



**The Greater Charlotte Apartment Association
2010 Trade Show: "March Monster Mash!"
Thursday, March 25th, 2010 • 5:30 - 9:00 pm
Charlotte Convention Center • 501 S. College St., Charlotte NC 28202**

Thank you for participating in this year's Trade Show. The GCAA wants 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.

WHAT YOU NEED TO DO AND WHEN:

- 1. PAY FOR YOUR BOOTH BY MARCH 1st, 2010 (invoice enclosed)**
Exhibitors who cancel their booth reservations between March 1st and March 11th, 2010 will be responsible for one-half of the total booth fee. Exhibitors who cancel their booth reservations after March 11th will be responsible for the full booth fee. Booth requests made after March 1st will require immediate payment to secure reservation.
- 2. REGISTER YOUR BOOTH PERSONNEL BY MARCH 4th, 2010 (form enclosed)**
Your booth fee includes TWO free exhibitor admissions (FOUR for double booths) to the Trade Show. Additional booth personnel will be charged \$45 per person. **ALL attending personnel, including the two people who will not be charged, must register by March 4th, 2010.** Only registered personnel will be given exhibitor name tags which will enable them to enter/exit the exhibit hall. With over 1,100 people expected at the event, we recommend that you register at least two people to work your booth. **Non-exhibiting Associate members MAY NOT ATTEND.**
- 3. ORDER/PAY FOR ADDITIONAL SERVICES BY MARCH 4th (forms enclosed & on line)**
Additional contracts for carpet, furniture, electricity, phone service, freight transport, etc. (forms available at www.greatercaa.org) should be submitted directly to their respective suppliers. Please do not send these orders to the GCAA.
- 4. ADHERE TO THE MOVE-IN / MOVE-OUT SCHEDULE ON THURSDAY, MARCH 25th, 2010**
Exhibitor Move-in/Setup: 9:00 am-3:30 pm • Show Hours: 5:30 pm-9:00 pm • Move-out: 9:00 pm-midnight
Exhibitor items left on show floor after midnight will be discarded without compensation from GCAA or CCC. Any charges for additional labor required to discard exhibitor items will be the responsibility of the exhibitor.
- 5. CONSIDER THE SHOW THEME & COMPETE FOR EXHIBITOR PRIZES (before show)**
This year's theme, "March Monster Mash!" invites exhibitors to incorporate various Halloween themes into the displays of their products & services. The background, divider, and table drapes in your booth will be black and purple. Prizes for the most notable booth decor will be awarded in the following categories:
Most Original • Best Product Display • Best of Show • "Rookie" Exhibitor of the Year (for first-time exhibitors)
- 6. PURCHASE A DOOR PRIZE (before show)**
Providing a door prize is a great way to draw traffic into your booth. Toward the end of the show, you'll complete a form (noting a single prize and its winner) and return it to the GCAA booth. We will announce your winner over the GCAA PA system and ask that, if the winner is present, he or she return to your booth to claim the prize. If the winner is not present, it will be the exhibitor's responsibility to notify him or her at a later time.

IMPORTANT EXHIBITOR RULES

- 1) **Exhibitors may NOT distribute or sell alcohol** in any form to Trade Show attendees, exhibitors, or staff.
- 2) **Exhibitors may NOT distribute or sell food or beverages** without prior approval from the Charlotte Convention Center's Food and Beverage Director. The required permission form is available on line at www.greatercaa.org.
(For 2010 ONLY, exhibitors MAY distribute small "fun size" Halloween candy items without prior approval.)
- 3) **Exhibitor personnel may NOT loiter or distribute promotional items at the Show Entrance.**
- 4) **Any music or other audio must not disturb other exhibitors and must cease by 8:00 pm.**
- 5) Live animals are NOT allowed at the Trade Show (seems silly, but there have been inquiries).
- 6) Obscenity of any sort will NOT be tolerated at the Trade Show.

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 call Irene Gammon at the GCAA, 704-334-9511 x23.

IMPORTANT INFORMATION ABOUT THE CHARLOTTE CONVENTION CENTER

- 1) Tape and other adhesive materials are not allowed on carpeted surfaces, walls, glass, floors, or equipment.
- 2) Exhibitors may NOT bring helium-filled balloons into the Convention Center.
- 3) The Convention Center will NOT accept freight deliveries. Arrange to have your booth materials shipped to the show via The George E. Fern Company. (Forms available on line at <http://www.greatercaa.org/programs/2009-trade-show/>)
- 4) All exhibits must be completely moved out by midnight on the night of the show.



2010 GCAA Trade Show

Who'll be working in your booth? *Complete and return this form by March 4th.*

Your booth fee includes TWO free exhibitor admissions (FOUR for double booths) to the Trade Show. Additional booth personnel will be charged \$45 per person. **Only registered personnel will be given exhibitor name tags which will enable them to enter/exit the exhibit hall.** With over 1100 people expected at the event, we recommend that you register at least two people to work your booth.

Company Name: _____
Contact Name: _____
Phone #: _____ Booth# _____
Email Address: _____

FREE Booth Workers (2 per single booth, 4 per double booth):

Additional Booth Workers (\$45/each)

Note: Exhibitors receive ONE PARKING PASS (per booth) for use at the **Wells Fargo Cultural Campus Parking Deck** (Stonewall & S. Tryon Streets). Consider Carpooling!

