

2010 INTERNATIONAL BILLIARD & HOME RECREATION EXPO EXHIBIT SPACE RENTAL APPLICATION & CONTRACT

July 14- 16, 2010

Las Vegas Convention Center • Las Vegas, Nevada

www.bcaexpo.com



Company Name:

Company Name: _____

Address: _____

City/State/Zip Code: _____ Country: _____

Phone: _____ Fax: _____

Show Contact: _____ Title: _____

Phone: _____ E-mail: _____

Invoice/Accounting Contact Information (if different than show contact):

Contact: _____ Title: _____

Phone: _____ Fax: _____ E-mail: _____

Booth Space:

A. Please indicate preferred booth number/location:
Choice: 1st _____ 2nd _____ 3rd _____ 4th _____

B. Type of booth space preferred (check one)
 In-Line Peninsula Island Perimeter

C. Dimension: Depth _____ x Frontage _____ = Total Square Feet _____

D. Total booth space cost (deposit must be submitted with contract before exhibit space is selected).

Cat 1,2,3 BCA Member (submitted 11/01/09 or later): \$1350 first 10' x 10' booth

Cat 4 BCA Member (submitted 11/01/09 or later): \$1600 first 10' x 10' booth, \$1350 each add'l. 10' x 10 booth

Non-BCA Member (submitted 11/01/09 or later): \$1800 first 10' x 10' booth, \$1350 each add'l. 10' x 10 booth

Number of additional booths _____ X Rate \$ _____ = \$ _____ + 1st Booth \$ _____ = \$ _____
(Total Booth Space Cost)

NOTE: BCA Membership categories are defined at www.bca-pool.com under "Membership", and in the bylaws. BCA Membership booth prices require that your BCA membership be in good standing by 2/1/10. Failure to meet this requirement will result in irreversible re-invoicing for your booth space, at non-member rates.

Questions?

Please contact W.T. Glasgow at: 708.226.1300

Please send original, signed contract to:

INTERNATIONAL BILLIARD &
HOME RECREATION EXPO
c/o William T. Glasgow, Inc.
10729 West 163rd Place,
Orland Park, IL 60467 USA

Sponsorship & Promotional Opportunities

Sponsorship

- Column Wraps \$1,850
- Product Locators \$1,650
- Cyber Center Sponsorship \$1,650
- Registration Bags \$1,500
- Registration Badge Inserts \$1,500
- Lanyards \$1,500
- Shuttle Bus Signage \$1,250
- Breakfast & Session Sponsorship \$1,000
- Hanging Aisle Signs \$720
- Advertising Kiosks \$670
- Floor Logos \$540
- Hotel Door Drops \$500
- Hall/Floor Advertising \$500
- Afternoon Session Sponsorships \$500
- Registration Bag Inserts \$350

Internet Sponsorships

- Home Page Banner Ads \$195 for 30 days
- BCA Expo Break: Cue & A \$250 per edition
- Registration Page Banner Ads \$195 for 30 days

Official BCA Expo Directory Advertising

	B/W	Color
<input type="checkbox"/> Center spread (2 pages)	----	\$1,000
<input type="checkbox"/> Back cover	----	\$750
<input type="checkbox"/> Inside front cover	----	\$650
<input type="checkbox"/> Inside back cover	----	\$550
<input type="checkbox"/> Page 3	\$400	\$450
<input type="checkbox"/> Page 5	\$400	\$450
<input type="checkbox"/> Page 7	\$400	\$450
<input type="checkbox"/> Full page (one ad)	\$300	\$350
<input type="checkbox"/> Half page (one ad)	\$250	\$300
<input type="checkbox"/> Shaded listing	\$75	---
<input type="checkbox"/> Company Logo (next to listing)	\$75	---
<input type="checkbox"/> Expo Only Specials	\$100	---

- Package #2 \$79
- Package #3 \$129
- New Product Showcase \$149

Deposit:

The deposit is \$125 per booth until 11/30/09. After 12/1/09, the deposit is equal to monies due according to contract payment schedule.

Deposits must be paid before booth selection.

(Deposits from 2009 exhibitors who contract & select before 7/31/09, are due 7/31/09)

Deposits will be applied to the first payment due and are non-transferable.

Cancellations & Refunds:

All cancellations must be in writing.

Before COB 11/30/09	All but \$50 per booth will be refunded
12/1/09 – 1/15/10	All but \$250 per booth will be refunded
1/16/10 – 2/28/10	All but \$500 per booth will be refunded
3/1/10 or later	No refunds

2010 Exhibitor Listings
will be submitted online
via *BCA Expo Connect*.

Downsizing of Booth Space:

Requests to downsize all or part of exhibit space must be made in writing. All exhibit space reductions are subject to re-location regardless of amount, seniority points or financial investment. Re-location is solely at the discretion of Expo Management and/or Expo Sponsor. Reducing exhibit space commitment on or before **December 31, 2009** will carry no penalty. Reducing exhibit space commitment **between 1/1/10 and 2/28/10 is subject to a penalty fee of \$175 per booth** downsized, to be paid immediately. Reducing exhibit space commitment **after 3/1/10 is subject to a penalty fee of \$350 per booth** downsized, to be paid immediately.

Booth Selection:

A signed contract and deposit, payment, must be submitted to select booth space. Booth selection prior to July 31, 2009 will be according to accumulated seniority points. After July 31, 2009 booth selection will be made on a first-come, first-serve basis. Booth selection will be cancelled if exhibitor fails to comply with contracted payment terms. Cancellation fees may apply.

Relocation:

Exhibits will not be subject to relocation by show management, except when downsizing is instigated by the exhibitor.

In the event of exhibitor downsizing, relocation will be at the sole discretion of show management. Penalties will apply.
(See *Downsizing Policy*.)

Remnant exhibit space will not be available to existing exhibitors.

Payment Terms:

Deposit must be submitted with signed contract before booth selection can occur.

December 1, 2009	25% of the total space contract due
February 1, 2010	50% of the total space contract due
April 1, 2010	100% of the total space contract due

Failure to meet these terms will result in loss of booth reservation, and exhibitor is subject to cancellation fees.

Calculate the Contract Total:

Booth Space Cost: \$ _____ + Sponsorship Cost: \$ _____ = **Contract Total: \$** _____

Deposit Total: \$ _____

Method of Payment:

Please check one:

Check made payable to: International Billiard & Home Recreation Expo

Wire/Money Order

Credit Card (circle one) Visa MasterCard

Credit Card #: _____ Exp. Date: _____

Name on Card: _____

Billing Address: _____ Zip Code: _____

We hereby apply for exhibit space in the 2010 International Billiard & Home Recreation Expo, to be conducted on the dates shown above. We understand that upon acceptance by Expo Management, this application becomes a contract, under the terms and conditions set forth here and in the Exhibitor Regulations, which we have read, understand and accept. We understand that any change in the information in this contract must be made in writing to Expo Management, and that signing this application indicates that we accept this form to be legal and binding.

By completing this Exhibit Application/Contract, we agree and consent to receive all fax and/or e-mail communications and advertisements sent by or on behalf of Expo Management, Expo Contractor and Service Providers.

As payment for exhibit space rental as specified in this Exhibit Space Rental/Application, we include/attach our remittance of \$ _____.

If paying by credit card: the signature below is that of the credit card holder and indicates acceptance of calculated charges on the above listed credit card.

Signature: _____ Date: _____