

YOUR INVITATION

TO
EXHIBIT
at the
2012 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 18 – 21, 2012 at the **HERSEY LODGE & CONVENTION CENTER** in Hershey, PA. **Reminder: 2012 is the 100th anniversary of the PA State Association of County Fairs and this year-long celebration will begin at convention. As that time approaches, further details will be made available.**

In the convention area, 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 19 10:30AM – 4:00PM	FRIDAY January 20 10:30AM – 4:00PM	CLOSES SATURDAY January 21 9:00AM – Noon

Please read the enclosed information bulletin carefully

INFORMATION BULLETIN

OPENS THURSDAY January 19 10:30AM – 4:00PM	FRIDAY January 20 10:30AM – 4:00PM	CLOSSES SATURDAY January 21 9:00AM – Noon
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SET-UP: Wednesday from 4:00PM – 8:00PM **TEAR-DOWN:** Saturday at noon
 Thursday from 8:00AM – 10:30AM
 Any deviation from the set-up/tear-down must be approved by the Committee; otherwise, you may be subject to a one year probation.

BOOTH: Your Exhibit Fee of \$275 (tax included) includes:

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

EXTRAS: Extras as requested:

- (1) 110V electrical outlet is \$50 (tax included) [plus additional charge for higher voltage].
- (1) extra table is \$50 (tax included).
- (1) badge is \$25 (2 “free” per booth). At convention, (1) badge is \$40.

[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 17, 2011. 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: Booth(s) are ONLY available to PSACF ASSOCIATE members who have their 2012 dues paid or with this application. Note that booth processing will occur only after payment is received. An exhibitor may not sublet or substitute another exhibitor in the assigned booth space. No exhibitors can share/split the booth cost. If done, a total fee will be assessed each exhibitor. 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. Any live animal(s) displayed must be tethered or caged at all times. In addition, proof of insurance (copy) is required.

LOCATION: 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. Badges purchased at convention must be done at the FAIR REGISTRATION DESK in the Chocolate Lobby at a cost of \$40 each. 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 meal ticket is required for any meal function.

DEADLINE: Deadline is December 17, 2011; otherwise, a \$25 late fee, and you may not be listed in the Convention Program and Directory.

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.

REFUND POLICY: Cancel by December 17, your refund is 66%; cancel by January 1, your refund is 33%; cancel after January 1, no refund.

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/Countyfairs2012>
No special code is required. 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, 2011.

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 2012 PA State Association of County Fairs Convention."
- 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.