



Piedmont Triad Apartment Association Contract for Trade Show Booth Space

Date: October 20, 2011

Place: Greensboro Coliseum, Special Events Center Hall B, Greensboro, NC.

Setup Time: Thurs. October 20– 10AM- 5PM

Take Down Time: Thurs. October 20, 8:30PM

We wish to reserve _____ booth(s) at the PTAA’s Annual Trade Show. We agree to pay the fees listed on the attached trade show fee schedule. Please include a check payable to PTAA or a Visa/Mastercard number for the total exhibit rental agreement to be paid by October 6, 2011. **I understand I will not be able to set up the booth without full payment of my booth(s) and a completed and signed rental agreement.**

Exhibitor/Vendor _____
Primary Contact Person for Booth Rentals _____
Address _____
City State Zip _____
E-mail Phone _____
Fax Cell Phone _____

For Booth Prices – See Attached List –

Included in each booth at no additional charge: Admission for two, Black Pipe and Drape (8’ high and 3”high dividers), Booths are 10x10. One skirted table – 6’Table, Two Chairs, Booth Signage, Standard Electricity. Wifi and telephone can are available through the coliseum, at an additional price.

Desired Booth Location (s) 1st _____ 2nd _____ 3rd _____

Exhibitors from whom we desire separation: _____

The following Employees, Agents or Representative need name badges for our booth. 2 attendees are included in price, additional attendees are \$30/each. (Please print) _____

Booth Rental Fee \$ _____
Additional Attendees (if applicable) \$ _____
Total due \$ _____
Amount Due No Later than October 6, 2011 \$ _____
Check Enclosed Charge Card Payment _____
Card Number Expiration Date _____
Name on Card _____

This agreement consists of four pages (contract, two pages of contract provisions, and layout/price sheet) I hereby acknowledge receipt of all pages and have read all pages and do agree to the conditions and provisions set forth.

IN WITNESS WHEREOF the parties have caused this agreement to be executed:

Exhibitor/Vendor _____ Date _____

PTAA Executive Director _____ Date _____

Please complete contract and mail with payment. Retain a copy for your records.
Rachel Garavito– PTAA Communications Director * 3407 West Wendover, Ste E., Greensboro, NC 27407 *
(336) 294-4428 Fax – (336) 294-4481 * Email – rachel@PiedmontTAA.org

PTAA Trade Show Contract Provisions

Space Assignments –Space will first be leased to 2011 Platinum Key Sponsors in order of random draw, then the 2011 PTAA Products and Services Council by random draw. Space will then be open to the general Vendor Partner membership and is leased on a first come, first serve basis with space allocation being decided by PTAA with vendor input requests or mutual consent. Every effort will be made to honor vendors' wishes; however you may be reassigned if previous competitor booths are deemed too close. PTAA and Executive Director reserve the right to reassign space allocation for the benefit and betterment of the exposition. Exhibitor agrees to hold harmless the PTAA tradeshow chairman, sponsoring organization and exhibit supplier from any liability, which may result from booth assignment or any cause.

Payments and Cancellations - In the event of cancellation by the Exhibitor at any time, the tradeshow chairman shall have the right to lease the space to anyone else without obligation to return the monies already paid and the right to retain such amount as liquidated damages. Any balance due for the rental booth space is to be paid no later than October 6, 2011. No exhibitor can set up without full payment of booth(s) leased.

Shipping Information- If you need to ship your items to the Coliseum, please ship to the following address NO MORE THAN 24 hours prior to show date. The Coliseum WILL NOT sign for items sent prior to 24 hours and will return items to sender:

Greensboro Coliseum
1921 W. Lee Street
Greensboro, NC 27403
(Include Show Date '10/20/11' and 'Your Name')

Booths and Equipment – the 10' x 10' booth space will include uniform pipe and drape back wall and booth dividers, one table, and two chairs. All other furnishing, equipment, facilities will be provided by the Exhibitor at Exhibitors expense and responsibility. Each vendor is responsible for the safe set-up of the booth. Storing of inventory outside of the booth will not be allowed. If you do not keep your inventory within the boundaries of your booth, you will be asked to store the inventory immediately. If you do not comply with the requests you will be asked to leave. All empty crates and boxes may be stored under tables within your booth. Fire rules prohibit storage of boxes, crates, or product outside the defined booth area.

