

ELECTRIC EXPO 2011

A dramatic, blue-toned image of two hands reaching towards each other. The hands are positioned as if they are about to grasp each other, with a bright, jagged lightning bolt striking the gap between their fingertips. The background is dark and textured, suggesting a storm or a high-voltage environment.

**YOU'RE INVITED
TO EXHIBIT**

Wednesday October 12 and Thursday October 13

**Valley Forge Convention Center
Main Level**

King of Prussia, Pennsylvania

**Sponsored by
The Electrical Association of Philadelphia**



Electric Expo 2011

FLOOR PLAN

October 12 & 13, 2011
 Valley Forge Convention Center
 King of Prussia, PA 19406
Main Level

The Region's Premier Electrical Industry Event – Come Join Us

- Over 3,000 participated in 2009
- Attendees include: Architects, Building Owners and Managers, Consulting Engineers, Electrical Contractors, Distributors, Utilities, Maintenance and Plant Engineers, Purchasing Agents, Lighting Specifiers, OEM Customers, and Electrical Inspectors.
- Exhibitors include: Manufacturers and Service Providers from the Commercial, Industrial, and Residential Electric Communities.
- Trade Show sponsored by The Electrical Association of Philadelphia
- State of the Art Convention Facility – The Valley Forge Convention Center offers 50,000 square feet of exhibit space, easily accommodating everyone in ONE ROOM and on ONE FLOOR
- Show Hours:
 Wednesday, October 12 2:00 p.m. – 8:00 p.m.
 Thursday, October 13 2:00 p.m. – 7:00 p.m.

The Electric Expo has been hailed as “Consistently, the Best Electrical Show in the East” and “The Region’s Leading Electrical Industry Exhibition.” What did others have to say about Electric Expo 2009?

Comments from 2009 manufacturers:

“Fantastic show. We have made several follow-up visits already. It is exhausting, but we look forward to it each time.”

- Rich Bauer, Quad Tech Sales, Inc.

“Some of our manufacturers have never seen anything like this - looks like we got some great leads.”

- Larry Rodgers, Synergy Electrical Sales

“The show was a big success.”

- Ray Kennedy, Arlington Industries

“Our booth was very busy. We had a great show.” - Craig Calhoun, Cheetah USA Corp.

“My guys saw at least three new products that will save us labor. We will follow-up with the manufacturers about what we learned!”

- Robert Ford, Robert Ford Electric

“As an H&AC contractor, I still found a few things at this electrical show that made it worth the trip.” - Aaron Kanze, Marvin Kanze Heating and Cooling

Don't miss out on the opportunity to increase your sales at Electric Expo 2011!!



Electric Expo
 October 12 & 13
 Valley Forge Convention Center
 King of Prussia, PA

For additional information contact

Dwight Price, Executive Director

The Electrical Association of Philadelphia
 527 Plymouth Road, Suite 408, Plymouth Meeting, PA