Please mail or fax this completed form to the GCAA **by March 4th, 2010:**

The Greater Charlotte Apartment Association
2101 Rexford Road, Suite 330-E
Charlotte, NC 28211

Phone 704-334-9511 • Fax 704-333-4221

(Questions? Call Irene Gammon at 704-334-9511 x23.)



GCAA Trade Show

"March Monster Mash!"

Thursday, March 25th, 2010

BOOTH EQUIPMENT **INFORMATION SHEET**

Supplied Booth Accoutrements

Each 10' x 10' booth will be equipped with the following:

8' high background drapes:
(black and purple)

3' black divider drape

one 6' table with black drape

one wastebasket

two chairs

one 7" x 44" sign imprinted with your company's name & booth number



Additional equipment may be ordered from the following:

ELECTRICITY order from **The Charlotte Convention Center**. *By March 4th for best rate.*
Please use form enclosed or visit <http://www.greatercaa.org/programs/2009-trade-show/>

INTERNET SERVICE order from **Smart City**. *By March 10th for best rate.*
Please use the forms available on line at <http://www.greatercaa.org/programs/2009-trade-show/>

AUDIO/VISUAL EQUIPMENT order from **PCAV**. *By March 10th for best rate.*
Please use the forms available on line at <http://www.greatercaa.org/programs/2009-trade-show/>

CARPETING, EXTRA TABLES/CHAIRS/RISERS, ETC. and/or FREIGHT SERVICE:
order from the **George E. Fern Company**. *By March 10th for best rate.*
Please use the forms available on line at <http://www.greatercaa.org/programs/2009-trade-show/>

Exhibitors must purchase these services directly from the vendors listed above.
Order forms, payment options, and contact information for each are enclosed in this packet and/or available on line. Please contact these suppliers directly to confirm your orders for their services or equipment. The GCAA will neither process nor be responsible for Trade Show Exhibitors' individual contracts with these vendors.



2010 GCAA Trade Show

Loading Dock & Parking Information

Following is information about and directions to the Loading Dock at the Charlotte Convention Center. Please review so you'll be prepared on show day, Thursday March 25th.

Loading Dock Hours on Thursday, March 25th:

For move-in: 9:00 am until 3:30 pm

For move-out: 9:00 pm until Midnight (Show hours are 5:30 pm until 9:00 pm)

There is only 1 way into the loading dock and 1 way out; detailed directions are below. Note that exhibitors cannot park personal vehicles in the loading dock. Once they have unloaded, exhibitors' vehicles must exit the loading area. Convention Center staff from "Show Pros" will be on hand at the loading dock area to provide security and direction. **Dock doors will be closed from 3:30 - 9:00 pm.**

Directions to Convention Center Loading Dock (**501 S. College St., Charlotte, 28202**) From I-85

Driving South from points North of Charlotte:

- Take Brookshire Freeway (Highway 16 South), Exit 36.
- Merge right onto the I-277 loop (John Belk Freeway).
- Take Stonewall Street, Exit 1E.
- Turn left on Stonewall Street and proceed 3 blocks.
- The Convention Center loading dock will be on your right after you cross Brevard Street.

Driving North from points South of Charlotte:

- Take Little Rock Road, Exit 32.
- Turn right at the bottom of the ramp.
- Turn right at the first traffic light.
- Turn left at the 2nd traffic light onto Wilkinson Boulevard (Hwy 74 East).
- Follow Wilkinson Boulevard as it becomes the I-277 loop (John Belk Freeway).
- Take College Street, Exit 1E.
- Turn right onto Stonewall Street
- The Charlotte Convention Center loading dock will be on your left

* Exhibitor Parking 2010 *

Exhibitors will receive ONE PARKING PASS (per booth)
 for use at the **Wells Fargo Cultural Campus Parking Deck**
 (Entrance on W. Stonewall St. between S. Tryon & S. Church Streets - see map at right)

Parking passes will be available at the Trade Show registration area at 3:30 pm. The pass will allow you to exit the WFCC parking deck for free.





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Lodging Information for Out-of-Town Exhibitors

Need Lodging?

The following is a list of hotels in close proximity to the GCAA Trade Show venue, the Charlotte Convention Center, as well as a few located near the Charlotte Douglas International Airport:

Uptown Hotels (listed closest to farthest from the Convention Center)

Westin Charlotte	704.375.2600
Residence Inn by Marriott	704.340.4000
Charlotte Center City Courtyard	704.926.5800
Hilton Charlotte Center City	704.377.1500
Hilton Garden Inn Charlotte Uptown	704.347.5972
Hampton Inn Charlotte Uptown	704.373.0917
The Blake Hotel	704.372.4100

Airport Area Hotels

Sheraton	704.392.1200
Courtyard by Marriott	704.319.9900
Holiday Inn	704.394.4301

The Charlotte Convention Center has useful maps of Charlotte and the Uptown area on its web site: <http://www.charlotteconventionctr.com/default.asp?conventioncenter=220>

Shipping/Freight Service: Remember, you can have your booth materials shipped ahead of time via our freight service provider, the George E. Fern Company. Please use forms available on line at www.greatercaa.org.