

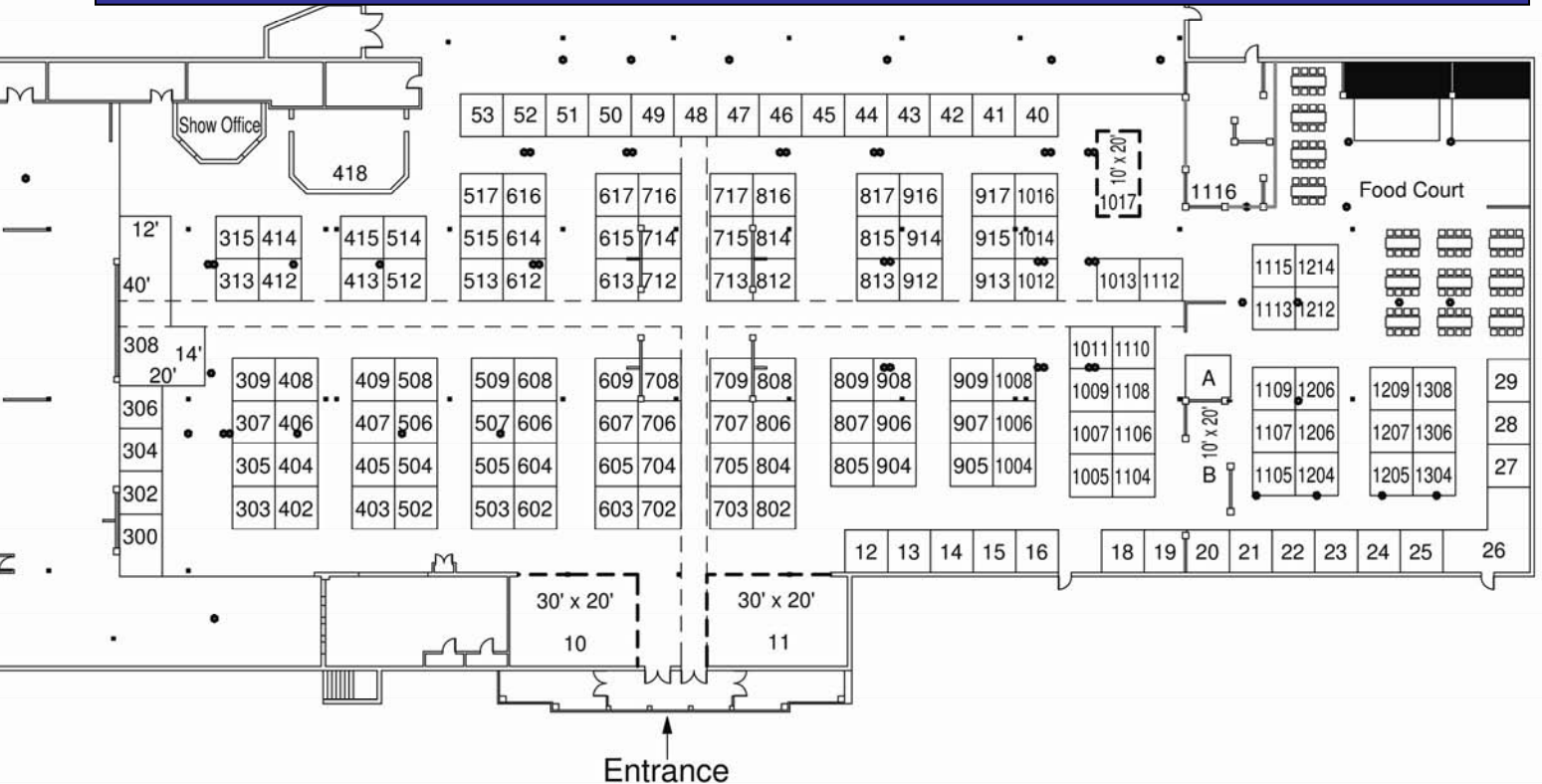
18th Annual
Westmoreland County

HOME SHOW

February 11 - 12, 2012
Roomful Express Building
Greensburg, PA

Located on Route 30 next to Barnes & Noble
just past Westmoreland Mall

FLOOR PLAN



You Can Relax - Our Exhibit Space Pricing Is All Inclusive. There Are No Hidden Costs!

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

Exhibit Space Pricing

10 x 10.....	\$ 860
10 x 20.....	\$1,550
10 x 30.....	\$2,190
10 x 40.....	\$2,750
20 x 20.....	\$2,750
20 x 30.....	\$3,750
20 x 40.....	\$4,750
Booth 75.....	\$1,550
Booth 209....	\$2,750

We Gladly Accept



and corporate checks

We expect to be sold out, so reserve your space today!
Call Stacey at 800-747-5599.

Kelly Simon Trade Shows 2012 Schedule

25th Annual Pittsburgh Fire Rescue & EMS Expo
January 14 - 15, 2012
Monroeville Convention Center - Monroeville, PA

17th Annual Westmoreland County Home Show
February 11 - 12, 2012
Roomful Express Building - Greensburg, PA

Ohio Fire Rescue & EMS Expo
March 9 - 10, 2012
I-X Center - Cleveland, OH

5th Annual New York Law Enforcement Expo
April 3 - 4, 2012
Westchester County Center - White Plains, NY

7th Annual Pennsylvania Law Enforcement Expo
June 6 - 7, 2012
Monroeville Convention Center - Monroeville, PA

2nd Annual Northern Virginia Fire Rescue & EMS Expo
December 1 - 2, 2012
Dulles Expo Center - Chantilly, VA

Ask about our multi-show discounts - save 5 - 15% on your booth prices!

