



2724 2nd Ave. Des Moines, IA 50313 Phone: 800-367-5651 • Fax: 515-282-4483 • www.vdta.com

VDTA/SDTA Trade Show 2013 Las Vegas February 10-12

Reserve your exhibit space today for THE trade show of the year for the floorcare & sewing industry.

Who Exhibits? The “Who’s Who” of the industry. Manufacturers of domestic and commercial vacuum cleaners, Jan-San products, sewing machines, quilting machines, vacuum cleaner & sewing machine parts, sewing accessories, fabric manufacturers, notions, fragrances, pattern suppliers, specialty lighting, books, scissors and much more. This show is very diverse with products for dealers to sell.

Why Exhibit? To increase your business and profits. This trade show is the place to find new markets to sell your products. At this show you will find independent dealers who know how to demonstrate and sell products. These independents are some of the most reputable and successful in the industry.

Who Attends? The best independent dealers in the world attend this trade show! The most successful independent vacuum cleaner dealers, sewing machine dealers and quilt shop owners attend. Educators in the sewing industry attend to keep up to date with the industry personnel, products and techniques.

This is the only trade show for some dealers to see all the new products in the industry. They look for impulse sales items, counter sale items and other products. Dealers are looking for business partners who can provide products that will increase their profits.

If you want to increase your dealer base, increase your sales, expand your products into different markets and keep up to date with other products in the industry, then you need to exhibit at the VDTA/SDTA Trade Show.

VDTA/SDTA is the most reputable trade show in the industry. There is a reason why many of the vendors have been there for more than 30 years. They understand the value and importance of the trade show to get their product information into the hands of some of the most successful independent dealers in the world.

Sponsorship Opportunities. Sponsorship investment is a great way to add exposure for your company at the trade show. The VDTA/SDTA Trade Show has your target audience and this sponsorship is an opportunity for brand recognition. Dealers want to know they are appreciated. The sponsorships we have available are an economical way to show the dealer that you appreciate their business or would like to gain their business.

Please review the opportunities available and indicate those that might interest you for the 2013 Trade Show. We will contact you with more details and you can then decide what level of sponsorship you'd like to select.

Sponsorship Opportunity – 2013 VDTA/SDTA Trade Show

Signature Sponsor		\$15,000	1 available
VDTA/SDTA Cocktail Reception		\$ 5,000	3 available
Dealer Appreciation Social Event	Platinum level	\$ 1,500	8 available
	Gold level	\$ 1,000	10 available
	Silver	\$ 500	20 available
	Bronze	\$ 300	unlimited
Shuttle Bus Sponsorship		\$ 2,000	4 available

Call Rob Heater at VDTA/SDTA at 800-367-5651 for more details on sponsorship.



2013 VDTA/SDTA Convention

February 10-12 (Sunday, Monday, Tuesday)
 Floor Care • Janitorial • Industrial • Sewing • Quilting
 Las Vegas Convention Center, Las Vegas, NV - Hall S3

Important Instructions: Complete all sections and return to VDTA/SDTA with payment.
 Contracts received after December 30, 2012 must include 100% payment. Applications received without payment will not be processed.

SPACE REQUIREMENTS & COSTS

We hereby request to reserve exhibit space indicated below.
 Exhibit space cannot be guaranteed and will not be assigned unless contract is returned with payment.