Phone: (610) 825-1600, Extension 11 • **Fax:** (610) 825-1601

Email: dwight@eap.org • **Website:** www.eap.org

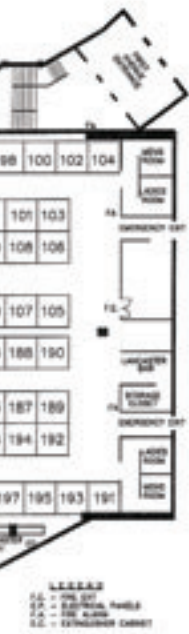
Electric Expo 2011

2009 List of Exhibitors

Acuity Brands Lighting	Electrical Education Center	Juno Lighting Corporation	Ready Solar, Inc.
AFC Cable Systems	Electrical Solutions	Keystone Technologies	Rectorseal
Alan Wire	Elite Lighting	Klein Tools	Reliance Controls Corporation
Allied Tube & Conduit	Emergency Systems Service Co.	Kraloy Fittings	Russelectric
American Fittings	E-Mon	LED Waves	Satco Products
Amtec Corporation	EncapSulite International	Lenox	Seatek Tools
A-Rise Pipe Support	Engineered Products Co.	Leviton Mfg. Co., Inc.	Senator/Southwire
Arlington Industries	Erico	Lighting Resource Group	Service Wire Company
ASCO Power Technologies	Ewing Two, Inc.	Lighting Solutions	Smart Box, Inc.
Associated Builders and Contractors	Exelon	Lutron Electronics	Southern Grounding
Atlas Lighting Products	Eye Lighting International	Madison Electric Products	Specified Technologies, Inc.
BEPCOR	Fantech, Inc.	Marley Engineered Products	Square D Company
Bergen Industries	Federal Pacific	Maxis	Staco Energy Products Co.
Brady Worldwide	Federal Signal	MB Cable	Structure Cable Products
Bridgeport Fittings	Ferraz-Shawmut	Meltric Corporation	SWC Industries, Inc.
BRK Electronics	FLIR Infrared Cameras	Metallics	Synergy Electrical Sales
Broan Nutone, LLC	Fluke/Amprobe	Miller Welding & Machine Co.	TCP, Inc.
Burlington Electrical Testing	GE Consumer & Industrial	Milwaukee Electric Tool Corp.	Technical Sales International
Burlington Safety Labs, Inc.	Greenlee	National Meter Industries	TED Magazine
Byram Laboratories, Inc.	Halco Lighting Technologies	National Pipe	Thomas & Betts
CAB	Hammond Power Solutions, Inc.	NECA Penn-Del-Jersey Chapter	TNB - Light Alarms
Canadian Solar, Inc.	Hanover Lantern	NICOR Lighting, Inc.	Topaz Electric
Capstone Turbines	Harger Lightning & Grounding	NSI - Tork	TPI Corporation
Cementex Products, Inc.	Hoffman Enclosures	The Okonite Company	Transformer Protector Corp.
Certified Insulated Products Corp.	Holophane	Old Castle Precast Enclosure Solutions	Tyco/Raychem
Cooper-B-Line Systems	HPH Products	Omni Cable	Tyco Thermal Products/Etcon
Cooper Lighting	Hubbell Building Automation	Osram Sylvania	Utility Metals
Cooper Wire Devices	Hubbell Electrical Products	Panasonic	V & S Schuler Engineering
Crescent/Stonco	Hubbell Wiring Device - Kellems	Panduit	Veolia Environmental Services, LLC
Cummins Power Systems	IAEI Benjamin Franklin Chapter	Paragon Lighting, Inc.	Vermont Transformer
Current Tools, Inc.	Ideal Industries	Pass & Seymour	Viking Power Products Co.
Dialight Corp.	IDIM, LLC	Penn Panel & Box Co.	Vision Infosoft Corp.
Dongan Electric Mfg.Co.	IES - Phila. Section	Penn Power Systems	WAC Lighting
L. H. Dottie Co.	Industrial Diesel Power, Inc.	Penn Union	Watt Stopper/Legrand
Eaton	Independent Electrical Contractors Assn.	PG Lifelink	Wiremold
EGS Easy Heat	Jack's Paper Stock and Scrap Metals	Plastic Trends	WireXpress
Eiko, Ltd.	Jefferson Electric Corp.	Powered Aire	Yokogawa Corp. of America
The Electrical Advertiser		Quad Tech Sales	
The Electrical Association of Philadelphia		Rack-A-Tier	
		Ransome Engine	

Please note that some of these company names may have changed in subsequent years.

Expo 2011
& 13, 2011
on Center, Main Level
russia, PA



t:
phia
ng, PA 19462
(10) 825-1603
eap.org

Electric Expo 2011

Application and Contract For Exhibit Space

Sponsored by The Electrical Association of Philadelphia
October 12 & 13, 2011

Valley Forge Convention Center, Main Level, King of Prussia, PA

The Electrical Association of Philadelphia (hereinafter referred to as "EAP" or "Management") is hereby authorized to reserve space for the use of

Manufacturer (Exhibitor)

Name of Local Representative (if applicable)

in the exhibit hall of the Electric Expo 2011 exposition, to be held at the Valley Forge Convention Center, Main Level, King of Prussia, PA.

FEES: The undersigned agrees that assigned space, as described in this application, will be charged at the rental rate of (please check ONE selection below):

() **I. SCHEDULE PLAN – MEMBER RATE:** \$1,500 per 10'x10' booth for Electrical Association of Philadelphia members (\$1,750 if not fully paid by July 29, 2011). This includes all manufacturers represented by an EAP manufacturer representative member. Verification of membership will be made by Management staff.

() **II. SCHEDULE PLAN – NON-MEMBER RATE:** \$1,900 per 10'x10' booth (\$2,100 if not paid in full by July 29, 2011.)

