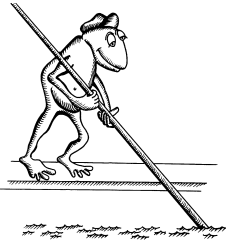
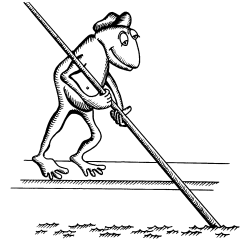


MUST BE RECEIVED BY APRIL 1, 2011 TO GUARANTEE YOUR EXISTING BOOTH SPACE



POOL INDUSTRY EXPO

426 Willow Road * Menlo Park, CA 94025 (650)323-7743



APPLICATION FOR EXHIBIT SPACE

Pool Industry Expo 2011

Thursday, Friday, Saturday, September 29 – October 1, 2011

Monterey Convention Center

Date: _____

Company Name: _____

Street Address: _____

City _____ State: _____ Zip _____

Show Contact: _____ e:mail _____ Ph(____) _____
Please print clearly

Marketing Contact _____ e:mail _____ Ph(____) _____
Please print clearly

We would like to reserve _____ booth(s) at Pool Industry Expo 2011 (See Floor Plan for booth locations)

PREFERRED BOOTH CHOICES: 1. Booth # _____ 2. Booth # _____ 3. Booth # _____

To help us in assigning the best possible booth, please list names of competitors you do not wish to be near

Products to be displayed: _____

Booth Prices: Premium Plus (Circled) \$1,600.00 * Premium \$1,500.00 * Booth 703 \$3,200.00

In order to offset increasing cost, booths shared by two or more vendors requiring signage and listings on directories for each vendor, are subject to a \$50.00 surcharge for the first two vendors. Each additional vendor will be subject to a \$25.00 surcharge. Space is reserved only by receipt of a check for full amount of booth(s) ordered. Payment should be for the highest-value booth(s) requested. You will receive a booth confirmation and Decorators Information Packet electronically from our Vendor Tricord Tradeshows. If payment is not received within fourteen days of booth(s) request, booth(s) will be released to others.

For more information call Don Koss OR Bill Hoy @ (650) 323-7743 or e:mail @ info@poolindustryexpo.com

Enclosed is a check for \$ _____, payable to Pool Industry Expo, to reserve my booth(s). Send check to: POOL INDUSTRY EXPO 426 Willow Road Menlo Park, CA 94025

Space is available on first-come, first-served basis

Refund & Cancellation Policy

Due to the competitive nature of a trade show, booths are sold on a priority basis. Booths are designated premium plus, premium and standard with cost corresponding to the location of booths.

Upon the contraction of booth space, exhibitor will be notified of their allocated booth space.

Refund of booth space will be made if the show sells out completely, including reallocation of cancelled booth space. Pool Industry Expo will, make every effort to resell booth space. **Refund of booth space for cancellation made after September 1, 2011 is not allowed.**

Accepted By _____ Printed Name _____

Confirmed by the exhibitor's acceptance of the Booth Space Application & Contract, the exhibitor agrees to abide by the following Show Rules and Regulations, as well as published on the contract and any amendments to these regulations.

AISLE SPACE

Exhibitors shall not solicit business in the aisle or engage in any activity that leads to congestion in the aisle. No signs or decorative materials may protrude into the aisle or encroach upon neighboring booths. No obstruction may be placed in any aisles, passageways, lobbies or exits leading to any fire extinguishing devices.

AMENDMENT TO REGULATIONS

All regulations outlined in this document will remain in effect during move-in, show days and move-out. In addition to these regulations, the Rules & Regulations outlined on the Booth Space Application & Contract and the Exhibitor Service Manual will also be in effect and enforced. Any and all matters not specifically covered by these documents will be subject to the judgment of Pool Industry Expo and may be amended at any time with reasonable notice.

ATTENDEE RESTRICTIONS

The Expo is open to trade only. No one under the age of eighteen (18) will be allowed on the show floor without direct adult supervision at all times. At no time will any person under the age of eighteen (18) be allowed on the show floor during move-in or move-out.

BOOTH STAFFING

Booths must be manned during official show hours. Booth representatives shall wear show badges furnished by Show Management. Other identification will not be considered valid if not worn with the official show badge.

Members of exhibit staff shall be full-time employees of exhibitors or employees for the duration of the Expo. Badges for exhibit staff are not transferable. This regulation, however, shall in no way prohibit employment of professional models or demonstration personnel for part-time duty with exhibitors. Costumed members or exhibit staff must stay within the booth space. Exhibitors who violate the provisions of this regulation will be fined \$500 and may lose assignment of booth space in future shows.

