

SAVE THE DATE

March 20-21, 2009



JOIN US FOR A SPOTLIGHT EXHIBITION AND EDUCATIONAL CONFERENCE

- Showcase your company's capabilities, products and services
- Obtain leads for new business
- Meet with prospective clients

WHO SHOULD EXHIBIT:

Graphic arts suppliers including papers merchants, ink manufacturers and distributors; graphic arts equipment manufacturers and distributors; trade shops; binders/finishers; or other companies providing services to printers.

WHO SHOULD ATTEND:

Owners/management personnel, creative directors, graphic designers, advertising/marketing executives, print buyers, ad agency executives, along with anyone involved in the procurement and/or production of printed materials within the Carolinas.

Where:

Grandover Resort & Conference Center
1000 Club Road • Greensboro, NC

When:

March 20 - 21, 2009

Exhibition:

Friday (20th) – 11a.m.-7:30p.m.
Saturday (21st) – 10a.m.-4p.m.

Educational Sessions:

9 Friday & 6 Saturday
Topics & Speakers TBA

PICAExpo 09 Spotlight Exhibition & Conference

- 30 Exhibitors
- 300+ Walk-Through Attendees
- 15 Educational Sessions
- Free Admission for Exhibit Attendees

Exhibit Booths now on Sale!

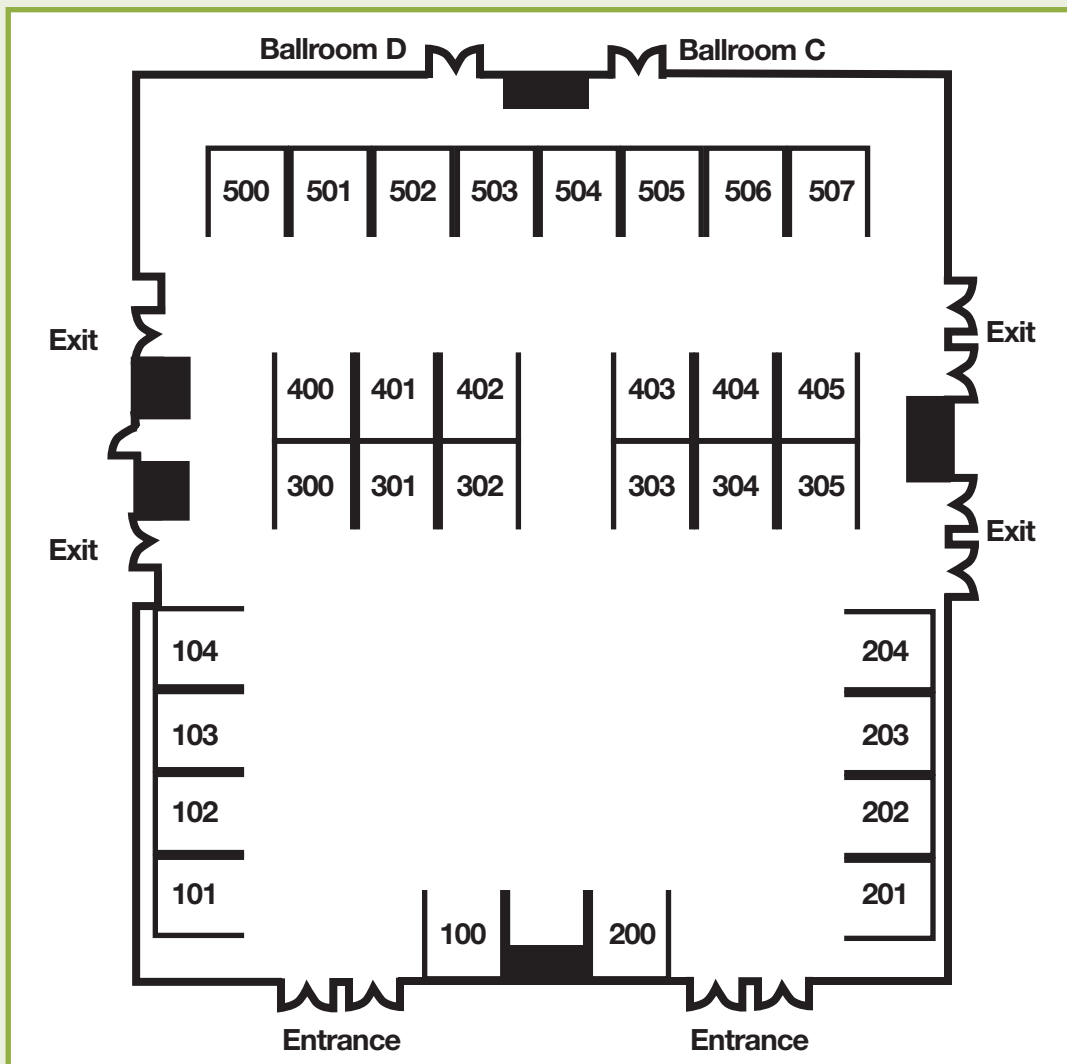
\$1,050 PICA Members Only

Contact Gwen or Carrie to reserve your space! 704.357.1150



The 2nd Annual PICAExpo promises to be part **LEARNING**, part **NETWORKING**, part **MARKETING**, and part **REWARD...an INVESTMENT** in your company's future.

The 2-day event offers PICA members an opportunity to showcase their innovative products and services to printing professionals throughout North & South Carolina. The PICAExpo is dedicated to enhancing the understanding of the future of print. Additionally, the show gives exhibitors a forum to network with their target market, build name recognition and distribute samples to prospective clients.



SPOTLIGHT EXHIBITION & EDUCATIONAL COMPLEX

- 30 Exhibitors
- 15 Educational Sessions
- 300+ Walk-Through Attendees
- More details to come!

Grandover Resort & Conference Center • 1000 Club Road, Greensboro, NC
Exhibition: Fri., March 20th – 11a.m.-7:30p.m. • Sat., March 21st – 10a.m.-4p.m.

PICAEXPO 09 – APPLICATION FOR EXHIBIT SPACE



Yes, Sign My Company Up!

Company _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Exhibitor Representatives

Name: _____ Title _____

Name: _____ Title _____

EXHIBIT FEE: \$1,050 per booth (PICA members only), includes:

- 10'x10' booth with pipe and drape plus one 8' draped table, 2 chairs and trash can (Audio Visual and Phone Line additional costs)
