

Company Name: (as to appear in show listing) \_\_\_\_\_

Key Contact: \_\_\_\_\_ Title: \_\_\_\_\_ Show Site Contact: \_\_\_\_\_

Address: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ Extension: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Website Address: \_\_\_\_\_

 URL: \_\_\_\_\_

 URL: \_\_\_\_\_

❖ A 50% non-refundable deposit is required upon return of this application. Balance must be paid by **April 20, 2012**

❖ Any outstanding balance will automatically be charged on **April 23, 2012**

## exhibit space rates

Each 10' x 10' (100 sq. ft.) booth includes: 1-6' draped table, 2 chairs, 8' back wall, 3' side walls & standard ID sign.

❖ **Corner Booth \$ 22.00 per Sq. Ft.**      ❖ **Interior Booth \$21.00 per Sq. Ft.**

❖ Please indicate your preferred booth size: \_\_\_\_\_ Sq. Ft. (Ex. a 10' x 10' equals 100 sq. ft.)

Did you exhibit in 2011 ? \_\_\_\_\_ 2011 Booth Number (s)? \_\_\_\_\_

Same Location as last year? (if available)       Similar Location       New Exhibitor?

**Note:** The following are areas of consideration in assigning booth space: Number of booths, number of years exhibiting in show, ticket program, education/classroom participation, and quality of professional display.

## professional products only

A. Product Information:

**Examples of materials NOT PERMITTED on the exhibit floor:**  
**Jewelry, unrelated clothing and other such boutique items.**

- |   |  |   |  |   |
|---|--|---|--|---|
| <input type="radio"/> Acne Treatment    | <input type="radio"/> Capes            | <input type="radio"/> Hair Color        | <input type="radio"/> Pedicure         | <input type="radio"/> Skin Care         |
| <input type="radio"/> Advertising       | <input type="radio"/> Clippers         | <input type="radio"/> Hair Education    | <input type="radio"/> Perm. Make-Up    | <input type="radio"/> Skin Care Equip.  |
| <input type="radio"/> Anti-Fatigue Mats | <input type="radio"/> Cosmetics        | <input type="radio"/> Hair Extensions   | <input type="radio"/> Posters & Books  | <input type="radio"/> Sundries          |
| <input type="radio"/> Appliances        | <input type="radio"/> Furniture        | <input type="radio"/> Health & Wellness | <input type="radio"/> Reflexology      | <input type="radio"/> Sunless Tanning   |
| <input type="radio"/> Appt. Books       | <input type="radio"/> Gel Soles        | <input type="radio"/> Medical Spa       | <input type="radio"/> Salon/Spa Attire | <input type="radio"/> Trade Publication |
| <input type="radio"/> Aromatherapy      | <input type="radio"/> Hair Accessories | <input type="radio"/> Nail Art          | <input type="radio"/> Salon Software   | <input type="radio"/> Waxing            |
| <input type="radio"/> Brushes/Combs     | <input type="radio"/> Hair Care        | <input type="radio"/> Nail Care/Color   | <input type="radio"/> Shears           | <input type="radio"/> Wigs              |
|   |  |   | <input type="radio"/> Other: _____     |   |

B. List name brand of product per 10' x 10' booth: (one product per 10' x 10' space):  
\_\_\_\_\_

C. Are these products sold professionally in salons or spas only?     Yes     No, explain: \_\_\_\_\_

D. Please list any companies you prefer not to be placed by (if possible): \_\_\_\_\_

## sound & noise regulations

**Premiere Show Group** shall be the **sole arbiter** of acceptable sound levels and will take necessary action to reduce or remove that, which is objectionable.

**Maximum Sound Level 90 dba** (includes music, use of microphone, yelling or screaming)

- Sound systems/speakers utilized for stage presentations must be directed inward towards a viewing audience seating area and **not the aisle** or towards your neighbor. (*Recommendation: rigged speakers hung at a downward angle*)
- Speakers that are rigged must be hung at a downward angle and turned **inward** to face the stage/platform area. If speakers are found in violation, the exhibitor is responsible for all cost incurred to correct the violation.

**The following is the warning procedure**

- First notice of sound violation: verbal warning  
Second notice of sound violation: written warning  
Third notice of sound violation: disconnection of sound systems (30 minutes)  
Fourth notice of sound violation: disconnection of sound systems (remainder of the day)

social  
media



Make sure to  us on  [www.facebook.com/premieredayspa](http://www.facebook.com/premieredayspa)

You can also follow us on  [www.twitter.com/premieredayspa](http://www.twitter.com/premieredayspa)

## show management use only

Booth # \_\_\_\_\_ Booth Size: \_\_\_\_\_ x \_\_\_\_\_ Sq. Ft.: \_\_\_\_\_

## total cost breakdown

\_\_\_\_\_ Corner x \$ 22.00 Sq. Ft. = \_\_\_\_\_

\_\_\_\_\_ Interior x \$ 21.00 Sq. Ft. = \_\_\_\_\_

## marketing

\_\_\_\_\_ Full Page Ad x \$1,900 = \_\_\_\_\_

\_\_\_\_\_ 1/2 page horz. ad x \$1,300 = \_\_\_\_\_

\_\_\_\_\_ 1/2 page vert. ad x \$1,300 = \_\_\_\_\_

\_\_\_\_\_ NEW product showcase \$250 = \_\_\_\_\_

\_\_\_\_\_ Exhibitor List Upgrade \$100 = \_\_\_\_\_

**OVERALL TOTAL \$** \_\_\_\_\_  
(US Dollars)

## payment information

Check # \_\_\_\_\_ (US Dollars)

**Make Check payable to: Premiere Orlando**

Visa     Mastercard     Amex

Charge full amount

(if signing up after April 20th, full amount is due)

Charge 50%

\_\_\_\_\_ Credit Card #

Exp. Date: \_\_\_\_\_ CID#: \_\_\_\_\_

Wire Transfer: Domestic - \$25       Wire Transfer: Int'l - \$50

## Liability Insurance is mandatory:

Show Insurance (440) 349-6650 [www.showinsurance.com](http://www.showinsurance.com)

You are required to carry general liability insurance.

On or before **May 4, 2012** Exhibitor agrees to provide Premiere Shows, Inc. with a Certificate of Insurance. **If we do not receive a certificate on or before May 4, 2012, Show Insurance will automatically charge you an additional \$110.00 and insurance will be provided to you by Show Insurance. (Once you are charged, payment is non-refundable)**

 **Initial Required** \_\_\_\_\_

I authorize Premiere Show Group to enforce all Sound Policies.

 **Initial Required** \_\_\_\_\_

We understand that this will become a binding contract upon acceptance and is subject to the terms and conditions, which hereto constitute a part of, or are included in this contract.

 **Applicant Signature Required** \_\_\_\_\_