Booth Type	Booth Size	Regular Booth Cost	Cash/Check Discount Price
<input type="checkbox"/> Single	8' x 10'	\$878	\$845
<input type="checkbox"/> Single	10' x 10'	\$1082	\$1040
<input type="checkbox"/> Double	10' x 20'	\$2163	\$2080
<input type="checkbox"/> Triple	10' x 30'	\$3245	\$3120
<input type="checkbox"/> Quad	10' x 40'	\$4326	\$4160
<input type="checkbox"/> End Cap	2 booths	\$2600	\$2500
<input type="checkbox"/> End Cap	4 booths	\$5200	\$5000
<input type="checkbox"/> End Cap	6 booths	\$6490	\$6240
<input type="checkbox"/> Peninsula	8 booths	\$8653	\$8320
<input type="checkbox"/> Island	10 booths	\$10816	\$10400
<input type="checkbox"/> Other Sizes:			

Booth Choices: (see appropriate floor plan)

Booth(s) # 1st. _____ 2nd. _____ 3rd. _____

If your requested space is not available, Show Management reserves the right to assign alternate space. You will be notified of your booth assignment.

BOOTH RENTAL INFORMATION

1. Companies reserving 1,000 sq. ft or more, prior exhibitors given first priority, will have first choice of approximate location if reserved by April 30, 2012. Prior exhibitors with 1,000 sq. ft. or more who wish to relocate will be required to wait until April 30, 2012 to select space.

2. After April 30, 2012 all other booth space will be released to exhibitors on a first come basis.

3. A 50% nonrefundable deposit of total booth space must accompany booth request. **NO SPACE WILL BE CONFIRMED UNTIL PAYMENT and CONTRACT ARE RECEIVED.**

4. No exhibitor shall be permitted to erect an exhibit without having made full remittance of space rental fee.

5. Exhibit booth personnel shall wear identification badges when on the floor.

6. Hospitality rooms or other exhibitor planned functions for convention attendees cannot be open during exhibit hours or association planned functions.

7. NO REFUNDS FOR CANCELLATIONS FOR ANY REASON. Any company who cancels exhibit space after November 30, 2012 will still be liable for all balances due on exhibit space.

Please read the rules and regulations. Complete information found elsewhere in this packet or online at www.vdta.com.

SPONSORSHIP OPPORTUNITIES, SHOW SPECIALS, DOOR PRIZES & STATEMENT STUFFERS

Will you offer a show special?

Yes No

Sponsorship Opportunities: We are interested in the following sponsorships.

Co-Sponsor/Cocktail Reception Dealer Appreciation Event

Will you offer a door prize?

Yes No Prize: _____

Promotional materials provided by VDTA/SDTA for you to distribute.

500 1000 other: _____

Do you have a web site to place a link to VDTA/SDTA? Yes NO

PAYMENT: Requested Deposit: A 50% nonrefundable deposit of total booth space must accompany booth request. **NO SPACE WILL BE CONFIRMED UNTIL PAYMENT IS RECEIVED.** Prior to Dec. 30, 2012, you may reserve your exhibit space by paying a nonrefundable deposit of 50% of the cost of space. After December 30, 2012, nonrefundable payment **in full must accompany contract.**

Balance Due: If you have paid a deposit, your nonrefundable payment of the balance must be made no later than January 5, 2013.

After February 1: Contracts received after Feb 1 will be accepted on a space available basis and must be accompanied by a non-refundable payment in full for the exhibit space at the regular booth cost. Only credit cards will be accepted after February 1.

Company Name as it should appear on your Booth ID Sign: (please print or type) This will be used in all marketing materials.

Person in charge of exhibit details: _____

Company Address: _____

City: _____ State/Prov: _____ Zip/PC: _____

Phone: (_____) _____ Fax: (_____) _____

E-mail: _____ Web site: _____

Products or services to be exhibited: _____

Name as it appears on credit card (please print clearly): _____

I authorize a charge of \$_____ to my credit card. Visa MasterCard

Card# _____ *CCID#: _____

Exp. Date: _____ Amount Paid: _____ Balance Due: _____

The balance, if applicable, will be charged on the credit card listed on January 5, 2013.

