

2018 EXHIBITOR SPACE CONTRACT

2018 POOL & SPA SHOW | JANUARY 23-25

This contract can be filled out and submitted online at www.ThePoolSpaShow.com

STEP ONE

COMPANY INFORMATION

Exhibitors are responsible for updating their profiles and product categories

Legal Company Name: _____

Exhibiting As: _____

NESPA/APSP Member #: _____ Co. Email: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

Phone: _____ Fax: _____

Show Contact: _____ Email: _____

Phone: _____ Ext.: _____ Website: _____

NOTE: Exhibit space assignments and announcements are based on priority points established by previous Pool & Spa Show participation and date of receipt of this contract.

DON'T DELAY! Your contract **MUST** be submitted by **September 8, 2017** to use your established Show Priority Points. All contracts submitted after September 8, 2017 will be assigned on a first-come, first-served basis. **NO EXCEPTIONS**

The Pool & Spa Show utilizes a **Priority Points System** where points are earned from previous Pool & Spa Show participation including years of exhibiting and booth size (one point for each year and one point for each 10x10 space). Points accumulate and carry over from year to year. Points expire if a company does not exhibit for five years.

EXHIBIT HOURS

TUESDAY

11:00 am - 5:00 pm

WEDNESDAY

11:00 am - 5:00 pm

THURSDAY

10:00 am - 2:00 pm

MAKE ALL CHECKS PAYABLE TO:

NORTHEAST SPA & POOL ASSOCIATION

Deposit required with contract:
50% of total exhibit space cost.

Balance due in full by **Dec. 4, 2017**.
Exhibitors with unpaid balance will not be permitted to set up at the show.

RETURN APPLICATION & PAYMENT TO:

THE POOL & SPA SHOW/NESPA
6B South Gold Drive
Hamilton, NJ 08691

Phone: 609.689.9111

Fax: 609.689.9110

www.nespapool.org

PLEASE SEND ORIGINAL, SIGNED CONTRACT (NO COPIES)

STEP TWO

EXHIBIT CONTRACT INFORMATION

Exhibitor acknowledges receipt of the Terms and Conditions to exhibit at The Pool & Spa Show and agrees to be bound by such in relation to The Pool & Spa Show powered by Northeast Spa and Pool Association. Complete Terms and Conditions, including booth cancellation policy, are located at www.terms.ThePoolSpaShow.com.

REQUIRED

Exhibitor Signature _____

Title: _____

Printed Name: _____

Name of person to be listed in on-site Show Directory: _____

Products to be displayed: _____

STEP THREE

SPACE SELECTION IN ORDER OF PREFERENCE

1. _____

4. _____

2. _____

5. _____

3. _____

6. _____

These selections are used as a guide for Show Management. If your choices have been allocated to exhibitors before you on the priority point list, Show Management will assign what it considers to be the best space available.

FOR OFFICE USE ONLY

Deposit Amount: _____

Date Received: _____

Inv # _____

Priority #: _____

LYB# _____

Space: _____

PAYMENT INFORMATION

EXHIBIT PRICES

COMPANY NAME: _____

Take advantage of the Early Buy rate through October 9, 2017!	EARLY BUY - THROUGH OCT. 9		AFTER OCT. 9	
	Paid-In-Full Rate	Standard Rate	Paid-In-Full Rate	Standard Rate
NESPA/APSP Member Rates (per 10' x 10' booth) and first time non-member exhibitors	\$1,735.00	\$1,790.00	\$1,805.00	\$1,860.00
Non-Member Rates (per 10' x 10' booth)	\$1,995.00	\$2,055.00	\$2,075.00	\$2,140.00

EXHIBIT SPACE

Configuration Required (i.e. 10' x 20', 20' x 40', 50' x 40'):

x \$ = \$ x 50% =

Number of Booths Booth Rate Total Deposit Due

A
TOTAL EXHIBIT COST

50% deposit required with contract. Balance due in full by **December 4, 2017**. Exhibitors who pay in full with contract submission receive the discounted prices shown above.

\$ _____

BRANDING & ADVERTISING OPPORTUNITIES

Exclusive opportunities are available on a first-come, first-served basis.

SHOW GUIDE ADVERTISING

Exclusive Opportunities

- Back-Cover\$2,895
- Two Page Center Spread (around floor plan)\$2,895
- Inside Back Cover.....\$2,525
- Inside Front Cover\$2,525

Additional Opportunities

- Two Page Spread\$2,295
- Full Page.....\$1,495
- Half Page.....\$795
- Floor Plan Ad (limited availability).....\$525
- Quarter Page.....\$595
- New Product Spotlight.....\$495
- Directory Logo Enhancement\$200

PRODUCT BOARDWALK

- 12" Locking Shelf Display @ \$350 each\$ _____
- 18" Locking Bottom Shelf Display @ \$400 each\$ _____
- 30" Round Pedestal @ \$400 each\$ _____
- 24" Square Counter @ \$250 each\$ _____

SPONSORSHIPS

- 5'x5' Booth Space @ \$550 each\$ _____
- Product Boardwalk Electricity (not available for locked shelf displays) @ \$115 per location (before 1/8/18)\$ _____
- @ \$170 per location (after 1/8/18)\$ _____

SPONSORSHIPS

- Welcome Party (exclusive).....\$20,000
- Billboard Display\$5,500 each
 - 37'w x 11'h | • 27'w x 15'h
- Badge Lanyards (exclusive)\$10,000
- Coffee Break (exclusive)\$9,000
- Convention Center TV.....\$650

MOBILE SPONSORSHIPS

- Show App Title Sponsor.....\$5,000

DIGITAL SPONSORSHIPS

- Homepage Banner Ad (280x180)....\$1,750
- Eblast Pre-Show (top placement)\$1,250
- Eblast Pre-Show (shared).....\$800
- Dedicated Eblast Regular.....\$1,995
- Dedicated Eblast Prime.....\$2,695
- Online Floor Plan Banner Ad\$400

- Enhanced Online Booth Listing.....\$300 (Silver)
- Enhanced Online Booth Listing.....\$700 (Gold)
- Enhanced Online Booth Listing.....\$1,000 (Platinum)
- Event Map Logo.....\$500
- Online Booth Videos\$300

MEETING ROOMS (limited availability)

- Monday, Jan 22 8am – 12pm @ \$275 each\$ _____
- Monday, Jan 22 12pm – 4pm @ \$275 each\$ _____
- Tuesday, Jan 23 8am – 12pm @ \$275 each\$ _____
- Wednesday, Jan 24 8am – 12pm @ \$275 each\$ _____
- Thursday, Jan 25 8am – 10am @ \$175 each\$ _____

Approx. number of attendees in meeting..... _____

B TOTAL BRANDING & ADVERTISING COST
\$ _____

PAYMENT METHOD

Credit Card: Visa MasterCard American Express Discover

Name on Card: _____

Card #: _____ Exp. Date _____ SIC: _____

Please charge the above credit card: In full, applying the "paid-in-full" discount
 On the payment due dates stated above, for the amount due
 For the deposit required only.

If mailing address for credit card is different from above, please provide the following information:

Street Address: _____ Zip _____

A EXHIBIT SPACE COST

\$ _____

+

B TOTAL BRANDING & ADVERTISING COST

\$ _____

=

\$ _____
CONTRACT TOTAL