_\_\_
- ExpoCard - front .....\$ 11,000 \$ \_\_\_\_\_
- ExpoCard - back.....\$ 5,000 \$ \_\_\_\_\_
- Show Bags .....\$ 9,500 \$ \_\_\_\_\_
- Expo Brochure Ad - Brochure A.....\$ 7,500 \$ \_\_\_\_\_
- Expo Brochure Ad - Brochure B.....\$ 7,500 \$ \_\_\_\_\_
- Badge Holder Pick-Up Counter .....\$ 6,000 \$ \_\_\_\_\_
- Power Panel - Builder.....\$ 3,000 \$ \_\_\_\_\_
- Power Panel - Hot Tub.....\$ 3,000 \$ \_\_\_\_\_
- Power Panel - Retail.....\$ 3,000 \$ \_\_\_\_\_
- Power Panel - Service .....\$ 3,000 \$ \_\_\_\_\_
- Schedule-at-a-Glance.....\$ 3,000 \$ \_\_\_\_\_

## Non-Exclusive Sponsorships

- Welcome Party - Two Available .....\$ 10,000 \$ \_\_\_\_\_
- Brand Building Package .....\$ 7,500 \$ \_\_\_\_\_
- Exhibitor Product Clinics .....\$ 7,500 \$ \_\_\_\_\_
- Badge Mailing Insert .....\$ 4,000 \$ \_\_\_\_\_
- Build Your Business Package .....\$ 3,500 \$ \_\_\_\_\_
- Registration Ticket Giveaway .....\$ 3,000 \$ \_\_\_\_\_
- Kiosk.....\$ 1,800 \$ \_\_\_\_\_
- APSP Live Workshops .....\$ 1,600 \$ \_\_\_\_\_
- E-mail Blast.....\$ 1,500 \$ \_\_\_\_\_
- Billboard Signs.....\$ 1,500 \$ \_\_\_\_\_
- Floor Logo .....\$ 1,250 \$ \_\_\_\_\_
- Create Your Own Package .....Call \$ \_\_\_\_\_

## Product Pavilions (non-exclusive)

- ### Product Showcase
- Anchor Package .....\$ 5,000 \$ \_\_\_\_\_
  - Product Package A .....\$ 1,400 \$ \_\_\_\_\_
  - Product Package B .....\$ 850 \$ \_\_\_\_\_
  - 4' x 4' free standing display .....\$ 700 \$ \_\_\_\_\_
  - 6' x 2' table display .....\$ 550 \$ \_\_\_\_\_
  - 3' x 2' table display .....\$ 350 \$ \_\_\_\_\_

## Water Treatment/Chemical Pavilion

- Overall Sponsor (exclusive).....\$ 15,000 \$ \_\_\_\_\_
- Overall Sponsor (2 non-exclusive).....\$ 7,500 \$ \_\_\_\_\_
- Vendor Demonstration .....\$ 1,600 \$ \_\_\_\_\_
- 6' x 2' display table .....\$ 550 \$ \_\_\_\_\_

## Program & Event Guide Advertising

- Floor Plan 2 1/3" x 3 1/3" Ad.....\$ 1,100 \$ \_\_\_\_\_
- Floor Plan Booth Listing & Highlight.....\$ 725 \$ \_\_\_\_\_
- Exhibitor Listing Logo 4C.....\$ 695 \$ \_\_\_\_\_
- Exhibitor Listing Logo B/W .....\$ 495 \$ \_\_\_\_\_
- New Product E-letter.....\$ 415 \$ \_\_\_\_\_
- Show Program Product Spotlight.....\$ 415 \$ \_\_\_\_\_
- Green Showcase.....\$ 415 \$ \_\_\_\_\_
- Advertisement: Size & Type.....\$ \_\_\_\_\_ \$ \_\_\_\_\_

**Total Sponsorship Cost** \$ \_\_\_\_\_

## ONLINE SPONSORSHIPS/hanleywoodCONNECT

### NEW PACKAGES

- Online Value Package**  
(upgraded web listing, online product preview, press release, show special and 1000 e-mail credits).....\$ 1,350 \$ \_\_\_\_\_
- Ultimate Online Profile**  
(upgraded web listing, online product preview, press release and show special).....\$ 750 \$ \_\_\_\_\_
- Upgraded Web Listing**.....\$ 350 \$ \_\_\_\_\_