A non-refundable booth deposit of \$300 per 10'x10' booth must accompany this contract, if paid and contracted before Friday, April 29th, 2011. After April 29, deposits will not be accepted - the full amount for the booth is due. BOOTH ASSIGNMENT WILL BEGIN APRIL 29. NO SPACE WILL BE ASSIGNED WITHOUT A CONTRACT AND DEPOSIT (before April 29) OR FULL PAYMENT (after April 29). Booths must be **paid in full** by July 29, 2011. After July 29, Show Management cannot guarantee booth location. The cost of a booth, for all booths not **paid in full** by July 29, 2011 increases to \$1,750 for EAP members and \$2,100 for non-members.

Please make checks payable to The Electrical Association of Philadelphia. No cancellations. No exhibitor may assign or sublet the whole or any part of the space allotted. Only one manufacturer may occupy any one booth. All exhibits must be confined to the show hall. Exhibition of any goods therein other than those manufactured or handled by the exhibitor in the regular course of his/her business is prohibited. Payment in full is due prior to July 29, 2011.

Hospitality suites can be reserved at the Radisson Hotel. Management encourages the use of these rooms, and asks that you abide by the guidelines. HOSPITALITY SUITES MAY NOT BE OPEN / IN OPERATION DURING SHOW HOURS, and will be monitored very closely. Any violation of this agreement will result in immediate closure.

SHOW POLICY: The undersigned agrees to abide by all policies, requirements, restrictions and regulations as set forth in this agreement or as may be especially designated by Management, the Valley Forge Convention Center of the City of King of Prussia, PA. Failure to abide by such policies will result in the forfeiture of all monies paid or due Management under the terms of this agreement. Displays must conform to IAEE rules and regulations.

EXHIBITS INCLUDE: All booths will be equipped with an 8' backdrop and 3' side draperies, one skirted 6' table, 2 folding chairs, a 7"x44" two-line identification sign, booth carpet and security.

ELECTRIC SERVICE: Electricity is not included in the booth rental fee. A 120 volt, 15 amp, 1500 watt quad box service is available starting at \$95 per booth if rented through the Electrical Association – pay below. (NOTE: If you rent electric directly through the Valley Forge Convention Center, the cost could be 25% to 225% more, depending on how far in advance you arrange the rental).

1. Total number of booths requested: _____ Also, we want electric service for _____ of these booths (insert a #, all or none)

2. List manufacturers you would NOT like located in your vicinity: _____

Upon acceptance by the Electrical Association of Philadelphia, this application, including the space assignment and policies as set forth on the back hereof, will constitute a contract between the exhibitor and Management. If you have any questions regarding the show, please call the Electrical Association of Philadelphia at (610) 825-1600, extension 11. Note: Exhibitor kit and registration information will be available separately and forwarded after full payment is received.

ACCEPTANCE (must be completed):

Company Name: _____ Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Telephone #: _____ Fax #: _____ Email: _____

Signature: _____ Date: _____

Schedule Plan: () EAP Member Rate () Non-Member Rate Booth Rental: \$ _____

Total Booth Rental (# of booths x rate): \$ _____ Total Electric (# of booths x \$95): \$ _____

GRAND TOTAL: \$ _____ (booth rental and electric service)

If paying by Credit Card:

Credit Card Number: _____ Expiration: _____ CVV: _____

Name on Card: _____

Signature: _____

Please remit payment with this form to:

The Electrical Association of Philadelphia
527 Plymouth Road, Suite 408 • Plymouth Meeting, PA 19462-1641
Tele: 610-825-1600, ext. 11 Fax: 610-825-1603

