



4 T H A N N U A L

# NEW YORK POLICE FIRE & EMS EXPO<sup>SM</sup>

November 3 - 4

Javits Center New York, NY

EXHIBIT SPACE	VEHICLE SPACE	We Gladly Accept:
10 x 10 booth .....\$1,200	(1) 15 x 30 ..... \$1,400	Check By Phone <sup>®</sup>
10 x 20 booth .... \$2,100	(2) 15 x 30 ..... \$2,600	VISA
10 x 30 booth .... \$3,000	(3) 15 x 30 ..... \$3,600	MasterCard
10 x 40 or	(4) 15 x 30 ..... \$4,400	AMERICAN EXPRESS
20 x 20 booth .... \$3,800	(1) 15 x 40 ..... \$1,600	
20 x 30 booth .... \$5,600	(2) 15 x 40 ..... \$3,000	
20 x 40 booth .... \$7,500	(3) 15 x 40 ..... \$4,200	
	(4) 15 x 40 ..... \$5,200	

## Exhibit & Vehicle Prices Include:

- 8• High Backdrop & 3• High Siderails
- (1) Table Covered and Skirted
- (2) Chairs
- Carpeting
- (1) Exhibitor ID Sign
- (6) Exhibitor Badges
- Listing in the Official Show Program & Buyers Guide
- A mailing list of all attendees
- Hotlink from your exhibitor listing on the Expo website

Reserve your space today!  
Call Kelly Simon Trade Shows  
**800-747-5599**



645 East Pittsburgh Street, #357 - Greensburg, PA 15601  
 Phone: 800-747-5599 Fax: 724-219-3570

Exhibit in 2 Shows – Deduct 5%  
 Exhibit in 3 Shows – Deduct 7%  
 Exhibit in 4 Shows – Deduct 10%

<b>4<sup>th</sup> Annual</b> <b>NEW YORK POLICE FIRE EMS EXPO</b> NOVEMBER 3 – 4, 2010 Javits Convention Center - New York, NY	<b>21<sup>st</sup> Annual</b> <b>MONROEVILLE FIRE SHOW</b> FEBRUARY 12 – 13, 2011 Monroeville Convention Center - Monroeville, PA	<b>2<sup>nd</sup> Annual</b> <b>MID SOUTH POLICE FIRE EMS EXPO</b> MAY 11 – 12, 2011 Memphis Cook Convention Center - Memphis, TN
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**1** DATE \_\_\_\_\_ **APPLICATION & CONTRACT FOR EXHIBIT SPACE / Page 1 of 2**

The undersigned wishes to make application for exhibit space. Exhibit space will not be assigned without an authorized signature and a 50% deposit or payment in full within 5 business days of application. This application will become a contract upon signing and payment received.

Company \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_ Cell (\_\_\_\_\_) \_\_\_\_\_

E-Mail \_\_\_\_\_ Web Site \_\_\_\_\_

**2** Description of Your Product/Service – (YOUR FREE LISTING in the Show Program & Buyers Guide)

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**3** EXHIBIT SPACE – Check the space(s) you are reserving:

	NEW YORK	MONROEVILLE	MID SOUTH	SUBTOTAL
10 x 10	___ \$1,200	___ \$ 700	___ \$ 700	_____
10 x 20	___ \$2,100	___ \$1,200	___ \$1,200	_____
10 x 30	___ \$3,000	___ \$1,800	___ \$1,800	_____
10 x 40 / 20 x 20	___ \$3,800	___ \$2,200	___ \$2,200	_____
<b>Vehicle Space</b>				
(1) 15 X 30	___ \$1,400	___ \$ 900	___ \$ 900	_____
(2) 15 X 30	___ \$2,600	___ \$1,600	___ \$1,600	_____
(3) 15 X 30	___ \$3,600	___ \$2,100	___ \$2,100	_____
(4) 15 x 30	___ \$4,400	___ \$2,400	___ \$2,400	_____
(1) 15 X 40	___ \$1,600	___ \$1,100	___ \$1,100	_____
(2) 15 X 40	___ \$3,000	___ \$2,000	___ \$2,000	_____
(3) 15 X 40	___ \$4,200	___ \$2,700	___ \$2,700	_____
(4) 15 x 40	___ \$5,200	___ \$3,200	___ \$3,200	_____

**EXHIBIT SPACE INCLUDES:**

- 8' High Backdrop & 3' High Side Rails
- (1) Table, Covered & Skirted
- (2) Chairs
- (6) Exhibitor ID Badges
- (1) Exhibitor ID Sign
- Carpeting (except North Hall in Monroeville)
- Listing in the Show Program & Buyers Guide
- Listing and Link on the Show Website

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110 Electric is available from each Convention Center for two days as follows:  
 New York \$99  
 Monroeville \$45  
 Mid South \$75

