

MAIL PAYMENT TO:  
1049 Willa Springs Dr., Ste 1001  
Winter Springs, FL 32708  
Phone: (800) 335-7469  
Fax: (407) 265-3134

# premiereorlando

International Beauty Event

June 6-7, 2010  
Orange County  
Convention Center  
Orlando, Florida

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: \_\_\_\_\_

♦ A 50% non-refundable deposit is required upon return of this application. Balance must be paid by April 9, 2010.  
Any outstanding balance will automatically be charged on April 12, 2010.

## 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 \$20.00 Per Sq. Ft.      ♦ Interior Booth \$19.00 Per Sq. Ft.

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

Did you exhibit in 2009? \_\_\_\_\_ 2009 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="checkbox"/> Acne Treatment    | <input type="checkbox"/> Cosmetics         | <input type="checkbox"/> Medical Spa       | <input type="checkbox"/> Shears            |
| <input type="checkbox"/> Advertising       | <input type="checkbox"/> Furniture         | <input type="checkbox"/> Nail Art          | <input type="checkbox"/> Skin Care         |
| <input type="checkbox"/> Anti-Fatigue Mats | <input type="checkbox"/> Gel Soles         | <input type="checkbox"/> Nail Care/ Color  | <input type="checkbox"/> Skin Care Equip.  |
| <input type="checkbox"/> Appliances        | <input type="checkbox"/> Hair Accessories  | <input type="checkbox"/> Pedicure          | <input type="checkbox"/> Sundries          |
| <input type="checkbox"/> Appt. Books       | <input type="checkbox"/> Hair Care         | <input type="checkbox"/> Perm. Make-Up     | <input type="checkbox"/> Sunless Tanning   |
| <input type="checkbox"/> Aromatherapy      | <input type="checkbox"/> Hair Color        | <input type="checkbox"/> Posters & Books   | <input type="checkbox"/> Trade Publication |
| <input type="checkbox"/> Brushes/ Combs    | <input type="checkbox"/> Hair Education    | <input type="checkbox"/> Reflexology       | <input type="checkbox"/> Waxing            |
| <input type="checkbox"/> Capes             | <input type="checkbox"/> Hair Extensions   | <input type="checkbox"/> Salon/ Spa Attire | <input type="checkbox"/> Wigs              |
| <input type="checkbox"/> Clippers          | <input type="checkbox"/> Health & Wellness | <input type="checkbox"/> Salon Software    | <input type="checkbox"/> Other: _____      |

B) List name brand of product per 10'x10' booth: (one product per 10'x10' space):  
\_\_\_\_\_

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

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

## 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)

## SHOW MANAGEMENT USE ONLY

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

## TOTAL COST BREAKDOWN

(Ex. a 10 x 10 equals 100 sq. ft.)

\_\_\_\_\_ Corner x \$20.00 Sq. Ft. = \_\_\_\_\_

\_\_\_\_\_ Interior x \$19.00 Sq. Ft. = \_\_\_\_\_

## MARKETING

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

\_\_\_\_\_ 1/2 Page Ad - Horz. x \$1,300 = \_\_\_\_\_

\_\_\_\_\_ 1/2 Page Ad - Vert. x \$1,300 = \_\_\_\_\_

\_\_\_\_\_ NEW Product Showcase \$150 = \_\_\_\_\_

**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 9th full amount is due)

**Charge 50%**

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

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

Wire Transfer—Domestic \$25

Wire Transfer—International \$50

**\*LIABILITY INSURANCE—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 7, 2010 Exhibitor agrees to provide Premiere Shows, Inc. with a Certificate of Insurance. **If we do not receive a certificate on or before May 7, 2010, Premiere Show Group will automatically charge you an additional \$100.00 and insurance will be provided to you by Show Insurance.**  
(Once you've been 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.

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

x \_\_\_\_\_