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PREMIUM LEVEL SPONSORSHIPS

PLATINUM SPONSORSHIP **\$5,000**

You will receive a 10' x 30' exhibit space in a prominent position

Your logo and sponsorship credit will appear in the following:

- Full color direct mail brochure
- All exhibitor mailings and correspondence
- In the display advertising in all major newspapers and magazines
- Multiple email blasts to a select group of homeowners
- The cover of the Official Show Program & Buyers Guide
- Welcome signs at Expo registration
- On the Show's website with a hyperlink to your website

In addition you will receive:

- The opportunity to provide one handout item to be inserted in the tote bag - distributed to all attendees
- The opportunity to provide banners for display at the entrance
- A full color, full page ad in the direct mail brochure
- A full page ad in the Official Show Program & Buyers Guide
- 60 privileged guest passes for your clients

GOLD SPONSORSHIP **\$3,000**

You will receive a 10' x 20' exhibit space in a prominent position

Your logo and sponsorship credit will appear in the following:

- Full color direct mail brochure
- All exhibitor mailings and correspondence
- In the display advertising in all major newspapers and magazines
- Multiple email blasts to a select group of homeowners
- The cover of the Official Show Program & Buyers Guide
- Welcome signs at Expo registration
- On the Show's website with a hyperlink to your website

In addition you will receive:

- The opportunity to provide banners for display at the entrance
- A full color, half page ad in the direct mail brochure
- A half page ad in the Official Show & Buyers Guide
- 45 privileged guest passes for your clients

SILVER SPONSORSHIP **\$1,500**

You will receive a 10' x 10' exhibit space in a prominent position

Your logo and sponsorship credit will appear in the following:

- Full color direct mail brochure
- All exhibitor mailings and correspondence
- In the display advertising in all major newspapers and magazines
- Multiple email blasts to a select group of homeowners
- The cover of the Official Show Program & Buyers Guide
- Welcome signs at Expo registration
- On the Show's website with a hyperlink to your website

In addition you will receive:

- A full color, quarter page ad in the direct mail brochure
- A quarter page ad in the Official Show & Buyers Guide
- 30 privileged guest passes for your clients



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

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HOME SHOW

February 11 - 12, 2012 - Roomful Express Building - Greensburg, PA

1 DATE _____ APPLICATION & CONTRACT FOR EXHIBIT SPACE

The following information must be typed or printed legibly:

Company _____ Contact _____

Address _____

City _____ State _____ Zip Code _____

Phone (_____) _____ Fax (_____) _____ Cell (_____) _____

E-Mail _____ Web Site _____

2 Product/Service to be Exhibited (for your FREE LISTING in the Show Program & Buyers Guide)

3 EXHIBIT SPACE - Check the size(s) you are reserving for each show:

		SUBTOTAL	
10 x 10	\$ 860		_____
10 x 20	\$1,550		_____
10 x 30	\$2,190		_____
10 x 40	\$2,750		_____
20 x 20	\$2,750		_____
20 x 30	\$3,780		_____
20 x 40	\$4,750		_____
Booth 75	\$1,550		_____
Booth 209	\$2,750		_____

**4 ADVERTISING OPTIONS:
 Show Program & Buyers Guide**

¼ Page Ad (3.5" x 2.5")	\$100
½ 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:

¼ Page Ad (4" x 5") _____ \$800

Premium Level Sponsorships

Platinum	\$ 5,000
Gold	\$ 3,000
Silver	\$ 1,500

EXHIBIT SPACE INCLUDES:

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

5 \$ _____ **Exhibit Space**

+ _____ **Advertising (optional)**

FOR OFFICE USE ONLY

Date Rec'd _____

Amount Rec'd _____

CC _____

Check _____

Date Rec'd _____

Amount Rec'd _____

CC _____

Check _____

6 Choose Your Preferred Booth Locations:

1st choice _____

2nd choice _____

7 TOTAL EXHIBIT SPACE & ADVERTISING

\$ _____

8 PAYMENT AMOUNT: _____ Payment in full _____ 50% Deposit **METHOD:** _____ Credit Card _____ Check

I agree to have Kelly Simon Trade Shows charge my: _____ MasterCard _____ VISA

Amount of charge \$ _____ Account # _____

Expiration date _____ Billing address zip code _____ 3-Digit Code _____

Authorized signature _____

I understand that I have contracted for exhibit space by signing this contract. I understand that the final location will be determined by show management upon receipt of a 50% deposit or payment in full. 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 _____ Kelly Simon Trade Shows Signature _____

2012 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 \$250 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 / DATES:** Kelly Simon Trade Shows reserves the right to determine an exhibitor's final location, the location of the Show and the dates of a show. 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 production 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 15 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.
 - (g) Solicitation must be confined to the exhibitor's booth space; soliciting in the aisles or any other area of the show is prohibited.
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 exhibitor's responsibility. In light of the above, we recommend that exhibitors purchase adequate insurance coverage against these risks and on equipment and exhibits with their regular insurance carrier.
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 that a show is not held for any reason and rescheduled, Kelly Simon Trade Shows will transfer all monies paid for exhibit space rental to the rescheduled show. In the event that any show is not held for any reason and is never to occur, Kelly Simon Trade Shows will issue a credit for all monies paid for exhibit space rental to be applied to another trade show. The credit amount does not have an expiration date and may be used at any time. 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 the 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.