PLEASE NOTE: You may use an "S" Hook to hang signage, merchandise or other items to the piping on your booth. No signs, merchandise or any other items are to be pinned, stapled or otherwise attached to drapes provided by the Greensboro Coliseum. Exhibitors shall be responsible

for any damage or loss of any rented materials from the time they are placed on the show floor until they are returned to the Greensboro Coliseum.

Use of Booths all demonstrations and exhibits must be contained within the contracted booth spaces unless involved in a total convention program or demonstration, which has been cleared by tradeshow chairman. No exhibitor shall assign, sub-let or share the whole or any part of the booth space allotted without the express written permission of the PTAA tradeshow chairman. If a vendor utilizes a vacant space or encroaches upon any used space, they will be billed for the additional space used. All aisle solicitation is absolutely forbidden. Booth attendants must confine their activities within the Exhibitor's booth. Distribution of printed matter shall be restricted to the Exhibitor's booth and must be distributed in a manner that will not interfere with other Exhibitors. Also the use of speakers and/or amplifiers is not allowed.

Standard Electricity is included with the price of your booth. Special Wiring: Some machines, i.e., cotton candy, popcorn, etc. require special circuits. Please notify PTAA immediately if you plan to use any of these types of machines. There will be an extra charge for special wiring. Please download the form on the PTAA Trade Show website (www.piedmonttaa.org/tradeshow) and go to Download Center for the Utilities form. This form is not included with your packet to avoid confusion.

Phone & Data Lines- Please use the form provided by the Coliseum for this information. The form is included in this packet.

Carpeting- Carpeting needs to be reserved through Hollins Exposition Services. The form is included in this packet.

Exhibitor Badges will be given at the Exhibitor Registration table the day of the show. Vendors can bring a total of 2 employees or agents as deemed necessary. Additional employees or agents are invited to attend at \$30 per person. If an abuse is noticed then Vendor will be notified and held responsible for payment of that employee or agent's \$30 registration fee.

Admissions – The Tradeshow Chairman will have sole authority over all admissions. All persons visiting the exhibit area will be admitted according to the rules and regulations of the exhibits as issued or amended by the authorized representative of PTAA. Non-exhibiting Vendor Partners will not be allowed to attend the show, no exceptions.

Objectionable Materials and Activities – The PTAA reserves the right to refuse any exhibit, or any exhibitor, or

PTAA Trade Show Contract Provisions

any employees, which or who in the opinion of PTAA is not keeping with the character of the show, and may at any time without notice, cancel the agreement and remove the Lessee, his agents and property from the building. In the event of such cancellation, the Exhibitor hereby waives any claim for damages or for the recovery of any rental monies.

Installation of Exhibits – Each Exhibitor installs and removes his exhibit at his own expense. All exhibits must be completely set up and show ready by 5:00 PM Thursday October 20.

Liabilities The Exhibitor is liable for any damage to Greensboro Coliseum property or exhibits. The Exhibitor agrees to make no claims for any reason whatsoever, including negligence and/or omissions, against the Piedmont Triad Apartment Association, the Greensboro Coliseum, and their representatives or agents for: loss, theft, damage, or destruction of goods; injury to himself by virtue of failure to provide space or removal of exhibit, any action of any nature of the above organization or its agents, failure to hold exhibition as scheduled, or for any cause that may render exhibit area unusable. Acceptance of an Exhibit/Exhibitor by PTAA in no way endorses the Exhibit/Exhibitor's techniques, materials or conclusions. In view of the foregoing, it is suggested that the exhibitor obtain appropriate insurance for loss or damage to exhibit material.

Cancelled Convention or Exhibit – PTAA, its agents, Coliseum or conference center and employees will not be liable if the convention and tradeshow are not held as scheduled due to fire, act of God, weather, terrorism, public enemy, labor strike, epidemic, or any law or regulation of Public Authority, which makes it impossible or impractical to hold the Exhibition. If the exhibits are called off on or before October 1, 2011 then payments for booth space will be returned, except for any actual expense incurred in the connection with the exhibits. If cancelled after October 1, 2011 no refunds will be made, but rather a credit will be issued to vendor which can be applied to future scheduled PTAA conventions or seminar