- Standard electrical outlet (upon request only)
- Wireless Internet access (For hard lines, the cost will be \$150 per computer per day.)
- Complimentary tickets for 2 exhibitor representatives to Friday's reception & Saturday's luncheon
- 2 Free seminar passes

1st Choice Booth #: _____ 2nd Choice Booth #: _____ 3rd Choice Booth #: _____

PICAExpo 09 is limited to a maximum of thirty 10'x10' booths. Would you be interested in purchasing a second booth, if available after February 1st? Yes No

Please try to avoid placing me near: _____

We will exhibit these products or services: _____

PAYMENT SCHEDULE: \$300 **non-refundable** deposit due with exhibit space application. Remaining balance will be invoiced for payment by January 30, 2009.

Check enclosed in the amount of \$_____ (make checks payable to: PICA)

Please charge \$_____ to my Visa MasterCard AmEx

Account number _____ Exp Date ____/____ (mm/yy)

Statement mailing address _____

Name on Card _____

Signature _____

RULES FOR EXHIBITING

1. Expo Committee. The letters "PICA" designated herein shall refer to The Printing Industry of the Carolinas, its officers, employees, agents acting for them in the management of the Expo.

2. Eligible Exhibitors. PICA reserves the right to determine the eligibility of any Exhibitor or product or service for exhibit, for inclusion in the Expo. PICA reserves the right to relocate or reassign exhibit tables at any time for the overall benefit of the Expo.

3. Exhibitors Responsibility. (a) Exhibit booths must be manned at all times by qualified regular employees of the Exhibitor (or their authorized representative). (b) Exhibitor must designate at least one person to be their representative in connection with installation, operation and removal of the exhibit display. (c) The Exhibitor shall be responsible for safeguarding all property of the Exhibitor.

4. Installing and Dismantling of Exhibits. Displays may be set up from 8am – 10:30am on Friday, March 20, 2009 and must be in readiness by 10:45am on Friday, March 20, 2009. Displays must remain intact and attended throughout the open hours of the Expo. Exhibitor agrees to adhere to the official closing hours. During the course of the Expo, Exhibitors assume the responsibility of keeping their booths clean and in good order. No displays may be dismantled or packing started before 4pm Saturday, March 21, 2009. All exhibits and merchandise must be removed from the Exhibit Hall by 6pm on Saturday, March 21, 2009.

