



INTERGROOM 2010 Red Carpet SHOW "Grooming Odyssey Revisited"

GENERAL INFORMATION AND RULES FOR EXHIBITORS

PLEASE READ CAREFULLY

Many manufacturers and distributors are expected to participate in Intergroom 2010 at our Red Carpet Show. We have always created a professional atmosphere for the attendees from all parts of the dog grooming and boarding industry as well as a successful marketplace for the companies that exhibit. Therefore, to provide a fair environment for everyone, we have established some guidelines that will govern the show and the participating exhibitors. When applying for exhibit space, applicants should understand and agree that they will be bound by the rules that appear below. It is the responsibility of each exhibitor to see that all of their exhibitor booth staff is aware of, and adhere to, these rules.

Trade Show Dates & Site:

April 16, 17, & 18, 2010

MEADOWLANDS EXPOSITION CENTER

At Harmon Meadow

355 Plaza Drive – Secaucus, New Jersey 07094

Tel: 201-330-7773 Fax: 201-330-1172 Web-site: www.mecexpo.com

Location of Exhibits:

All booths situated on the Exhibition Hall Floor will need to order carpeting from our Show contractor or provide their own. The new row of "Economy Booths" (8x6) will be located on the Trade Show floor adjacent to the Food Court area. There is direct access from 3 loading docks onto the exhibit hall floor as well as the ability (in some cases) to drive in and drop off material. We also have spaces for Grooming Vans and Large Kiosks on the trade show floor.

Booths are ten feet (10') wide by ten feet (10") deep or eight feet (8') wide by six feet (6') deep unless otherwise noted. Each booth will be equipped with a flameproof draped back wall and draped side-rails, skirted table (6' - for the 10x10 booths or 4' - for the 8x6 booths), chairs, basket, and identification sign listing the company name and booth #. The draping colors will be red and silver. Our own carpeting will be red, only. This will continue to give INTERGROOM, 2010 our special "look" of elegance in the Trade Show setting and will dramatically highlight our Red Carpet Show theme.

Exhibitors must confine their displays to the space assigned; no interference with other displays will be allowed. Many sales techniques from the Beauty Shows (our counterpart in the human hair industry) are spilling over into our industry trade shows. Properly utilized, these sight and sound additions improve sales for everyone with exhibit space. The mini-demos now offered by exhibitors across the trade show floor create an infectious spending trend enjoyed by all.

If you are presenting these educational mini-demos in your booth, we will need to know this for placement in our floor plan.

Official Show Decorator:

After we receive your completed "Application for Booth Space" form and we have assigned you a booth, all exhibitors will receive the official service kit, containing order forms for shipping merchandise and information on other services such as electrical and carpeting needs. Our show decorator will be mailing this information in February, 2010.

Host Hotel Information:

A separate information sheet in this regarding Hotel Reservations will be emailed to you. We have contracted with four different hotels this year in the Meadowlands area. There will be no "host hotel" to be utilized this year. All activities will take place at the Meadowlands Exposition Center – including the Friday Night Party and the Saturday Evening Awards Banquet. As usual, all reservations for the INTERGROOM Conference & Trade Show are made through our service desk at Horizon Travel. Check the Hotel Reservation page for info.

Booth Rental Fee:

<u>Economy Size</u> (8' wide x 6' deep)	\$ 950	on the Trade Show floor)
<u>Standard Full Size</u> (10' wide x 10' deep)	\$1,950	on the Trade Show floor
<u>Premium End Booth</u> (10' wide x 10' deep)	\$2,200	(exposure on TWO sides)
<u>End-Cap</u> (2 booths)(20 ' ide x 10' deep)	\$4,200	(exposure on THREE sides)
<u>Kiosk**</u> (4 booths) (20' square)	\$8,500	(exposure on all FOUR sides)

(**free standing – larger areas available by request)

Standard Booth rental includes draped booth, table, sign, basket & 2 chairs

Payment Schedule:

A **minimum 50% deposit** of the total booth price must accompany your signed "Application for Booth Space" contract before we will assign booth space. Applications will not be processed, nor space guaranteed without the required deposit. Telephone and fax reservations will be accepted however, the original completed application and deposit must be received within seven days of the phone call or fax. The 50% balance due must be submitted by March 1, 2009. If the contract is submitted after March 1, 2009, it must be accompanied by payment of 100% of the total booth price. In the event that full payment is not received by March 15, 2009, the requested space may be released.