Authorized Signature: _____ Date: _____

Credit Card Automatic Payment
Plan for BALANCE due
Once the deposit is made

Pay Balance on Due Date
January 5, 2013

* _____
Authorized Signature

Date: _____

Rules & Regulations

Exhibit Construction, Decoration, Signs, Etc. – Exhibitors are solely responsible for the safety of their exhibits. The Exhibitor and its display company remain solely liable for the safety of their exhibit. Exhibitors must comply with all regulations published by VDTA/SDTA, laws, regulations, and ordinances in force in the exhibit facility, city of Las Vegas, the state of Nevada, and the United States.

Special Electrical, Cleaning, Catering Services, Etc. - For insurance, safety and security purposes, electrical, cleaning, catering, sign hanging, drapage, and other special services needed by individual Exhibitors are provided only when the Exhibitor orders and agrees to pay for them from the exclusive suppliers authorized to provide such services listed in the Exhibitor Manual.

Floor Plans - VDTA/SDTA publishes floor plans that are provided by the exhibit facility and are believed to be correct.

Americans with Disabilities Act - Exhibitors must be in full compliance with the Americans with Disabilities Act.

Amendments - VDTA/SDTA shall have full power to make or amend these rules.

Height Restrictions

Standard Booth – Maximum height is 14 feet. This 14 foot height may be maintained on the side wall of your booth up to a distance of 5 feet forward from the back wall of your booth. The remaining length of the side wall may not exceed 5 feet in height.

Peninsula Booth backed by a row of standard booths – For a peninsula booth backed by a row of standard booths, the back wall can be 12-14 feet in the center of the back wall and must be no higher than 4 feet for 2 feet on either side of center.

Peninsula Booth sharing common back wall with another peninsula - Where two peninsula booths share a common back wall with no standard booths in between, the maximum height may be 14 feet in all areas of the booth, including back wall.

Island Booths – The maximum height for all island booths may be 14 feet in all areas of your booth. There are no limitations on the number of solid walls for your island booth although we do ask that you be courteous to your neighbors.

Perimeter Booths - A perimeter booth, (a linear booth found on the edges of the show), may exceed the 12 -14 foot height restriction at the back wall only with the permission of Show Management and is limited to not more than 16 feet. Requests to exceed the 12-14 foot height restriction must be received in writing by Show Management at least four weeks prior to the opening of the Show.

Hanging Signs – Hanging signs must be a minimum of 16 feet from the floor. This is measured as the minimum distance between the bottom edge of the sign and the show floor.

Show Colors - Pipe & drape must be VDTA/SDTA show colors unless permission is granted by Show Management.

Due to fire marshall regulations, when specialty booths are built, we suggest you submit a proposal to VDTA/SDTA for fire marshall approval BEFORE the booth is built.

Third Party Contractors – Must provide a certificate of insurance to VDTA/SDTA, Attn: Show Manager, 2724 2nd Ave., Des Moines, IA 50313
• Fax: 515-282-4483 AND the official show contractor: Shepard Exposition, 1531 Carroll Drive NW, Atlanta, GA 30318 • Phone: 404-720-8610
• Fax: 404-720-8755 • Web site: www.shepardes.com

Only EXHIBITORS & VDTA/SDTA STAFF will have access to the trade show floor during setup hours. Booth staff must display badges at all times during set-up. All booths shall be fully staffed during show hours.

Exhibit Move-In Hours		Exhibit Hours (NOTE NEW WEEKDAYS)	
Friday, February 8	9 am - 8 pm	Sunday, February 10	11 am - 5 pm
Saturday, February 9	8 am - 8 pm	Monday, February 11	11 am - 5 pm
Exhibit Tear Down		Tuesday, February 12	9 am - 12 pm (Noon)
Tuesday, February 12	12 pm - 10 pm	All schedules subject to change	

NOTICE: Exhibitors MUST check in at the convention registration desk before 5 p.m. if they plan to set up after 5 p.m.

You may not be allowed into the building if you fail to check in prior to 5 p.m.

Later setup must be pre-arranged with Show Management.

VDTA/SDTA RESERVES THE RIGHT TO RELOCATE ANY BOOTH(S) FOR ANY REASON DEEMED NECESSARY.

