

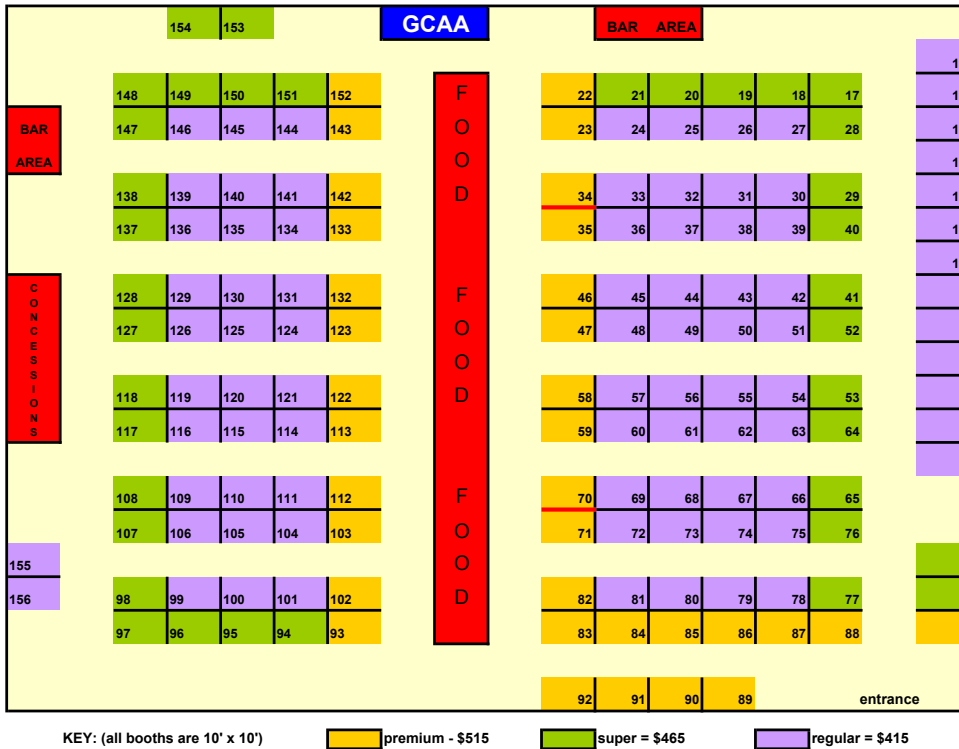
# March Monster Mash

# GCAA Trade Show March 25th, 2010

at the Charlotte Convention Center

Official Exhibitor Registration Form

Reserve your booth now!



For further details, booth availability updates, and display ideas, please visit [www.greatercaa.org](http://www.greatercaa.org) and click on the TRADE SHOW link.

### 2010 Booth Fees:

- Premium - \$515
- Super - \$465
- Regular - \$415

Booth reservations are available to GCAA members in good standing on a first-come, first-served basis.

GCAA reserves the right to approve or deny booth location.

### Exhibit Booth Registration Form - (Must be completed & signed before booth will be reserved.)

Company Name \_\_\_\_\_  
(EXACTLY as you wish it to appear on signage, promos, & in the Show Program)

COMPLETE Mailing Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_ 1st Choice Booth # \_\_\_\_\_ Alternate Booth # \_\_\_\_\_

**I have read & agree to abide by all of the Rules & Regulations listed on side 2 of this form.**

Authorized Signature \_\_\_\_\_

Check here  if you will be a first-time exhibitor at the GCAA Trade Show.

**Note: All Trade Show Exhibitor Information will be sent to the address above. Please be sure to note the correct mailing address for these important materials, especially if different from your billing address.**

Please fax or mail this form to GCAA, 2101 Rexford Road, Suite 330-E, Charlotte NC 28211 • fax:704.333.4221

Staff Use Only: BOARD \_\_\_\_\_ E-LIST \_\_\_\_\_ CONFID \_\_\_\_\_ MISC \_\_\_\_\_



**The Greater Charlotte Apartment Association 2010 Trade Show  
"MARCH MONSTER MASH"  
March 25th, 2010 • 5:30 - 9:00 pm  
at the Charlotte Convention Center, 501 S. College St., Charlotte NC 28202**

Thank you for requesting a booth reservation for the GCAA's 2010 Trade Show. We want your experience as an exhibitor to be enjoyable, successful, and stress-free. To facilitate this, we ask you to **please read the following information** which we've compiled to assist you in your Trade Show preparation and organization. In January, 2010 your comprehensive EXHIBITOR PACKET will be mailed to the address you specify on the front of this form. The packet will include the information below plus further Trade Show details to assist with your preparation.