5. Sub-Leasing of Space. No Exhibitor may assign, sublet or apportion the whole or any part of the space assigned to them, nor permit any other party to exhibit therein, nor distribute any promotional or advertising materials in the occupied space of the Exhibitor except as may be permitted by PICA.

6. Non-Compliance. (a) The Exhibitor agrees that their display shall be admitted and remain solely on strict compliance with the rules herein formulated. PICA reserves the right to prohibit, reject, or eject any display, in whole or in part, or any Exhibitor or Exhibitor's representatives, with or without giving cause. If cause is not given, liability shall not exceed the return to the company or the rental fee unearned at the time of ejection. (b) If any Exhibitor is ejected for violation of these rules, or for any other reason, no return of rental fee shall be made.

7. Exhibitor Solicitation. (a) Exhibitors must limit their activities within the confines of contractual space. Exhibitor activities must be conducted in a manner consistent with non-interference of activities legitimately exercised by other Exhibitors. (b) The distribution of Exhibitor's products, catalogues, pamphlets, printed materials, souvenirs, etc. must be conducted entirely within the Exhibitor's Table Space.

8. Failure to Occupy Space. Space not occupied by 11am on Friday, March 20, 2009 will be forfeited by Exhibitor, and may be resold and reassigned without refund unless arrangements for delayed occupancy have been approved by PICA. In no event will there be any refund of booth rental paid by Exhibitor.

9. Attendance. PICA shall have sole control over attendance policies at all times.

10. Limits of Liability. (a) PICA shall not be responsible for any injury, loss, or damage that may occur to the Exhibitor or to the Exhibitor's property, employees or any others designated by them, for any cause whatsoever prior, during or subsequent to, the period covered by the Exhibit Contract. Nor shall PICA be held liable for



any Act of God that makes the facilities unusable during the contractual period. (b) The Exhibitor furthermore, upon signed contract, releases PICA from and agrees to indemnify and save harmless PICA against any and all claims for such loss, damage or injury to Exhibitor or Exhibitor personnel while in the Exhibit Hall. (c) Exhibitors are liable for any damage caused by affixing displays to building floors, walls or to standard booth equipment, or for damages caused by Exhibitor in any other manner. The liability also extends to paint, adhesive, lacquer, or any other coating, applied to building walls or floors or to standard damage, loss, increased cost or any other unfavorable conditions caused by circumstances beyond its control.

11. Noise. Public address and the use of loud devices for mechanical reproduction of sound beyond the individual Exhibitor's Table or excessive operating noise which distracts neighboring Exhibitors from authorized performance, is prohibited.

12. Insurance. Fire, theft and liability insurance protecting the Exhibitor must be arranged for by the individual Exhibitor at the Exhibitor's expense. PICA's insurance does not cover individual displays. Floater policies of whatever nature are recommended to the Exhibitor.

13. Fire laws. (a) Federal, State, and City fire laws must be strictly observed. Cloth and non-fire retardant materials must be flame proofed. Electrical wiring must comply with Fire Department and Underwriter's rules. (Exhibitors should contact Services Contractor for additional information.) (b) All flammable materials (excelsior, wrapping paper, etc.) must be removed from the Exhibit Area prior the Expo opening time. (c) Aisles and fire exits cannot be blocked by Exhibitor displays; and all Exhibitor equipment must be placed within the confines of booth limits. No combustibles of any nature may be brought into the Expo facility without written permission from PICA.

14. Arrangement of Exhibits. (a) PICA will supply standard table equipment consisting of a covered table, and two chairs. (b) Self-contained exhibit displays may not exceed more than 6' in back wall height from the floor and must be confined to the rear one-third of each table. Such side-walls must be visibly acceptable to adjoining exhibit displays and Expo Manager. In all other portions of the table, no display materials shall be placed to exceed a height of 4' from the floor. (c) Bright lights or other distracting visual displays are not permitted. Any exceptions must be approved by PICA.

15. Amendment to Rules. Any and all materials or questions not specifically covered by the preceding Rules for Exhibiting shall be subject solely to the decision of PICA, and all amendments so made shall be binding on the Exhibitors equally with the foregoing Rules of Exhibiting.