Shipping, Storage, & Handling:

No advance freight or truck shipments will be accepted by the Meadowlands Exposition Center. **HOWEVER**, shipments designated to arrive on Wednesday or Thursday, April 14 or 15, can be delivered directly to the Center. This should afford you a substantial financial saving providing you are on site and ready to move your supplies to your booth yourself. **SHIPMENTS CAN NOT ARRIVE BEFORE WEDNESDAY, APRIL 14!**

Our Show Decorator can receive and store all advance material and deliver those items directly to each booth.

Installation & Booth Set-up:

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Thursday April 15th

8 AM to 6 PM

Additional time is available upon simple request.

Booth set-up must be completed by 8:30 am on Friday, April 16th.

Trade Show Hours

Friday, April 16 th	9 AM to 6:00 PM
Saturday, April 17 th	9 AM to 6:00 PM
Sunday, April 18 th	9 AM to 4:30 PM

No packing of merchandise, equipment, literature or dismantling of exhibits will be permitted until 3:30 pm on Sunday, April 19th.

It is very important that you make travel arrangements with this time in mind. Booths will not be allowed early breakdown..

Exhibitors should arrive in the trade show area one-half hour before the show opens each day. Exhibitors must staff their exhibits during the above hours. Booths should not be left unattended for extended periods of time.

Registration of Booth Personnel:

Admission to the Trade Show area will be by name badge only. Security guards will monitor the entrance for the proper ID. Badges will be issued only to company representatives who will work in your booth. Please do not register customers. Exhibitors **must** register their booth personnel in advance. Exhibitors may register a maximum of 4 reps per each standard booth and 2 reps per each economy booth. A registration form will be sent with your confirmation information in February. Advance registration badges will not be mailed. They may be picked up at the Intergroom Registration Desk on Thursday evening, April 15th. Booth personnel who register on-site will be required to submit a business card or other proof of company affiliation.

Security:

24-HOUR professional security guard service will be provided beginning at 6 pm on Thursday, April 15th and continuing thru 4:30 pm on Sunday, April 18th. PLEASE NOTE: Neither the security service, INTERGROOM, INC., our Show Decorator, nor the Meadowlands Exposition Center will be responsible for any loss or damage to exhibitor property.

Subletting Space:

Subletting, assigning or apportioning of the whole or any part of an exhibit space by an exhibitor is strictly prohibited without the consent of the show organizers.

Cancellation of Space:

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Notice of booth space cancellation must be made in writing. Cancellations sent via FAX will be accepted at (781) 326-2971. A full refund, minus a service fee of \$200., will be granted if the request is made by February 15, 2010. If cancellation occurs after February 15th but prior to March 15th, a full refund minus a service charge of \$300.00 will be granted. No refunds will be given for cancellation or reduction of space after March 15, 2010.

Facility Regulations:

Exhibitors are required to abide by facility regulations in the installation, operation, and dismantling of exhibits, including:

- Exhibitors are not to tape, nail, tack or otherwise affix anything to ceilings, painted surfaces, fire sprinklers or walls in the Meadowlands Exposition Center.
- All decorative materials used must be flame-retardant in accordance with established public safety / fire regulations.
- Federal, state and city fire laws must be strictly observed.
- Demonstrations by exhibitors may not interfere with normal traffic flow nor infringe on neighboring exhibits, and must be confined to the limits of the space contracted.

Distribution of Printed Materials:

Canvassing or marketing of any products or services in any part of the Trade Show or Contest areas, in meeting rooms, or other show space by anyone representing a non-exhibiting firm is strictly prohibited. As an exhibitor paying for space at our show, please bring any such situation to the attention of management as soon as possible. Any non-exhibitor canvassing or marketing will be requested to leave the show site, immediately.

Exhibitor Sponsorship:

Sponsoring an official contest class or social event not only offers a more rewarding experience for attendees, but it increases your company's visibility among them. In addition, special recognition will be given to sponsors through official signage at the show as well as prominent recognition in the Intergroom, Inc. show catalog and on our website. Some suggestions are listed on a separate page.

If you are interested in sponsoring any of the suggestions or, perhaps, something special to highlight your particular facet of this industry, please contact us.

Liability:

The exhibitor assumes the entire responsibility and agrees to protect, indemnify, defend and save INTERGROOM, Inc. the Meadowlands Exposition Center, our Show Decorator, and each of their employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorneys fees arising out of or caused by the exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Meadowlands Exposition Center and their employees and agents. In the event that any catastrophe or act of God would cause INTERGROOM 2010 to be cancelled, the organizers shall determine and refund to each applicant a proportion of the exhibit fee, which shall remain after deducting the expenses, occurred by the organizers.