



**The Greater Charlotte Apartment Association 2015 Trade Show
"BATTLE OF THE BANDS"
March 19th, 2015 • 5:30 - 9:00 pm
at the Charlotte Convention Center, 501 S. College St., Charlotte NC 28202**

Thank you for requesting a booth reservation for the GCAA's 2015 Trade Show. We want your experience as an exhibitor to be enjoyable, successful, and stress-free. To facilitate this, we ask you to **please read the following information** which we've compiled to assist you in your Trade Show preparation and organization. In January, 2015 your comprehensive EXHIBITOR PACKET will be sent to the email address you specified on side one of this form. Exhibitor information will also be available online at greatercaa.org as it is finalized.

GCAA TRADE SHOW EXHIBITOR RULES & REGULATIONS

****Booth Fees - Please Note Payment Requirements****

All booth fees are due by February 20th, 2015. Cancellations made after February 20th will be responsible for one-half of the total booth fee. Booth requests made after February 20th will require immediate payment in full to secure reservation. Booth reservations cancelled after March 4th, 2015 will be responsible for the full booth fee.

Important Exhibitor Rules

1. **NO LIVE MUSIC (bands, solo performers, karaoke, etc.)** Recorded tunes are fine; please keep the volume reasonable and be respectful of your fellow exhibitors. All music/sound must cease around 8:30 for Presentations of Exhibitor Awards and Grand Prizes.
2. **Exhibitors may NOT distribute or sell alcohol, food, or beverages from their booths.** Drink tickets or approval to give small sample-sized food ONLY must be arranged *in advance* with the Convention Center's Food and Beverage Director.
3. **Exhibitors may NOT loiter or distribute promotional items at the Show Entrance OR in other exhibitors' booths.**
4. Obscenity of any sort will NOT be tolerated at the Trade Show. (*This includes song lyrics if you have music in your booth.*)
5. Live animals are NOT allowed at the Trade Show (seems silly, but there have been inquiries...)

ANY EXHIBITOR WHO DOES NOT COMPLY WITH THE ALL OF THE ABOVE RULES WILL BE SUBJECT TO IMMEDIATE EJECTION FROM THE EXHIBIT HALL WITHOUT REFUND OF BOOTH FEES.

For additional information, please contact Irene Gammon at the GCAA, 704-334-9511 x106 or irene@greatercaa.org.

Charlotte Convention Center Rules and Information

1. Tape and other adhesive materials are not allowed on carpeted surfaces, walls, glass, floors, or equipment.
2. Helium-filled balloons are not allowed in the Exhibit Hall.
3. The Convention Center will NOT accept direct freight deliveries. Arrange to have your booth materials shipped to the show venue via our decorator, Fern Expo & Event Services.
4. Gas-motor vehicles have special requirements to be allowed on the show floor. Contact irene@greatercaa.org for details.
5. All exhibits must be completely moved out by midnight on the night of the show.

Exhibitor Awards

This year's show theme, "Battle of the Bands" urges exhibitors to create interactive booth displays which incorporate their favorite musical groups from ANY era or genre. Prizes for the best booths will be awarded in these categories: Most Original • Best Product Display • Best of Show • "Rookie" of the Year (for first-time exhibitors)

Door Prizes

Offering a door prize draws traffic into your booth & helps you get contact information from prospective customers. ***This year, exhibitors will contact their door prize winners directly; they will NOT be announced at the Trade Show.*** GCAA will continue its tradition of awarding Grand Prizes at the end of the evening (total prize value = \$2000). To ensure that attendees stay 'til the end of the show, Grand Prize winners will need to be present to win.

Additional Services

Separate contracts for carpet, furniture, electricity, phone/internet service, etc. should be submitted directly to their respective suppliers by their published deadlines. Details and order forms will be available online by January. **Please do not send these orders to the GCAA as they will NOT BE PROCESSED.**

Reservations for Booth Personnel

Each 10 x 10' booth includes TWO free exhibitor admissions to the Trade Show. Additional booth personnel will be charged \$49 per person. **EVERY person** who will be working in your booth must make an advance reservation in order to be admitted into the Exhibit Hall. **NON-EXHIBITING ASSOCIATE MEMBERS MAY NOT ATTEND THE TRADE SHOW.**

Move-in / Move-out Schedule on Thursday, March 19th, 2015

8:30 am - 3:30 pm	Exhibitor Move-in/Setup
5:30 pm - 9:00 pm	Show Hours
9:00 pm - Midnight	Exhibitor Move-Out