Electric Expo 2011

Rules and Regulations for Exhibitors

- 1. EXHIBIT HOURS:** Wednesday, October 12, 2011 - 2:00 p.m. - 8:00 p.m. and Thursday, October 13, 2011, - 2:00 p.m. - 7:00 p.m. Each exhibitor must arrange to have representatives in attendance during show hours. Display Rules and Regulations: The Electrical Association of Philadelphia's Rules and Regulations are consistent with the latest rendition of the IAEE (International Association of Exhibitions and Events) Guidelines.
 - 2. SHIPPING INSTRUCTIONS:** The best way to guarantee that your display and materials will arrive promptly on the morning of Tuesday, October 11th is by advance shipment made through Reber-Friel. Reber-Friel's form will be provided in the exhibitor services manual. Their phone number is (610) 265-7310. If you have a timing issue, and you can't ship in advance, then common carrier deliveries to the Valley Forge Convention Center may be made on Tuesday, October 11 between 8:00 a.m. and 4:30 p.m. only. All shipments must be fully prepaid. Reber-Friel Exposition Services Company must handle all freight within the building that is delivered by common carriers, including direct shipments to VFCC. PLEASE NOTE: You will not save any money by common carrier delivery direct to VFCC. The freight has to be handled by Reber-Friel anyway, and the cost is the same as it is for advance shipments. That's why advance shipping is strongly recommended.
 - 3. INSTALLATION OF EXHIBITS:** Tuesday, October 11 from 10:00 a.m. to 6:00 p.m. and Wednesday, October 12 from 8:00 a.m. to noon. All exhibits must be completely installed by noon on Wednesday to allow for cleaning and inspection of the exhibit hall prior to opening. No installation work will be permitted during exhibit hours. Deliveries requiring use of a forklift must be scheduled for Tuesday, October 11, 2011.
 - 4. DISMANTLING** of exhibits must not begin until final closing at 7:00 p.m. on Thursday, October 13. ANY EXHIBITOR DISMANTLING PRIOR TO 7:00 P.M. WILL NOT BE INVITED TO EXHIBIT IN FUTURE EXPOS. All equipment and exhibits must be removed from the exhibit hall by midnight on Thursday, October 13, 2011.
 - 5. STORAGE** of crates, boxes, etc. may be arranged for at Reber Friel's service desk, which will provide tags to be used by exhibitors to identify pieces to be placed in storage for the duration of the exhibit.
 - 6. BOOTH PACKAGE TO INCLUDE:** Uniform booth background and dividers (8' high curtain back wall, 3' high matching dividers and aluminum uprights) will be supplied, as well as a two-line uniform head sign (7"x44") with company name, representative's name and booth number; 6' skirted table; 2 folding chairs, and booth carpet.
 - 7. ELECTRIC SERVICE:** Electricity is not included in the booth rental fee. A 120 volt, 15 amp, 1500 watt quad box service is available for only \$95 per booth if rented through the Electrical Association. (NOTE: If you rent electric directly through the Valley Forge Convention Center, the cost could be 25% to 225% more, depending on how far in advance you arrange the rental). Quad boxes are assigned to individual booths and are not to be shared.
 - 8. SPECIAL REQUIREMENTS:** Additional requirements concerning electrical current, decorations, furniture, etc. may be obtained at any time. Order forms are included in the exhibitor kit.
 - 9. ACTIVITIES:** Souvenirs and standard literature may be freely distributed, but exhibitors must confine their displays and activities to space assigned. No exhibitor shall assign, sublet or share the whole or any part of the booth space allotted. Noisy or undignified displays, sound motion pictures, sound devices, megaphones, loudspeakers or sideshow tactics are prohibited. Non-exhibitors are prohibited from soliciting at the show. Rulings about these issues are solely in the discretion of the Show Manager.
 - 10. HOSPITALITY SUITES:** Hospitality suites can be reserved at the Radisson Hotel. Management encourages the use of these rooms, and asks that you abide by the guidelines. HOSPITALITY SUITES MAY NOT BE OPEN / IN OPERATION DURING SHOW HOURS, and will be monitored very closely. Any violation of this agreement will result in immediate closure.
 - 11. ARRANGEMENT OF EXHIBIT:** No construction of any kind within exhibit space shall exceed 8' in height without written approval of Management. Any construction exceeding 4' in height (including sides) must be kept within 5' of back line of exhibit space, with the exception that lighting fixtures may be suspended so as not to interfere with clear view of neighboring exhibits. Fixture hangers or special backgrounds required by exhibitors should be arranged for in advance and brought to the exhibit hall ready for assembly. Installations are subject to approval of all inspection authorities having jurisdiction. Exhibits may not extend beyond the 10' x 10' space.
 - 12. LIABILITY AND INSURANCE:** Neither The Electrical Association and its contractors nor the Valley Forge Convention Center will be liable for any damage done to exhibits by fire or any other natural element, nor will they be liable for injuries to exhibitors or their employees, or for damage to property in their custody, owned and controlled by them, and each exhibitor shall indemnify and hold harmless The Electrical Association and its contractors against any claims for damage, injuries, etc. which may be incident to, arise from, or be in any way connected with such exhibitor's use or occupation of display space. The Electrical Association and employees will not be liable for failure to hold the exhibition as scheduled. Payment for booth space will be returned in that event, except that any actual expense incurred in connection with the exhibits will be deducted if the exhibition is cancelled because of fire, or any act of God, or the public enemy, or strike, or epidemic, or any law or regulation of public authority or any other act beyond the control of The Electrical Association which makes it impossible or impracticable to hold the exhibition. The Electrical Association will provide security guards during the course of the exhibit, and when the exhibit hall is closed. Safekeeping of the exhibitor's property is the sole responsibility of the exhibitor. Each exhibitor must keep an attendant in his display during the hours listed under "Exhibit Hours". In all cases, exhibitors desiring to insure their exhibits and display material against fire, theft, etc. must do so at their own expense.
 - 13. PAYMENT:** All exhibit space must be paid in full prior to July 29, 2011. No exhibitor will be allowed to enter the exhibit hall until payment in full is received by Management.
 - 14. CANCELLATIONS:** NO CANCELLATIONS.
 - 15. HOTEL ACCOMMODATIONS:** Hotel reservation forms will be included in the exhibitor information packet that is sent to each exhibitor. You must send housing forms directly to the Radisson Hotel. Forms must be received Friday, September 16th to receive the show rate of \$132 per night. We suggest that you identify your firm as an exhibitor when making your reservation if you not use the official hotel form. Space is limited and provided on a first-come-first-serve basis. Radisson Hotel Valley Forge, 1160 First Avenue, King of Prussia PA 19406. Reservations: (888) 201-1718. Telephone: (610) 337-2000.
 - 16. EXHIBIT PERSONNEL:** All participants affiliated with exhibits must be registered. Each person will be issued an exhibitor's badge and must be employed by the exhibitor or have a direct business affiliation. The number of badges issued each exhibitor may be limited by Management.
 - 17. MANAGEMENT:** The Electrical Association retains the right to discontinue any exhibit or means of solicitation, which, in its opinion, is objectionable to exhibitors, to the industry or to the public.
 - 18. GENERAL:** All matters and questions not covered by these regulations and on the application are at the decision of Management, and all amendments that may be so made shall be equally binding upon publication on all parties affected by them as the original regulations.
- YOU MUST SUBMIT A SIGNED CONTRACT AND DEPOSIT IN ORDER TO RESERVE BOOTH SPACE. NO EXCEPTIONS!**