**4** ADVERTISING OPTIONS:

**Show Program & Buyers Guide: black and white**

_____ 1/4 Page Ad (3.5" x 2.5")	\$100
_____ 1/2 Page Ad (3.5" x 4.25")	\$180
_____ Full Page Ad (3.5" x 8.5")	\$350
_____ Inside Front Cover	\$400
_____ Inside Back Cover	\$400
_____ Back Cover	\$500

**Attendee Direct Mail Brochure: full color**

_____ 1/4 Page Ad (5.25" x 2.5")	\$800
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**BONUS: Buy a 1/4 page ad in the attendee brochure and get a full page ad in the Show Program FREE!**

**Premium Level Sponsorships**

_____ Platinum	\$ 10,000
_____ Gold	\$ 5,000
_____ Silver	\$ 3,000

**5** Total Exhibit Space \$ \_\_\_\_\_

Apply Multi-Show Discounts:

Exhibit in 2 Shows – Deduct 5% \_\_\_\_\_

Exhibit in 3 Shows – Deduct 7% \_\_\_\_\_

Exhibit in 4 Shows – Deduct 10% \_\_\_\_\_

**6** TOTAL EXHIBIT SPACE AND ADVERTISING

\$ \_\_\_\_\_

----- FOR OFFICE USE ONLY -----

Date Rec'd _____	Date Rec'd _____
Amount Rec'd _____	Amount Rec'd _____
CC _____ CK _____	CC _____ CK _____
Balance Due _____	
	New York      Monroeville      Mid South
Gross _____	
Discount _____	
Net _____	
Payment 1 _____	
Balance _____	
Final Payment _____	

**7** Please Select Your Preferred Locations:

NEW YORK # \_\_\_\_\_

MONROEVILLE # \_\_\_\_\_

MID SOUTH # \_\_\_\_\_

**BALANCE DUE DATES & OPTIONS:**

I authorize Kelly Simon Trade Shows to charge the remaining balance on the same credit card on the balance due date as follows:

NEW YORK	September 1, 2010
MONROEVILLE	December 1, 2010
MID SOUTH	March 15, 2011

**8** SELECT PAYMENT AMOUNT: \_\_\_\_\_ Payment in full \_\_\_\_\_ 50% DEPOSIT

SELECT METHOD OF PAYMENT: \_\_\_\_\_ MasterCard \_\_\_\_\_ VISA \_\_\_\_\_ American Express \_\_\_\_\_ Check by mail

Charge amount \$ \_\_\_\_\_ Account # \_\_\_\_\_ Expiration date \_\_\_\_\_ Billing zip code \_\_\_\_\_

Cardholder name \_\_\_\_\_ Authorized signature \_\_\_\_\_

I understand that I have contracted for exhibit space by signing this contract and providing a 50% deposit or payment in full. I also understand that I am liable for the full cost of the booth space and that the final location of space will be determined by show management. The undersigned represents that he / she is fully authorized to execute and complete this contract and agrees to the rules and regulations on the reverse side of this contract.