### EXHIBITOR VIDEOS

- Exhibitor Video PLUS.....\$ 1,250 \$ \_\_\_\_\_
- Exhibitor Video.....\$ 750 \$ \_\_\_\_\_

### WEB BANNERS

- Homepage Premium (180 x 150px).....\$ 3,500 \$ \_\_\_\_\_
- Homepage Button (125 x 125px).....\$ 2,000 \$ \_\_\_\_\_

### E-MAIL ATTENDEES

- 500 E-mail Credits.....\$ 250 \$ \_\_\_\_\_

**Total hanleywoodCONNECT Cost** \$ \_\_\_\_\_

## RETURN APPLICATION & PAYMENT TO:

Int'l Pool | Spa | Patio Expo  
P.O. Box 612128  
Dallas, Texas USA 75261-2128

## FOR OVERNIGHT MAIL:

6191 N. Hwy. 161, Suite 500  
Irving, Texas USA 75038

Toll-free: 888.869.8522  
Outside USA: 972.536.6350  
[www.PoolSpaPatio.com](http://www.PoolSpaPatio.com)

**PLEASE SEND ORIGINAL, SIGNED CONTRACT (NO COPIES).**

## METHOD OF PAYMENT:

Please check one:

- Check made payable to:  
**Int'l Pool | Spa | Patio Expo**
- Wire / Money Order
- Credit Card  
Complete the online contract or contact us for a credit card form.

## QUESTIONS?

Please contact Show Management at 888.869.8522, 972.536.6350 or [Exhibit@PoolSpaPatio.com](mailto:Exhibit@PoolSpaPatio.com).

All payments should be in U.S. funds. Exhibitors are responsible for all bank collection fees and/or discounts associated with their payments.

## FOR SHOW MANAGEMENT USE ONLY

Date Received: \_\_\_\_\_  
Deposit Received: \_\_\_\_\_  
CO ID#: \_\_\_\_\_  
AE: \_\_\_\_\_

The 2010 exclusive sponsorship holders have first right-of-refusal for the 2011 Expo until April 1, 2011. Above promotion rates are non-commissionable. Sponsorships and advertising are non-refundable. Detailed descriptions of all promotions are available in the online Sponsorship Gallery at [www.PoolSpaPatio.com](http://www.PoolSpaPatio.com).

50% x Sponsorship Cost*	+	100% x hanleywoodCONNECT Cost	=	<b>CONTRACT TOTAL</b>
\$ _____		\$ _____		\$ _____

Please enclose a check for this amount. Make check payable to: Int'l Pool | Spa | Patio Expo.  
\* 100% PAYMENT DUE: JULY 8, 2011

We have read and understand the eligibility requirements stated above. We also understand this application becomes a binding contract when accepted by Hanley-Wood and that all deposits/final payments are non-refundable.

**Required**

**Signature: x** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

By providing your contact information and signature, you are authorizing Hanley-Wood to send you promotional materials via mail, fax, e-mail or SMS.



## CREDIT CARD AUTHORIZATION FORM

Please complete the following information to pay for your exhibit space for the Pool | Spa | Patio Expo via credit card.

### COMPANY INFORMATION

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

Exhibiting As (if applicable): \_\_\_\_\_

### CREDIT CARD INFORMATION

Amount to charge: \_\_\_\_\_

Visa       MasterCard       American Express

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

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

Name of Card Holder: \_\_\_\_\_

Address of Cardholder \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Invoice # \_\_\_\_\_ Booth # \_\_\_\_\_

If you need any additional information please contact the Pool | Spa | Patio Expo Team at 888.869.8522 or 972.536.6350.

**Fax completed form to Accounting department at 972.536.6405.  
For Accounting questions, please call 972.536.6300**

### CONFIDENTIAL

Please call the above phone number if you experience problems with this transmission, or if received by an unintended party.

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