



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

# We're Moving to the Big Easy in 2012 - New Orleans! Reserve your exhibit space today for THE trade show of the year for the vacuum and sewing industry.

**Exhibit at the VDTA/SDTA Trade Show in New Orleans, LA, February 27-29, 2012.  
Monday, Tuesday & Wednesday (note new days of the week)**

**Who exhibits?** The “Who’s Who” of the industry. The manufacturers of vacuum cleaners and sewing machines, vacuum and sewing parts distributors, companies that sell fabrics, notions, fragrances, air purifiers, patterns suppliers, specialty lighting, specialty products, books, scissors and so many more. The vendor hall is very diverse.

**Exhibit if you:** Want to make your business grow and make more money. Looking for a new market to sell your product. You want to reach the most reputable independent dealers in the world.

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

The only place some dealers can see new product is at the trade show. The dealers attending this trade show are looking for new products on the market, impulse sales items, ideal counter sale items and other products to enhance their product line. Dealers need new products to sell. This makes our trade show the best venue to get your product into the dealers’ stores. We give the dealers a venue to see a very diverse product mix, all under one roof.

**Your bottom line.** If you want to increase your sales, expand your dealer market and move more products, if you want to make more money, you need to exhibit at the VDTA/SDTA New Orleans Trade Show. It’s a one of a kind trade show and convention.

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

## Sponsorship Opportunities

<b>Signature Sponsor **</b>	Sponsor	\$20,000	1 available
<b><u>VDTA/SDTA Cocktail Reception, Sunday, Feb 26</u></b>	Co-Sponsor	\$5,000	2 available
<b><u>Dealer Appreciation Social Event, Tuesday, Feb 28</u></b>	Platinum	\$1,500	8 available
<i>(Held in the exhibit hall from 4 pm to 5 pm.)</i>	Gold	\$1,000	10 available
<i>(Exhibits will be open during this time.)</i>	Silver	\$ 500	20 available
	Bronze	\$ 250	unlimited
	Shuttle Bus Sponsorship	\$1,500	3 available

. Show Management will set up various food and beverage stations in the exhibit hall. The booth layout, distributed at the show, will indicate the sponsors booth location. Logos or sponsor names will be printed on the show guide of the participating sponsors and on all relevant signage. If we have your investment commitment prior to printing, we will designate your sponsorship on our advertising.

## Exhibit Rules & Regulations - Monday, Tuesday, Wednesday, February 27-29, 2012

The rules and regulations of the VDTA/SDTA, hereinafter known as the Show Management, and those of the Ernest N. Morial Convention Center govern exhibits, displays and presentations to be held at the Ernest N. Morial Convention Center, New Orleans, LA.

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. INDEMITY & INSURANCE.** Exhibitor agrees to protect, save and hold the Show Management and the Ernest N. Morial 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 Ernest N. Morial 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 Ernest N. Morial 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 Ernest N. Morial 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.**

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.

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.

. 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.

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.

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

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.

. Exhibits may be installed after 8:00 a.m. Sunday, February 26. Booth must be completed by Monday, February 27, 9:00 a.m. in readiness for opening of exhibits. Exhibits with 1,000 sq. ft. or more may request early set-up. \_\_\_\_\_ (Setup & Exhibit time subject to change.)

Exhibitors may not dismantle booths or do any packing before 12 p.m. (Noon), Wednesday, February 29. The Exhibit Hall must be cleared 10 p.m. on Wednesday, February 29.

. 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.

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

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.

. 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.

. 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.

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# Rules & Regulations

**Exhibit Construction, Decoration, Signs, Etc.** – 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 New Orleans, the state of Louisiana, 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 an Exhibitor 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.

**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.

**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

**Booth staff must display badges at all times during set-up. All booths shall be fully staffed during show hours.**

Monday, February 27                      11 a.m. - 5 p.m.  
 Tuesday, February 28                    11 a.m. - 5 p.m.  
 Wednesday, February 29                9 a.m. - 12 p.m. (Noon)

Sunday, February 26                      8 a.m. - 8 p.m.  
 Exhibits with 1,000 sq. ft. or more may request early set-up. (Feb. 25)  
**This must be arranged in advance with Show Management.**

***All schedules subject to change***

Wednesday, February 29                Noon - 10 p.m.