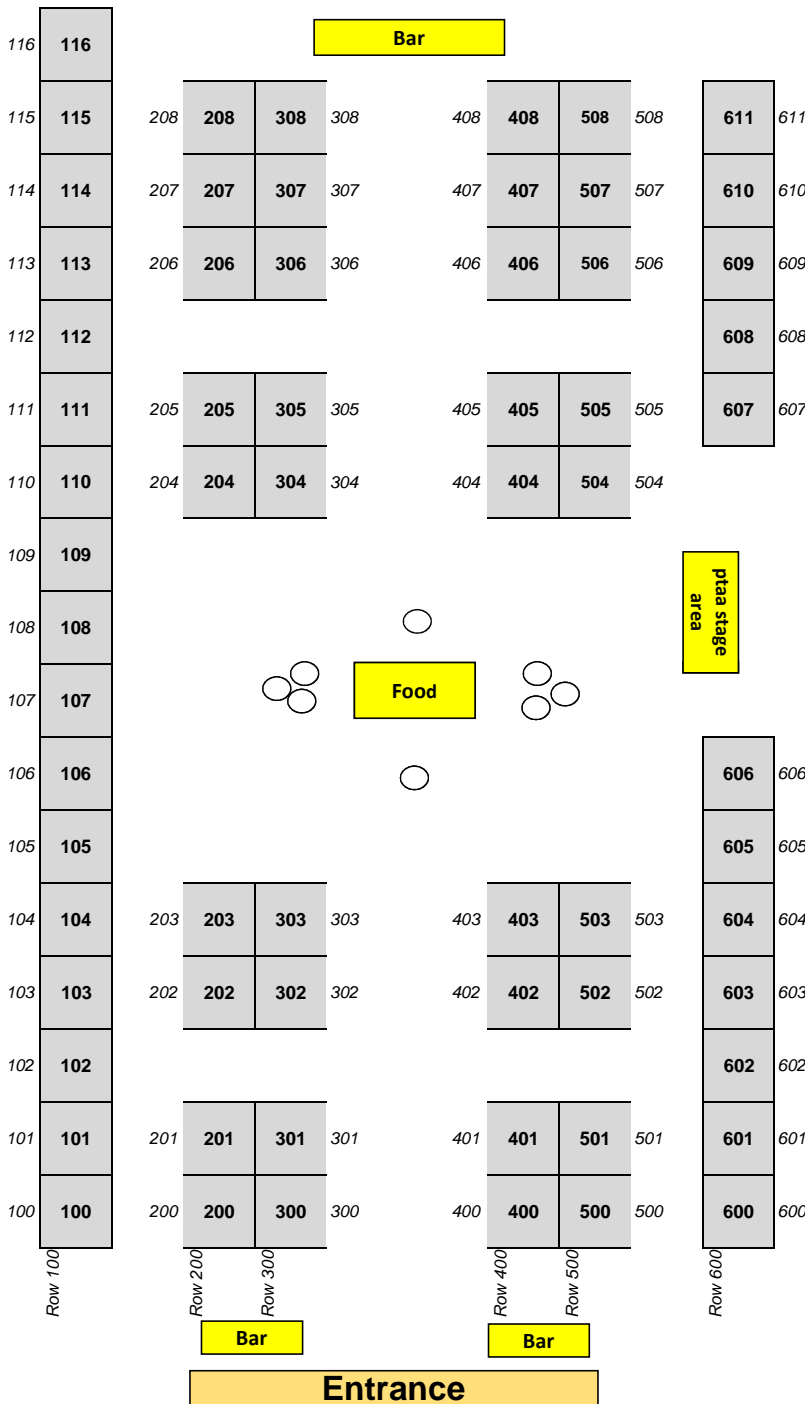
Helium Balloons are allowed.

No open flames.

Door Prizes- You are not required to have a door prize, however if you choose to have one you will find a "Door Prize" form in the "download center" on the PTAA trade show webpage. (www.piedmonttaa.org/tradeshow) At 7:45PM the night of the show, bring your completed form to the Stage area. A PTAA representative will announce the winners starting at 8:00PM from the Stage area of the Trade Show floor. We will read the information from your

"Door Prize" form and hand out the prize on your behalf. Limit ONE door prize per vendor, please.