Freight Shipments

The convention center cannot accept advance shipments for exhibitors. All freight should be directed to the official show service contractor or delivered direct to the service contractor. Late freight accepted could be charged an additional fee.

Admission Policy - Exhibitor Personnel

Admittance badges may be requested only for employee personnel who are to staff your exhibit booth.

All persons attending the convention must be registered. Should any exhibitor fraudulently register, as being a representative of his or her firm, any individual or individuals who are not actually connected with their firm, management reserves the right to cancel the privileges extended without liability or obligation to the exhibitor.

Exhibit Labor/Union Labor

The Las Vegas Convention Center is a UNION FACILITY.

You MUST obey the union regulations for material handling, labor, etc. All work involved in the erection, touch-up painting, dismantling, and

repair of all exhibits when this work is done by persons other than your full-time company personnel is under union jurisdiction. This work is to include wall coverings, floor coverings, pipe and drape, painting, hanging of signs and decorative materials from the ceiling, placement of all signs and the erection of platforms used for exhibit purposes.

Freight Handling

All work involved in the loading and unloading of all trucks, trailers and common and contract carriers, as well as, the handling of empty crates and the operation of material handling equipment is under union jurisdiction. It also has the jurisdiction of the unloading, uncrating, unskidding, leveling, painting and assembly of machinery and equipment, as well as the reverse process.

An exhibitor may 'hand carry' material provided they do not use material handling equipment to assist them. When exhibitors choose to 'hand carry' material, they will not be permitted access to the loading dock/freight door areas.

Exhibitors are expected to comply with the union requirements and regulations in effect.

There is absolutely NO SMOKING permitted on the trade show floor or in the building.

Exhibit Rules & Regulations - (Sunday, Monday, Tuesday) February 10-12, 2013

The rules and regulations of the VDTA/SDTA, hereinafter known as the Show Management, and those of the Las Vegas Convention Center govern exhibits, displays and presentations to be held at the Las Vegas Convention Center, Las Vegas, NV.

YOUR CONTACT FOR ANY QUESTIONS WILL BE:

VDTA/SDTA,
2724 2nd., Des Moines, IA 50313,
Phone:(515) 282-9101 or (800) 367-5651
Fax: (515) 282-4483

1. INDEMNITY & INSURANCE. Exhibitor agrees to protect, save and hold the Show Management and the Las Vegas Convention Center and all agents and employees thereof forever harmless for any damages or charges imposed for violations of any law ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, as well as, strictly comply with the applicable terms and conditions contained in the agreement between the Las Vegas Convention Center and the Show Management regarding the exhibition premises; and further, Exhibitor shall at all times protect, save and hold harmless the Show Management and the Las Vegas Convention Center against and from any and all losses, costs (including attorney fees), damage, liability, or expense arising from, or out of or by reason of any accident or bodily injury or by reason of said Exhibitor's occupancy and the use of the Exhibition premises or part thereof.

The Show Management and the Las Vegas Convention Center cannot assume responsibility for the safety of property of the Exhibitor, its officers, agents or employees from theft, damage by fire, accident, other causes, but will use all reasonable care to protect them against such loss. In all cases, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and especially when exhibits are being set up or dismantled, to protect them against loss.

2. EXHIBITORS. Exhibitors are invited to attend VDTA/SDTA planned general assembly sessions, workshops (except dealer member certification programs) and VDTA/SDTA sponsored social events.

3. ADMISSION POLICY - EXHIBITOR PERSONNEL. Admittance badges may be requested only for personnel in your employ that will staff your exhibit booth. All persons attending the convention must be registered. Should any exhibitor fraudulently register, as being a representative of his or her firm, any individual or individuals who are not actually connected with their firm, Show Management reserves the right to cancel the privileges extended without liability or obligation to the exhibitor. Badges are restricted to official registrants: Exhibitors, Conference Participants and invited guests of VDTA/SDTA.