**NOTICE: Exhibitors MUST check in at the VDTA convention registration desk before 5 pm if they plan to set up after 5 pm. You may not be allowed into the building if you fail to check in prior to 5 pm. Later setup must be pre-arranged with Show Management.**

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

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

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.

THIS IS A NON UNION FACILITY. You may unload your own product at the New Orleans Convention Center. A special dock area will be appointed for those who must unload their own trucks. If you bring and unload your own product, you may be in a line and we ask that you remain patient. Shepard Exposition is the official contractor for shipping. You may erect your own booth, carry in your own products, etc.

Vendor will not be allowed to use the facility equipment. Vendors are not allowed to use any motorized equipment to load or unload their own products.

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

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



# 2012 International VDTA/SDTA Convention

## February 27-29 (Monday, Tuesday, Wednesday)

### Floor Care • Janitorial • Industrial • Sewing • Quilting

#### Morial Convention Center, New Orleans, LA - Hall B

Complete all sections and return to VDTA/SDTA with payment.

Contracts received after December 30, 2011 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	Booth Cost	Cash/Check Discount Price
<input type="checkbox"/> Single	8' x 10'	\$810	\$785
<input type="checkbox"/> Single	10' x 10'	\$1020	\$985
<input type="checkbox"/> Double	10' x 20'	\$2045	\$1960
<input type="checkbox"/> Triple	10' x 30'	\$3050	\$2935
<input type="checkbox"/> Quad	10' x 40'	\$4065	\$3915
<input type="checkbox"/> End Cap	2 booths	\$2500	\$2400
<input type="checkbox"/> End Cap	4 booths	\$5000	\$4800
<input type="checkbox"/> End Cap	6 booths	\$6095	\$5910
<input type="checkbox"/> Peninsula	8 booths	\$8145	\$7880
<input type="checkbox"/> Island	10 booths	\$10180	\$9850
<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 600 sq ft or more of exhibit space with 2011 exhibitors given first priority, will have first choice of their approximate current location if reserved by April 1, 2011. Exhibitors who wish to relocate will be required to wait until April 1, 2011 to select space.

2. After April 1, booth space will be released to exhibitors, first come basis.

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

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, 2011, will still be liable for all balances due on exhibit space.**

Please read the rules and regulations for complete information found elsewhere in this packet or online at [www.vdta.com](http://www.vdta.com).

### SHOW SPECIALS, DOOR PRIZES, STATEMENT STUFFERS & SPONSORSHIP OPPORTUNITIES

We are interested in sponsorship.

- Co-Sponsor Cocktail Reception
- Dealer Appreciation Event

Promotional materials, provided by VDTA, for you to distribute via various means.

500    1000    other: \_\_\_\_\_

To E-mail to customers, place in order shipments, invoices, etc.

Will you offer a show special?

Yes    No

Will you offer a door prize?

Yes    No   Prize: \_\_\_\_\_

**Required 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, 2011, you may reserve your exhibit space by paying a **nonrefundable deposit of 50%** of the cost of space. **After December 30, 2011, 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, 2012.**

**After January 5:** Contracts received after January 5 must be accompanied by a non-refundable payment in full.

Company Name as you want it to appear on your Booth ID Sign and in the showguide: (please print or type)

Person in charge of exhibit details: \_\_\_\_\_

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

City: \_\_\_\_\_ State/Prov: \_\_\_\_\_ Zip/PC: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

Description of products or services you would like listed in the showguide and other marketing materials printed to advertise the show.:

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

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

Card# \_\_\_\_\_ \*CCID#: \_\_\_\_\_  
\*Security code CID--3 or 4 digit codes on front or back of card.

Exp. Date: \_\_\_\_\_ Amount Paid: \_\_\_\_\_ Balance Due: \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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

Pay Balance on Due Date  
January 5, 2012

\* \_\_\_\_\_  
Authorized Signature

Date: \_\_\_\_\_

*I have read, understand, and agree to abide by the rules and regulations, which is made part of this agreement.*