Serving alcohol and/ food/drinks at your booth- Serving food to guests at your booth is okay if it's sampling, NOT a buffet spread. Please contact Rachel at PTAA for the necessary waiver to fill out and with any questions. You are NOT permitted to serve alcoholic beverages at your booth. You are also not permitted to serve any type of drinks (non-alcoholic) canned or glass, soda, juice, water or any other type of liquid beverage, as these will be sold on site by the Greensboro Coliseum. No exceptions.



2011 PTAA Trade Show			
GSO Coliseum Oct. 20			
Pricing Tier by <u>Reservation</u> Date			
Number of Booths	Early by 7/31	Regular by 8/31	Late after 8/31
1	\$375.00	\$400	\$425
2	\$650.00	\$700	\$800
3	\$930.00	\$1,000	\$1,070
4	\$1,140.00	\$1,240	\$1,345
5	\$1,305.00	\$1,440	\$1,593
6	\$1,425.00	\$1,600	\$1,817

Color Key:

Reserved	food/drink
Available	TV Guide Card

****Please visit our website at www.piedmonttaa.org/tradeshows to see which booths have been reserved and which are still available.**



Mailing Address:
P. O. Box 49837
Greensboro, NC 27419
Phone: (336) 315-5225

Street Address:
121 N. Chimney Rock Rd.
Greensboro, NC 27409
Fax: (336) 315-5220

IMPORTANT NOTICE

**SIGNED AUTHORIZATION FORM
MUST ACCOMPANY YOUR ORDER.**

PAYMENT POLICY AND CREDIT CARD CHARGE AUTHORIZATION FORM

PAYMENT POLICY We require your credit card authorization to be on file with Hollins Exposition Services.

Payment may be made by check drawn on a U.S. Funds Account, MasterCard, VISA or American Express; however, we require your credit card authorization to be on file with Hollins Exposition Services.

For your convenience, we will use this authorization to charge your credit card for any additional amounts incurred as a result of show site orders placed by your representative for this event.

- ADVANCE ORDERS:** For your order to be processed, and to receive Discount Rates, full payment must accompany your order.
- SHOW SITE ORDERS:** Show site orders will be subject to Standard Rates and processed only with full payment when placed.
- SHIPPING FREIGHT AND/OR ORDERING RIGGING LABOR OR INSTALLATION/ DISMANTLE LABOR:** Prior to the close of the show, an invoice will be prepared and delivered to your booth. Unless you have corrections that are brought to our attention at the Service Desk, or choose to pay your invoice by check, your order will be processed for payment on your credit card. **NOTE:** If rigging or dismantle labor is needed on move-out, these charges will be put on your credit card and your copy of the receipt and invoice will be mailed to you within (10) days of the close of the show.

CREDIT CARD AUTHORIZATION (Information Must Be Provided)

MasterCard
 VISA
 American Express

EXPIRATION DATE

Account Number

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

X

PRINT CARDHOLDER NAME
SIGNATURE OF CARDHOLDER

UNPAID BALANCES - Should there be any unpaid balance after the close of the show, terms will be net, due and payable upon receipt of invoice. Effective 30 days after invoice date, any unpaid balance will bear a FINANCE CHARGE at the lesser of the maximum rate allowed by applicable law, or 1.5% per month, which is an ANNUAL PERCENTAGE RATE of 18%. If any finance charge hereunder exceeds the maximum rate allowed by applicable law, the finance charge shall automatically be reduced to the maximum rate allowed, and any excess finance charge received by HOLLINS EXPOSITION SERVICES shall be either applied to reduce the principle unpaid balance or refunded to the exhibitor. This Payment Policy agreement shall be governed by and construed in accordance with the LAWS OF THE STATE OF VIRGINIA.

Calculation of Orders	PURCHASE ORDER IS NOT CONSIDERED PAYMENT.	TOTAL
Furnishings and Carpet		\$
Other Hollins Services (Specify)		\$
FULL PAYMENT in U.S. funds drawn on a U.S. Bank		\$

**To simplify payment,
send one check payable to Hollins Exposition Services for your entire order or
note the amount to be charged to your credit card.**

Charge my credit card in the amount of \$

Check No. Date In the amount of \$

ALL EXHIBITORS MUST FILL OUT COMPLETE INFORMATION BELOW:

PLEASE TYPE OR PRINT

NAME OF EVENT **Piedmont Triad Apartment Association**

EXHIBITING FIRM _____ BOOTH NO. _____

ADDRESS _____

CITY AND STATE _____ ZIP CODE _____

AUTHORIZED BY _____ **X** _____
(Please Type or Print) (Signature)