4. FAILURE TO COMPLY. If the Exhibitor or Booth Occupant fails to install a product or display in the assigned space, or fails to man the space, or fails to pay the rent, or fails to comply with any other provision of this agreement, Show Management shall have the right without notice to the Occupant to take possession of said space and lease said space or any part thereof to such parties and upon such terms and conditions as it may deem proper, and the Occupant agrees to pay any deficiency or any other loss or damage suffered by the Show Management resulting from such failure to comply.

5. SUBLEASE OR SHARED SPACE. The Exhibit Occupant will not assign or sublet assigned space or any part thereof without prior written consent of the Show Management, and agrees that no sign, placard or names shall be placed in or about the space herein leased or upon the printed list of Occupants or Directory of the Exposition, except such as identify the Occupant or his product or products, that no products or services other than his own will be displayed in said space without the prior written consent of the Show Management, and that all displays, shall be subject to the approval of the Show Management.

6. MANAGEMENT. Should it be deemed advisable to transfer the management of the Conference or any part of it to a separate corporation set up by the Management for that purpose, the Management reserves the right to assign this agreement to such corporation.

7. RULES. The Management shall make rules and regulations and amend the same from time to time, and shall have exclusive final determination in the matter of the interpretation and enforcement of all such rules, regulations and amendments. Every agreement and representation must be in writing and signed by the Show Management to be binding, and this agreement cannot be altered, modified or cancelled by the Exhibit Occupant without the written consent of the Show Management.

8. EXHIBITS. If deemed necessary for best interest of the show, Show Management reserves the right to move exhibits at its discretion, prior to show and with or without the exhibitors' knowledge.

9. BILL OF RIGHTS FOR FELLOW EXHIBITORS. No exhibit should be set up so its arrangement or manner of presentation will obstruct or interfere with the general view or rights of any other displays. No exhibit shall extend beyond the official floor plan dimensions or into an aisle. Verbal announcements, phonograph or tape recording, radios, closed circuit or videotape TV, sound-slide presentations, motion pictures, or other attention-getting devices are prohibited if objectionable to adjacent Exhibitors. Approval from the Show Management should be obtained in advance in order to avoid disappointment.

10. INSTALLATION OF EXHIBITS. Exhibitor move -in : February 8 at 9 am - 8 pm and February 9 at 8 am - 8 pm. Booth must be completely installed by end of day on February 9 in readiness for opening of exhibit hall.

11. DISMANTLING. Exhibitors may not dismantle booths or do any packing before 12 p.m. (Noon), Tuesday, February 12.

12. SECURITY. Security guard service will be furnished continuously by the Show Management in the exhibition hall. During set up, the security guards will patrol and observe. Until the official conference opening, they will limit entry to persons possessing a VDTA/SDTA Exhibitor or Staff badge. Badges will be available at the convention registration desk.

13. RIGHT TO PRIVACY. Cameras, audio and video recording equipment are prohibited in exhibition area, unless given exclusive permission by the Show Management.

14. MERCHANDISE PASS. Guards will require a pass from all persons leaving the Exhibit Hall with any merchandise or display material at any time other than official exhibit hours. Passes may be obtained from service desk. This applies until the official close of the show.

15. FORCE MAJEURE. Show Management shall not be held responsible for any loss, damage, or delay due to strikes, lockouts, Acts of God, governmental restriction, enemy action, civil commotion, unavoidable casualty or other causes similar or dissimilar, beyond the control of the Show Management.

16. EXHIBIT PAYMENT. A minimum of 50% of the total booth rental fee (non-refundable) must accompany a signed contract to hold any space. Anyone with advertising balances overdue by 30 days on their account will not be allowed to exhibit until all balances are paid in full.

Any company who cancels exhibit space for any reason after Nov 30, 2012 will still be liable for all balances due on exhibit space.