DEMONSTRATIONS AND ENTERTAINMENT

As a matter of safety and courtesy to others, exhibitors should conduct presentations and demonstrations in a manner which assures all exhibitor personnel and attendees are within the limits of the contracted exhibit space and do not overflow into aisle space or neighboring exhibit spaces. It is the responsibility of each exhibitor to arrange displays, product or machinery in a manner that will ensure compliance. Should spectators overflow into the aisles or an adjacent booth, the demonstration or entertainment may be limited or eliminated. In addition, all samples, literature and giveaways must be distributed within the limits of the contracted exhibit space.

DISMANTLING

All displays must remain intact until the official close of the show. No exhibitor may begin dismantling, packing or moving out prior to the close of the show. Exhibitors who violate this regulation will be penalized and risk exhibiting at future shows.

EXHIBIT SPACE FEE MUST BE PAID IN FULL

Exhibit installation will not be permitted unless ALL FEES ARE PAID IN FULL.

EXHIBITOR APPOINTED CONTRACTORS

Exhibitors may utilize the services of the exhibitor appointed contractor (Tricord Tradeshow) <http://www.tricordtradeshow.com>

FIRE AND SAFETY REGULATIONS

Exhibitors are expected to comply with all city regulations in effect at the facility. Any and all material used in the construction of an exhibit/display must be non-combustible and flameproof. It should be noted the Fire Marshall has final say on any safety disputes. Exhibit booths shall not interfere with access to emergency exits or restrict visibility of emergency exit signs. Exhibits and displays may not obstruct any aisles or public space.

FOOD AND BEVERAGE DISTRIBUTION

All food and beverages handed out by an exhibitor must be ordered through the contracted catering and food service provider.

GOOD TASTE AND THE RIGHTS OF OTHERS

Show Management may require any exhibitor to make changes in their exhibit if, in Show Management's opinion, the exhibit does not conform to prevailing standards of good taste. Changes will also be required if the exhibit interferes with the rights of others.

HOSPITALITY ACTIVITIES

Exhibitors hosting hospitality functions must refrain from holding these activities during official event hours. Only exhibitors in good standing are permitted to host a hospitality function in an official show hotel. All requests for a hospitality suite or public function space must be made through Show Management.

INFLATABLE DISPLAYS

Due to the noise level of the air generators required to operate inflatable displays and the disruption they cause, this type of display will not be allowed. Please contact Show Management immediately if you have any questions or concerns.

INSTALLATION DEADLINE

Installation of all displays must be underway no later than 1 hour prior to the first day of the show. If installation has not begun at that point, Show Management reserves the right to have the display installed at the expense of the exhibitor.

MULTI-LEVEL/DOUBLE DECKER BOOTHS

All Multi-Level/Double Decker Booths are not allowed.

MUSIC/SOUND

The use of sound for mechanical reproduction of sound or music is permitted but must be controlled. Sound of any kind may not be projected outside the confines of the booth. Show Management reserves the right to determine if sound constitutes interference and must be discontinued.

PHOTOGRAPHY/FILMING

Photography and/or filming of any display or product other than an exhibitor's own are prohibited unless permission has been obtained from Show Management and the firm whose booth is being photographed/filmed.

PROTECTION OF PROPERTY

Show Management will provide general perimeter security. Each exhibitor must make provisions for the safekeeping of their goods before the opening, during and after the closing of the Expo. No responsibility is assumed by Show Management or any of its contractors for merchandise lost or damaged. Exhibitors must insure his goods at his own expense.

SIGNS AND ADVERTISING DEVICES

No signs or advertising devices shall be displayed outside exhibit space. Nothing shall be posted, tacked or otherwise attached to columns, walls, floors or other parts of the building or furniture. All signs must be fire-retardant. Hanging signs must abide by the height restrictions as stated in the Booth Specifications. Sign copy must face into your booth if used along the back wall or side of the booth.

SMOKING POLICY

The Monterey Conference Center and the Portola Plaza Hotel prohibits smoking in the exhibition halls at all times.

STORAGE

Storage of any kind behind exhibit booths will not be permitted.

UNFINISHED BOOTH SURFACES

Show regulations require that any unfinished portions of an exhibit must be made presentable at the expense of the exhibitor. This can be accomplished by ordering drape from the decorator or by making sure that all exposed surfaces are finished.

UNION CLEARANCE/LABOR

Union jurisdiction applies to all work involved in the installation and dismantling of exhibits and the movement of freight in the exhibit facility. Exhibitors are required to comply with the union regulations in effect. Exhibitors and their employees may bring hand-carried boxes or equipment through the main entrance provided that no dollies or forklifts are used. Freight may not be unloaded by exhibitors at the freight entrance/loading docks at any time.

VIOLATION OF RULES AND REGULATIONS

An exhibitor who violates any of these rules and regulations is subject to a fine for each violation and/or forfeiture of Space for future shows. Repeated violation may result in loss of the right to exhibit or attend future shows.