TELEPHONE NO. _____ DATE _____



Mailing Address:
P. O. Box 49837
Greensboro, NC 27419

Street Address:
121 N. Chimney Rock Rd.
Greensboro, NC 27409

Phone: (336) 315-5225

Fax: (336) 315-5220

ORDER FORM FOR FURNISHINGS AND CARPET

**Deadline Date For Discount Rate
October 6, 2011**

Orders will be entered as checked below. Charges include placing in booth ready for use. **Equipment is on a rental basis.** Mail one copy to us at the address above. Retain a copy for your files. **CANCELLATION POLICY: Items cancelled will be charged 50% of original price after move-in begins and 100% of original price after installation. Custom Cut Carpet cancelled after being cut will be charged 100% of original price.**

SEATING

Quantity		Discount Rate	Standard Rate
_____	Molded Plastic Folding Chair	\$17.00	\$22.10
_____	Upholstered Arm Chair	28.00	36.40
_____	Upholstered Stool (30" High)	30.00	39.00

ACCESSORIES

_____	Pedestal Table (White Laminate Top) (30" Round x 30" High)	\$27.00	\$35.10
_____	(30" Round x 42" High)	32.00	41.60
_____	(36" Round x 30" High)	32.00	41.60
_____	(36" Round x 42" High)	38.00	49.40
_____	Cocktail Table (White Laminate Top) (24" Round x 18" High)	30.00	39.00
_____	Cocktail Table (White Laminate Top) (36" x 20" x 15" High)	30.00	39.00
_____	Coat Tree	26.00	33.80
_____	Wastebasket	10.00	13.00
_____	Tripod Floor Easel	16.00	20.80

DISPLAY PANELS

_____	Perforated Board (Pegboard) (4' x 8' Double Sided / Vertical)	\$75.00	\$97.50
_____	(4' x 8' Double Sided / Horizontal)		
_____	Tackboard Display Panel (4' x 8' Double Sided / Vertical)	75.00	97.50
_____	(4' x 8' Double Sided / Horizontal)		
_____	Chrome Wire Grid Display Panel (2 - 2' x 6' Sections)	50.00	65.00

CARPET

Price includes installation and taping front edge.

_____	9' x 10' Carpet	\$70.00	\$91.00
_____	9' x 20' Carpet	140.00	182.00
_____	9' x 30' Carpet	210.00	273.00
_____	9' x 40' Carpet	280.00	364.00
_____ ft. x _____ ft.	Custom Cut Carpet - per sq. ft.	1.50	1.95
_____ ft. x _____ ft.	Carpet Padding - per sq. ft.	.65	.85
_____ ft. x _____ ft.	Visqueen Covering - per sq. ft.	.35	.46
_____ ft.	Additional Taping - per linear ft.	.80	1.04

Carpet Color Preferred:

Red Blue Seafoam Silver Gray Hunter Green Black

SPECIAL DRAPERY

_____	Linear Feet of 8' High Drapery	\$6.00/LF	\$7.80/LF
_____	Linear Feet of 3' High Drapery	4.00/LF	5.20/LF

WOOD DISPLAY TABLES & DRAPING

Quantity	Standard Height (30" High)	Discount Rate	Standard Rate
_____	2' x 4' Table - Draped	\$45.00	\$58.50
_____	2' x 4' Table - No Drape	25.00	32.50
_____	2' x 6' Table - Draped	55.00	71.50
_____	2' x 6' Table - No Drape	30.00	39.00
_____	2' x 8' Table - Draped	65.00	84.50
_____	2' x 8' Table - No Drape	35.00	45.50
_____	Drape Exhibitor Table	35.00	45.50
Counter Height (42" High)			
_____	2' x 4' Table - Draped	\$55.00	\$71.50
_____	2' x 4' Table - No Drape	30.00	39.00
_____	2' x 6' Table - Draped	65.00	84.50
_____	2' x 6' Table - No Drape	35.00	45.50
_____	2' x 8' Table - Draped	75.00	97.50
_____	2' x 8' Table - No Drape	40.00	52.00
_____	Drape Exhibitor Table	40.00	52.00

Draping Color Preferred:

Red Blue Hunter Green Gold White Black Burgundy
 Silver Gray Seafoam Beige Plum

Note: Draping includes white vinyl top and pleated skirting on three sides. *

* Optional 4th side draped: _____ ft. @ \$3.50 per linear ft. = _____

WOOD TABLE TOP RISERS & DRAPING

_____	1' x 4' Table Top Riser 12" High Riser - Draped	\$27.00	\$35.10
_____	Riser - No Drape	15.00	19.50
_____	1' x 6' Table Top Riser 12" High Riser - Draped	42.00	54.60
_____	Riser - No Drape	20.00	26.00

Draping: White Only

SUB TOTAL \$	_____
7.75% Sales Tax \$	_____
TOTAL \$	_____

PAYMENT POLICY: We require your credit card authorization to be on file with Hollins Exposition Services. Payment in full, including tax, must accompany your order to qualify for Discount Rates. Payment may be made by check drawn on a U.S. Funds Account, MasterCard, VISA or American Express, and is subject to the terms and conditions as set forth on the enclosed "Payment Policy and Credit Card Charge Authorization Form". Completed and signed Authorization Form must accompany your order.

PLEASE TYPE OR PRINT

NAME OF EVENT **Piedmont Triad Apartment Association**

NAME OF FIRM _____ BOOTH NO. _____

CARE OF _____
(If Other Than Exhibiting Firm)

ADDRESS _____
(Street) (P.O. Box) (City) (State) (Zip)

ORDERED BY _____
(Please Type or Print) (Signature)

PHONE (_____) _____ DATE _____



GREENSBORO COLISEUM COMPLEX INTERNET SERVICE ORDER FORM

Name of Event _____ Event Date _____ Booth # _____

Firm Name _____

Telephone# _____ Fax# _____ E-mail Address _____

Address _____

City _____ State _____ Zip _____

Please send a check or money order or charge to your American Express or other credit card:

AMEX or Other Card# _____ Exp. Date _____

Authorized Signature _____

HIGH SPEED INTERNET SERVICE provided by Road-Runner	Quantity	Rate	TOTAL
Internet Modem Connections (1.5 Mbps x 256 Kbps)		\$ 135.00 / Event	\$
Broadband Wireless Internet Connections (1.5 Mbps x 256 Kbps)		\$ 30.00 / 1 Day	\$
Broadband Wireless Internet Connections (1.5 Mbps x 256 Kbps)		\$59.00 / 2 or more Days	\$

NOTE: Wireless services are provided 7 am to 11:59 pm.

Broadband wireless and Internet modem service is provided through Time Warner Cablevision Business Class Services of Greensboro, North Carolina. Service provided is the Road-Runner brand by Time-Warner. Technical assistance with initial connection and configuration will be provided by Time Warner or Coliseum staff representatives at a scheduled time during the event move-in hours. Please see the minimum system requirements listed below. Modem deposits will be refunded upon return of the modem to Coliseum personnel. Please review conditions and regulations attached for further information. Call 336-373-7492 for more information.

MINIMUM REQUIREMENTS	
OS	Windows 98 or newer
Processor	Pentium-Class 133 Mhz or greater
Memory (RAM)	Minimum 32 MB however 64 MB is recommended
Available Hard Drive Space	Minimum 110 MB however 150 MB is recommended
Network Capability	Ethernet card with RJ45 connector, or open slot & free compatible IRQ, or open USB port
Other	CD-ROM drive required, sound card and speakers recommended. SVGA or XGA graphics card recommended.

Full payment must accompany this order form, which should be returned to the address below.
NO EXCEPTIONS PLEASE.

For billing inquiries please call 336-373-7492.

Orders must be placed no later than 5 working days prior to exhibitor move-in to insure service.

Greensboro Coliseum cannot guarantee service if orders are received after this deadline.

Wireless connections can be ordered in advance or by purchasing through web browser while on-site.

For technical questions, please contact Road Runner Business Class at 1-888-640-5042 or visit the Road Runner Business Class website: www.triadbusinessclass.com

**Please make checks payable and return to:
Greensboro Coliseum Complex**

US Postal Service Address
PO Box 5447
Greensboro, NC 27435-5447

Fed Ex / UPS / Courier Delivery Address
1921 W. Lee Street
Greensboro, NC 27403

Fax: 336-218-5537