

2012

**Michigan Plumbing & Mechanical
Contractors Association, Inc.**

**Michigan
Mechanical/Plumbing
Heating-Cooling Expo**

February 29, 2012

**Soaring Eagle Casino & Resort
Mt. Pleasant Michigan**

Plumbing, Piping, Hydronics, and HVAC manufacturers, reps, and wholesalers hoping to establish or expand their market in Michigan should participate as an exhibitor at MPMCA's Mechanical/PHC Expo 2012.

Over the past 50 years Michigan's PHC Expo has become recognized as one of the biggest and best single state Plumbing • Piping • Hydronics trade show in the nation

*Admission to the
show is free*

*We solicit the people
you want to see*

One Day Show



Mechanical/PHC Expo 2012 Policies-Terms-Conditions (and other helpful information)

BOOTH PACKAGE INCLUSIONS/OPTIONS

P-H-C Expo 2012 package include a carpeted 10' wide by 8' deep floor space, 8' high drape, 3' high side drapes and 7" by 44" exhibitor I.D. sign. Exhibitors can save by pre-ordering 6' tables @ \$35, 8' tables @ \$40, chairs @ \$5, 120 volt electric @ \$40 direct from MPMCA. **Water & drain service not available.** Call MPMCA if you have any questions. An order form will be provided.

HANDS-FREE EXHIBITING

Art Craft Display Inc, official P-H-C Expo 2012 decorator, will accept your display shipment 30 days before the Expo, deliver it to your booth, set it up, dismantle it, and ship it to its next destination. **Art Craft must receive all shipments by February 20, 2012.** Information on these extra services will be included in the exhibitor confirmation package.

DO-IT YOURSELF EXHIBITING

Due to aisle size forklift service is prohibited inside the Expo Hall, but will be available to help unload trucks from 2:00 p.m. to 9:00 p.m. Tuesday, February 28, 2012, and 7:00 a.m. to 9:00 a.m. on Wednesday, February 29, 2012. Any exhibitor wanting to deliver and remove his/her own display is free to do so. A few hand carts will be available to move in and out. Maximum single piece freight size for this show is 4' wide and 6' high by 6' deep.

Booths may be dismantled for departure at 5:00 p.m., Wednesday, February 29. **The entire hall must be cleared no later than 11:00 p.m. on the day of the show.**

AUTHORITY AND LIABILITY

MPMCA shall be the final authority on all P-H-C Expo 2012 matters except where the laws of the municipality or policies of the expo facility shall supersede such authority.

MPMCA, its expo facility and decorator assume neither responsibility nor liability for theft or losses. Security will be provided as described but exhibitors must insure themselves, their personnel, and other property against theft, and related mishaps.

PROPANE USE

Tools (electric) may be demonstrated in the Expo, but propane may not be used, by Fire Marshall regulations. Vehicles may be shown on the top entry level with locked or taped fuel supplies, and battery disconnected. Plastic must be placed under the vehicle. Contact MPMCA if you have any questions regarding products you will exhibit. Non-compliance with the Fire Marshall regulations will result in display booth cancellation.

EXHIBIT RULES

All exhibit material and displays must be contained within the 8x10 dimensions of the booth. Nothing is permitted to be displayed in the aisle due to Fire Marshall regulations.

Early breakdowns are prohibited. Many expo visitors cannot attend until shortly before closing. These people may want to be your customers. Please provide them with a safe and enjoyable tour by leaving your exhibit intact until 5:00 p.m. Early breakdown could result in your losing contract renewal priority at next year's expo.

EXPO PROMOTIONS

MPMCA will produce 40,000 free passes to the expo. Each exhibitor will receive some of the passes, with more passes on request.

Exhibitors will be listed in the Exhibitor Directory that will contain an expo floor plan, exhibitor location, exhibitor address, phone, FAX, e-mail, website, and list of products you will show. This directory will be presented to every expo visitor.