Authorized Signature \_\_\_\_\_ Print Name \_\_\_\_\_

# 2010 AND 2011 KELLY SIMON TRADE SHOWS

## RULES AND REGULATIONS • *Please Read and Sign Below*

1. **SET-UP AND TEAR DOWN:** Exhibit space will be accessible to exhibitors for erecting displays in accordance with time and dates listed on the show schedule. Setup must be done the evening prior, or the morning of the opening of the show, as provided by Kelly Simon Trade Shows. Final preparation must be completed by the starting time on the opening day of the show. A \$100 penalty fee will be charged for any set-up or construction of exhibits after said time. Exhibitors must use only the entrances designated for set-up. Removal and packing may not commence until the final day at the close of the show. Displays must be removed by date and time listed. Each exhibitor must name at least one individual to be the exhibitor's authorized agent for installation, operation and removal of the exhibit. No part of the exhibit may be removed after set up except with written permission from show management. A \$250.00 penalty fee will be charged for any exhibit that is removed before the final tear down time.
2. **LOCATION:** Kelly Simon Trade Shows reserves the right to determine an exhibitor's final location. The location of assigned space may be changed by the management to prevent congestion; avoid confusion in firm names; solve competitive conditions; or to benefit the overall appearance of the show.
3. **SUBLETTING:** An exhibitor may not share or sublet any portion of their booth space with another company.
4. **FIRE HAZARD:** All exhibit and booth materials must be flame proof and otherwise must comply with federal, state and local fire laws, insurance underwriting requirements and other applicable site regulations. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of set-up and prior to the opening of the show. Exhibitors are restricted to use of materials which would pass a fire inspection.
5. **HEIGHT RESTRICTIONS:** Exhibits, back walls and decorations shall not exceed 25 feet. Permission must be obtained from show management to exhibit equipment which exceeds the height restriction.
6. **LOUD SPEAKERS AND SOUND DISPLAYS:** Loud speakers and loud sound displays are prohibited, exhibitors must receive advance permission from show management to exhibit any type of sound display.
7. **NON-CONFORMING EXHIBITS:** Kelly Simon Trade Shows reserves the right to refuse any exhibitor which does not, in show management's judgment, conform to the general theme of the show.
8. **SOLICITATION:** Exhibitors are prohibited from soliciting business in the aisles or in other exhibitor booth areas. Samples, pamphlets, publications and catalogs, etc. may only be distributed by exhibitors from within the confines of their own booth area. Exhibitors must obtain prior permission from the show management to conduct any other type of promotional activities during show hours.
9. **MISCELLANEOUS:**
  - (a) Serving alcoholic beverages by exhibitors in any part of the show premises is prohibited.
  - (b) Booths should be attended by the exhibitor during all show hours, in their own best interest.
  - (c) Vehicles must enter through the loading dock areas and must have protection on the floor under the engine and keep a minimum amount of gasoline in their tanks.
  - (d) Absolutely nothing may be taped to facility fixtures, floors or columns.
  - (e) Electrical cords may not be run along facility floor in customer traffic walkways.
  - (f) Facility floor wax finishes and carpeting are delicate and easily damaged. Exhibitor is responsible for damage to facility floor caused by dragging of displays across the floor, driving vehicles across the floor or use of sprays that may damage the finish of the floor.
10. **SIGNS AND NOTICES:** All signs and notices shall be professionally lettered and any sign or notice which does not conform to the above shall be removed immediately. **HANDWRITTEN SIGNS ARE PROHIBITED.**
11. **SECURITY AND LIMITATIONS OF LIABILITY:** Show management will engage security guards but nevertheless assume no liability for loss damage from any cause whatsoever. Exhibitor understands and agrees that said security personnel are independent contractors and that any such security is provided by Kelly Simon Trade Shows solely as a courtesy. Exhibitor further agrees that Kelly Simon Trade Shows shall incur no liability and/or responsibility resulting from the acts or omissions of such security personnel. Kelly Simon Trade Shows shall not be responsible for injury that may occur to an exhibitor or his employees, nor for the safety of any exhibit against theft, fires, accident or any other cause of loss or damage. If an exhibitor damages the building, he shall reimburse the owners of the building for the cost of repairing the damage. Kelly Simon Trade Shows shall cooperate fully at all times but shall not be responsible for (a) damage to exhibitors property, lost shipments either coming in or going out, moving costs; or (b) any damage loss, delays, etc. Any damage to transported property is solely exhibitors responsibility. **In light of the above, exhibitors are required to purchase adequate insurance coverage against these risks and on equipment and exhibits with their regular insurance carrier. A certificate naming Kelly Simon Trade Shows as additional insured must be sent to Kelly Simon Trade Shows prior to the Show. Extended public liability insurance is also advised for the exhibitors protection.**
12. **BREACH OF CONTRACT:** If an exhibitor cancels for any reason whatsoever with a signed contract, they shall be held liable for the full amount of the booth cost. They shall also forfeit all monies which have been paid to reserve the space and be liable for the full cost of the space. The exhibitor will also be liable for all costs incurred by management in consideration of the exhibitor including, but not limited to tables, coverings, skirting, chairs, signage, chairs, signage and exhibitors listings in advertising placed on behalf of the exhibitor. **NO REFUNDS WILL BE ISSUED.** Show management will also have the right to use the space as it deems necessary to eliminate blank spaces in the show.
13. **CANCELLATION:** In the event the show is not held for any reason beyond the control of show management, Kelly Simon Trade Shows will return to the exhibitor all monies paid for space rental less the exhibitor's pro-rata share of show management's out-of-pocket expenditures for production of the show. Should the show not be held for any other reason, all monies paid by the exhibitor for booth rental will be refunded within a 90 day period. In either of the foregoing situations, exhibitor hereby waives any claim of damage, compensation or refund of money paid to Kelly Simon Trade Shows except to the extent agreed to above.
14. **UNETHICAL CONDUCT:** Unethical conduct or any infraction of the rules by the exhibitor, his agents or employees will subject the exhibitor to exclusion from the exhibitor area. In the event of such exclusion it is agreed that no refund shall be made to the exhibitor and Kelly Simon Trade Shows shall not be liable for any damages or expenses incurred by the exhibitor as a result of such exclusion.
15. **DISPUTE RESOLUTION:** Any and all matters, questions and or topics not specifically discussed or addressed in the foregoing rules and regulations shall be subject to the decision of show management, which decision shall be final.
16. **AGREEMENT TO TERMS:** By erection of exhibit, exhibitor expressly consents to and accepts the foregoing rules and regulations and represents that full compliance therewith has been made by exhibitor.

The undersigned represents that he/she is fully authorized to execute and complete this agreement. The undersigned also understands and agrees to the rules and regulations of this contract.

Company \_\_\_\_\_ Date \_\_\_\_\_

14 Exhibitor Authorized Signature \_\_\_\_\_ Print Name \_\_\_\_\_