**GCAA TRADE SHOW EXHIBITOR RULES & REGULATIONS**

**\*\*Booth Fees - Please Note Payment Requirements\*\***

**All booth fees will be due by February 5th, 2010.** Cancellations made after February 5th will be responsible for one-half of the total booth fee. Booth requests made after February 5th will require immediate payment in full to secure reservation. Booth reservations cancelled after March 4th, 2010 will be responsible for the full booth fee.

**Important Exhibitor Rules**

- 1) **Exhibitors may NOT distribute or sell alcohol** in any form to Trade Show attendees, exhibitors, or staff.
- 2) **Exhibitors may NOT distribute or sell food or beverages** without prior approval from the Charlotte Convention Center's Food and Beverage Director. Sample Distribution Request form available upon request.
- 3) **Exhibitor personnel may NOT loiter or distribute promotional items at the Show Entrance.**
- 4) **Any music or other audio must not disturb other exhibitors and must cease by 8:00 pm.**
- 5) Live animals are NOT allowed at the Trade Show (seems silly, but there have been inquiries...)
- 6) Obscenity of any sort will NOT be tolerated at the Trade Show.

**ANY EXHIBITOR WHO DOES NOT COMPLY WITH THE ALL OF THE ABOVE RULES WILL BE SUBJECT TO IMMEDIATE EJECTMENT FROM THE EXHIBIT HALL WITHOUT REFUND OF BOOTH FEES.**

For additional information, please call Irene Gammon at the GCAA, 704-334-9511 x23.

**Charlotte Convention Center Rules and Information**

- 1) Tape and other adhesive materials are not allowed on carpeted surfaces, walls, glass, floors, or equipment.
- 2) Helium-filled balloons are not allowed in the Exhibit Hall.
- 3) The Convention Center will NOT accept freight deliveries. Arrange to have your booth materials shipped to the show via our decorator, The George E. Fern Company.
- 4) All exhibits must be completely moved out by midnight on the night of the show.

**Exhibitor Awards**

This year's show theme, "March Monster Mash" urges exhibitors to incorporate a Halloween theme into their booth decor. Prizes for the best booths will be awarded in these categories: Most Original • Best Product Display • Best of Show • "Rookie" of the Year (for first-time exhibitors)

**Door Prizes**

Providing a door prize is a great way to draw traffic into your booth. Each exhibitor may give away ONE door prize whose winner will be announced over the GCAA PA system at the end of the show. The GCAA Products & Services Council will also award cash prizes for the best attendee costumes at the end of the evening (total prize \$ = \$1000).

**Contract Deadlines**

Separate contracts for carpet, furniture, electricity, phone service, etc. should be submitted directly to their respective suppliers by their published deadlines. Details will be included in the exhibitor packets that you will receive in January. Please do not fax these orders to the GCAA as they will NOT BE PROCESSED.

**Reservations for Booth Personnel**

Each 10 x 10 booth includes TWO free exhibitor admissions to the Trade Show and ONE parking pass. Additional attendees will be charged at the same rate as owner/property guests and will not receive parking passes. **EVERY person** who will be working in your booth must make an advance reservation in order to be admitted into the Exhibit Hall.

**NON-EXHIBITING ASSOCIATE MEMBERS MAY NOT ATTEND THE TRADE SHOW.**

**Move-in / Move-out Schedule on Thursday, March 25th, 2010**

8:30 am - 3:30 pm	Exhibitor Move-in/Setup
5:30 pm - 9:00 pm	Show Hours
9:00 pm - midnight	Exhibitor Move-out