DEPOSITS/PAYMENTS CANCELLATIONS

A \$200 per booth deposit is required to confirm exhibit space at the expo. Check or credit card information must accompany contract. All booths will be invoiced at full price. Multi-booth discounts will be deducted from the final booth payment. Final payment must be in MPMCA's possession on or before February 22, 2012. Booth cancellations received by MPMCA on or before January 30, 2012 will receive a full refund. Refunds (less a \$50 service fee) on cancellations after the above date will be granted only if the expo is sold out and only if MPMCA can re-sell the cancelled space.

BOOTH ASSIGNMENT PRIORITIES

The following priorities will influence assignment of exhibit space at P-H-C Expo 2012.

- A) Date and time contract arrives as shown by postmark, E-mail, or FAX transmittal.
- B) (B) Inclusion of \$200 per booth deposit check or credit card.
- C) (C) Status as an MPMCA Associate Member.
- D) (D) Applicant's status as previous Expo Exhibitor.

It is important that applicants note 1st, 2nd, and 3rd location choices on exhibitor contract. MPMCA will try to assign space in order of applicant's preferences. If none of the three preferences are available, MPMCA will contact applicant to negotiate a beneficial alternative location.

MISCELLANEOUS

No copyrighted music may be played in any exhibit during Expo hours, unless the exhibitor is licensed with ASCAP and/or BMI.

Food or beverages to be dispensed must be purchased from the catering department of the Soaring Eagle. Call 989-775-5388.



RULES FOR 2012

- No propane in exhibit hall
- Forklift unloading & loading only
- Carts only in exhibit hall
- Multi booths in single row
- No water or drain service

Set Up and Move In -

Tuesday, February 28, 2012
2:00 p.m. – 9:00 p.m.
Wednesday, February 29, 2012
7:00 a.m. – 9:00 a.m.

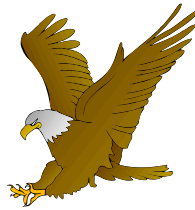


EXHIBIT HOURS

February 29, 2012
10:00 a.m. – 5:00 p.m.

Soaring Eagle

Mt. Pleasant, Michigan

Move Out –

February 29, 2012
5:00 p.m. – 11:00 p.m.

Mechanical/PHC Expo 2012

Entertainment Hall

Due to the tiered aisles of the expo hall all multi booths will be in single rows

99	98	97	96	95	94	93	92
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65	66	67	68	69	70
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71	72	73	74	75	76	77	78
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79	80	81	82	83	84	85
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64	63	62	61	60	59
23	24	25	26	27	28

58	57	56	55	54	53	52	51	50
29	30	31	32	33	34	35	36	37

49	48	47	46	45	44
38	39	40	41	42	43

22	21	20	19	18	17
Q	P	O	N	M	L

16	15	14	13	12	11	10	9	8	7
K	J		I			H	G		F

6	5	4	3	2	1
E	D	C	B	A	

↖ **All lettered booths (bottom row) are for vehicles only** ↗

BOOTH PRICES:

One Booth = \$640 · 2-3 Booths = \$620 · 4-5 Booths = \$600 · 6+ Booths = \$590

Six foot skirted tables can be ordered from MPMCA before the show at \$35 – eight foot skirted tables at \$40
Chairs at \$5 each – 120 volt electric at \$40 – Water and drain service not available.

The above pre-show prices are significantly below those charged by the decorator on site.

IMPORTANT INFORMATION

You will not be able to order these services at the above prices from MPMCA at the show.

All on site orders will be through Art Craft Display.

The prices will be considerably higher through Art Craft at the show.

MPMCA will provide you with an Exhibitor Service order form either with this mailing or after you contract a booth.

Your Booth Package Includes:

1. Exhibit space 10' wide x 8' deep,
2. Divider drape, carpet, identification sign,
3. Free forklift loading & unloading,
4. Free listing in Expo Exhibits Directory,
5. Free unlimited Expo passes for your distribution,
6. Discounted tables, chairs, & electricity.