Electric Expo 2011

October 12 & 13, 2011

Valley Forge Convention Center, Main Level, King of Prussia, PA

Booth Rental Fee Includes:

- Standard 10' x 10' show booth
- Drayage in the exhibit hall during set-up through dismantle – ability to unload your own hand-carried materials (this does not include freight shipped by common carriers)
- Electricity is not included in the booth rental fee. A 120 volt, 15 amp, 1500 watt quad box electrical service is available for only \$95 per booth if rented through the Electrical Association – see contract. (NOTE: If you rent electric directly through the Valley Forge Convention Center, the cost could be 25% to 225% more, depending on the date that you rent).
- 6' skirted table, 2 folding chairs, booth ID Sign, and booth carpet
- Uniform booth background and dividers consisting of an 8' high curtain back wall, 3' high matching dividers and aluminum uprights
- Daily cleaning of aisles and common areas
- Professionally staffed exhibitor's service desk from set-up through dismantle
- Color-coded badges for exhibitors and attendees
- Well-managed, computer driven registration area for exhibitor and registrant check-in

NOTE: Depending upon the services required, exhibitors might incur additional charges. Be sure to review your rate schedule and order forms thoroughly.

General Information

Booth 10'x10'	EAP Member Rate: \$ 1,500	Non-Member Rate: \$ 1,900	Full Payment Due July 29, 2011	Increased Fee If not paid in full by July 29
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Booth prices for each booth not contracted for or paid in full by July 29, 2011 increase to \$1,750 for members and \$2,100 for non-members.

Schedule of Events

Tuesday, October 11	Exhibitor Move-In	10:00 a.m. - 6:00 p.m.
Wednesday, October 12	Exhibitor Move-In	8:00 a.m. - 12:00 p.m.
	EXHIBITS OPEN	2:00 p.m. - 8:00 p.m.
Thursday, October 13	EXHIBITS OPEN	2:00 p.m. - 7:00 p.m.
	Exhibitor Move-Out	7:00 p.m. - Midnight

Exhibits must be ready by 12:00 p.m. (noon) on Wednesday October 12 and remain intact until 7:00 p.m. on Thursday, October 13. Dismantling will begin immediately at 7:00 p.m. on Thursday. If an exhibitor dismantles prior to the announced show end, they will not be invited back to future Expos. Exhibit hall must be cleared by midnight on Thursday, October 13, 2011.

For more information, contact Dwight Price at The Electrical Association of Philadelphia at 610-825-1600, Extension 11, by fax at 610-825-1603 or by email at dwright@eap.org.