

YOUR INVITATION

**TO
EXHIBIT
at the
2010 TRADE SHOW
in the
GREAT AMERICAN HALL
of the HERSHEY LODGE
at the PENNSYLVANIA
FAIRS & SHOWMEN
CONVENTION**

Please accept this special invitation to exhibit at the annual convention of the PA State Association of County Fairs and the PA State Showmen's Association that will be held on Wednesday thru Saturday of January 20 – 23, 2010 at the HERSEY LODGE & CONVENTION CENTER in Hershey, PA.

The TRADE SHOW is the ONLY place where signs, and flyers of acts and shows are permitted. All other hand-outs will be removed from the tables and hallways.

Your location in the TRADE SHOW will be the only and the easiest way to reach all delegates attending the convention. The Trade Show will serve your best interests simply because the Lodge has diverse wings in different locations. The Trade Show will be the center of attraction and will serve as the hub to draw all people to you. You will simply be lost if you are NOT in the Trade Show.

TRADE SHOW		
OPENS THURSDAY January 21 10:30AM – 4:00PM	FRIDAY January 22 10:30AM – 4:00PM	CLOSES SATURDAY January 23 9:00AM – Noon

Please read the enclosed information bulletin carefully

INFORMATION BULLETIN

OPENS THURSDAY January 21 10:30AM – 4:00PM	FRIDAY January 22 10:30AM – 4:00PM	CLOSES SATURDAY January 23 9:00AM – Noon
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SET-UP: Wednesday evening from 6:00PM – 8:00PM
Thursday morning from 8:00AM – 10:30AM

BOOTH: Your Exhibit Fee includes:

- standard booth (10 feet wide x 8 feet deep)
- (1) draped six foot table
- (2) chairs
- Draped side rails and back drop
- Vendor name sign
- (2) Badges

FEE: Rental space fee per booth is \$225.00 (tax included).

EXTRAS: Extras as requested:

- (1) 110V electrical outlet is \$48.00 (tax included) [plus additional charge for higher voltage].
- (1) extra table is \$48.00 (tax included).
- Badge is \$25.00 (2 “free” per booth).

[Please include your EXTRAS when completing your contract]

SOMETHING

SPECIAL: The Trade Show will accommodate a large truck into the area if you desire to set-up a ride or exhibit. Call for pricing before December 31, 2009. In addition, there are two bays for unloading.

SECURITY: When the show is NOT open, the Trade Show will be closed and locked.

CAUTION: The Committee, the Fair’s Association, the Showmen’s Association, and the Hershey Lodge & Convention Center are NOT responsible for any loss or damage to an exhibit or materials at any time.

LIMIT: Every item, including any visual and sound effects, MUST be contained within your location and sound lowered. There will be no exceptions and no items can be placed in the aisles.

POSITION: The Committee reserves the right to locate any exhibitor.

BADGE: A Special Convention Badge MUST be worn at all times. TWO badges will be provided to each exhibitor per booth. Badges needed above this limit must be purchased as noted on the contract or at the FAIR REGISTRATION DESK in the Chocolate Lobby at the convention. Only those wearing or showing a proper convention badge will be able to enter the Trade Show and the various other activities at the convention. This includes seminars, meetings, functions, etc. A special food ticket is required for any food function.

DEADLINE: Absolute deadline is December 31, 2009.

LOCATION: Hershey Lodge & Convention Center, Hershey PA.

RESTRICTION: The Convention Center does NOT provide for any storage space nor do they accept any items for display ahead of time. Call Dick if this creates a problem for you.

QUESTIONS: Call Dick Horstman at (724) 729-3701.

WHAT'S IN IT FOR YOU?....AN OPPORTUNITY FOR SALES AND BOOKINGS AND THE BEST EXPOSURE POSSIBLE FOR YOUR PRODUCTS OR TALENT!

Most of the people who operate County Fairs will be present. Many others who are allied with the fairs such as carnivals, concessionaires, and other interested members will be present. The show gives YOU the opportunity to demonstrate the benefits of your products and services on a one-on-one basis.

ROOMS: Make your room reservation by going to <https://resweb.passkey.com/go/58848689>
The key for ALL, except Queens, is PACOFAIR10. Be sure to have your credit card handy and respond to all questions. Rooms will be available by 4:00PM and check-out is 11:00AM.

Your room reservation must be made by December 31, 2009.

If you do not have internet access, you may call for reservations:

- Phone: 1-800-**HERSHEY** (437-7439)
- Say: "I want a room at the Hershey Lodge and will be attending the 2010 PA State Association of County Fairs Convention. I am requesting the FAIR block for this conference and my code is PACOFAIR10."
- The following information will be needed:
 - Name
 - Address
 - Town, State, Zip
 - Phone
 - Day & Date of Arrival
 - Day & Date of Departure
- Indicate number of persons in room AND number of beds needed.
- Say: "My credit card is: Master, AmExp, Visa or Discover. My credit card number is _____ and expires on _____."
- If you need a confirmation, you **MUST** give either a fax number or E-Mail address; otherwise, you will **NOT** receive a confirmation.

2010 CONTRACT APPLICATION for EXHIBIT SPACE

Please note carefully and complete:

Exhibit fee per booth: \$225.00	Number of booths: _____	
Electrical outlet: \$48.00	Exhibit booth fee: \$ _____	
Extra table: \$48.00	Electric fee: \$ _____	No Electric needed: <input type="checkbox"/>
Dues for 2010: \$65.00	Extra table fee: \$ _____	
Badges: 2 "free"/booth – extras \$25 each	Dues for 2010: \$ _____	Already paid: <input type="checkbox"/>
	Extra Badges: \$ _____	
	TOTAL: \$ _____	

PLEASE PRINT

TRADE NAME FOR SIGN

ADDRESS

CITY STATE ZIP

PHONE (_____) TYPE OF BUSINESS or TYPE OF ACT

NAMES FOR BADGES (if known):

"free" – booth 1	"free" – booth 2
"free" – booth 1	"free" – booth 2
paid	paid
paid	paid
paid	paid
paid	paid

The exhibitor indemnifies and agrees to hold harmless the PA STATE ASSOCIATION OF COUNTY FAIRS, THE PA STATE SHOWMEN'S ASSOCIATION, THE HERSHEY LODGE AND CONVENTION CENTER and/or HERSHEY ENTERTAINMENT & RESORT COMPANY, the legal entities which own, lease, and/or operate THE HERSHEY ENTERTAINMENT & RESORT COMPANY, their members, officers, directors, and employees against any or all damage to property or personal injury or loss caused by the exhibitor or agents, representatives, employees or any other person. The exhibitor assumes complete responsibility and liability for all injury to any and all persons or property or in any way connected with the exhibitor's display caused by the exhibitor, agents, representatives or employees.

We have read the TRADE SHOW INFORMATION BULLETIN and do understand the standard booth set-up, along with the conditions specified.

Signed

Print Name

Make check payable to: **PA STATE ASSOCIATION OF COUNTY FAIRS**

Return contract and payment to: **DICK HORSTMAN, 5 S. KINGS CREEK RD., BURGETTSTOWN PA 15021**