To participate in P-H-C Expo 2012:

1. Decide how many booth spaces you need,
2. Review the Expo floor plan above,
3. Determine your 1st, 2nd, & 3rd space choices,
4. Note all three preferences on contract,
5. Complete, sign, and date the contract,
6. Photocopy the completed Expo contract,
7. Enclose the deposit check (\$200 per booth) to MPMCA,
8. Mail check & copy of contract to MPMCA keeping the original contract,
9. MPMCA will confirm or call with options.

**MECHANICAL
PHC EXPO
2012**

**February 29, 2012
Plumbing-Heating-Cooling Exposition
Soaring Eagle, Mt. Pleasant MI**

EXHIBIT SPACE CONTRACT

**MPMCA USE ONLY
BOOTH SPACE ASSIGNED**

Date: _____

MPMCA USE ONLY
____Space(s) \$ _____
x cost per space
Less ___/___/___ \$ _____
Deposit payment of
Less Multi Booth \$ _____
Discount
Less Associate \$ _____
Member discount
Balance Due \$ _____
By 2/22/12

We the undersigned wish to contract for exhibit space at the February 29, 2012 Exposition of the Michigan Plumbing and Mechanical Contractors Association, Inc., being held at the Soaring Eagle Casino in Mt. Pleasant Michigan.

Company Name _____
Address-P.O. Box _____ Phone (____) _____
City-State-Zip _____ Email _____ FAX(____) _____

We designate the person below to receive information from MPMCA and represent our company in all exposition-related matters. Booth confirmations may be sent by UPS, so if you use a P.O. Box number - be sure to furnish us with an additional address for UPS.

Designee's Name _____
Address-P.O. Box _____ Phone (____) _____
City-State-Zip _____ Email _____ FAX(____) _____

Our choices of booth location, in order of preference are:

1st Choice --- Booth Number(s) _____
2nd Choice --- Booth Number(s) _____
3rd Choice --- Booth Number(s) _____
Total Number of Booth(s) Requested: _____

No propane or flammable materials in the exhibit hall.

We would like to demonstrate/operate power equipment. **No Water & Drain Service**
Yes _____ No _____
We would like to display a motor vehicle.
Yes _____ No _____
We would need electric. **Food & Beverages to be dispersed must be purchased from the Catering Dept. of the Soaring Eagle. Call 989-775-5388**
Yes _____ No _____

BOOTH PRICES

8' x 10' - One Booth - \$640 Each
8' x 10' - 2-3 Booths - \$620 Each
8' x 10' - 4-5 Booths - \$600 Each
8' x 10' - 6+ Booths - \$590 Each

Note: Deposit of \$200 per booth must accompany contract. Multi Booth Discounts will be deducted from final payment.

LIABILITY CLAUSE

MPMCA, its decorator, and the Soaring Eagle will make every effort to assure exhibitors a safe, rewarding experience at "Michigan Mechanical/PHC Expo 2012". The doors will be locked in the exhibit hall from 9:00 p.m. 2/28/12 until 7:00 a.m. 2/29/12.

By signing this contract the exhibitor assumes the entire responsibility for losses, damages, and claims arising out of injury or damage to exhibitor's display, equipment, and other property brought upon the premises of the Soaring Eagle and shall indemnify and hold harmless MPMCA and the Soaring Eagle, their agents, servants, and employees, from any and all such losses, damages, and claims.

CONTRACT ACCEPTANCE

In signing this contract, I pledge that (a) I am a duly authorized agent of the company named above, (b) the company is adequately insured against such claims and losses as may be incurred during its participation in MPMCA's Exposition and (c) the company will comply with such policies, terms and conditions as may be set forth to assure the successful completion of the exposition. I enclose a deposit of \$ _____ and pledge payment of the balance due, on or before February 22, 2012.

Payment: Check Enclosed Master Card Visa Card # _____

Customer Code _____ Exp. Date _____ Signature _____
(last 3 numbers on back of card in signature panel)

Address & City _____ State _____ Zip _____

Any Declined Credit Card Charges Are Subject to a \$25.00 Service Charge.

**Return signed contract & deposit to MPMCA, P.O. Box 13100, Lansing, MI 48901
Phone: 517-484-5500 · FAX: 517-484-5225 · Fill out on line at www.mpmca.org**