

San Diego
PHC
EXPO
2018



**PLUMBING-HEATING-COOLING
CONTRACTORS ASSOCIATION**
Best People. Best Practices.

EXHIBITOR BROCHURE

PHC Expo San Diego 2018

Saturday, April 21, 2018 | 9a-3p

Del Mar Fairgrounds, Del Mar, CA

“GO GREEN IN 2018”

**San Diego County's Largest One Day
Plumbing-Heating-Cooling Event of the Year**



www.PHCCSD.org

San Diego PHC EXPO 2018

A MUST FOR ANY PLUMBING or HVAC PROFESSIONAL

Attendees Get
Free Gifts, &
Chances for YOUR
Raffle Prizes!

BUSINESS SEMINARS

Industry Update 2018

Service Sales Excellence

Tools Innovations

HVAC Industry Trends

Sustainable Business Trends

FREE CERTIFICATION & TRAINING

CSST & CPVC

PE Gas Line

HVAC Update

Code Refresher

Tankless Water Heaters

And More!

For Business Owners & Industry Professionals...

ONE DAY ONLY SPECIALS & DISCOUNTS

FREE! Business Seminars & Workshops

Newest Office Technology & Automation

Industry Trends Effecting Your Business

The Latest In Legislative Updates

Membership Discounts

Family-Friendly Kids Corner!

For Service Technicians...

FREE! Technical Certifications & Trainings

Latest Tools & Technological Advances

Apprentice Speed Contest

Supply House & Show Specials

Cash & Carry Product Sales

Learn About Our Training Programs

Raffle Prizes & More!

ATTENDEE PROFILE

PHC Expo attendees are business owners, decision makers, industry professionals and technicians working in the Plumbing-Heating-Cooling industry. They represent licensed plumbing and HVACR businesses in the Southern California market doing business in the San Diego County area and looking for the latest innovations, technologies and services supporting their company's growth initiatives. Attendees want to solve current challenges and improve service excellence for their customers. **The PHC Expo San Diego is well-received by PHC Experts as the ONLY LOCAL Go-To Day every year for the best discounts, networking, and information the industry can provide.**

EXHIBITOR PROFILE

Exhibitors at the PHC Expo are the companies leading innovators, suppliers and equipment dealers for the Southern California market, including plumbing and HVAC equipment, services and supplies, backflow, jetting, pipe lining, trenchless services, hydronics, refrigeration, mechanical services, flood services & restoration, remodeling, sewer technologies, fire prevention, administrative automation, facility services, marketing, business services, and more. PHCC San Diego is dedicated to promoting this annual Expo thru online marketing initiatives, direct marketing, media relations, promotions with local supply houses, sponsors and more.



FREE REGISTRATION TO INDUSTRY EXPERTS | www.PHCCSD.ORG

Promotional Exposure thru Direct Mail | Supply Houses | Online Marketing | Media | Broadcast

PHC EXPO SAN DIEGO 2018 | DEL MAR FAIRGROUNDS, DEL MAR, CA



AR
ANTIQUES
ROADSHOW®

San Diego
Kids Expo
& Fair™

26th PHC Expo San Diego
At the Beautiful
Del Mar Fairgrounds
Wyland Hall

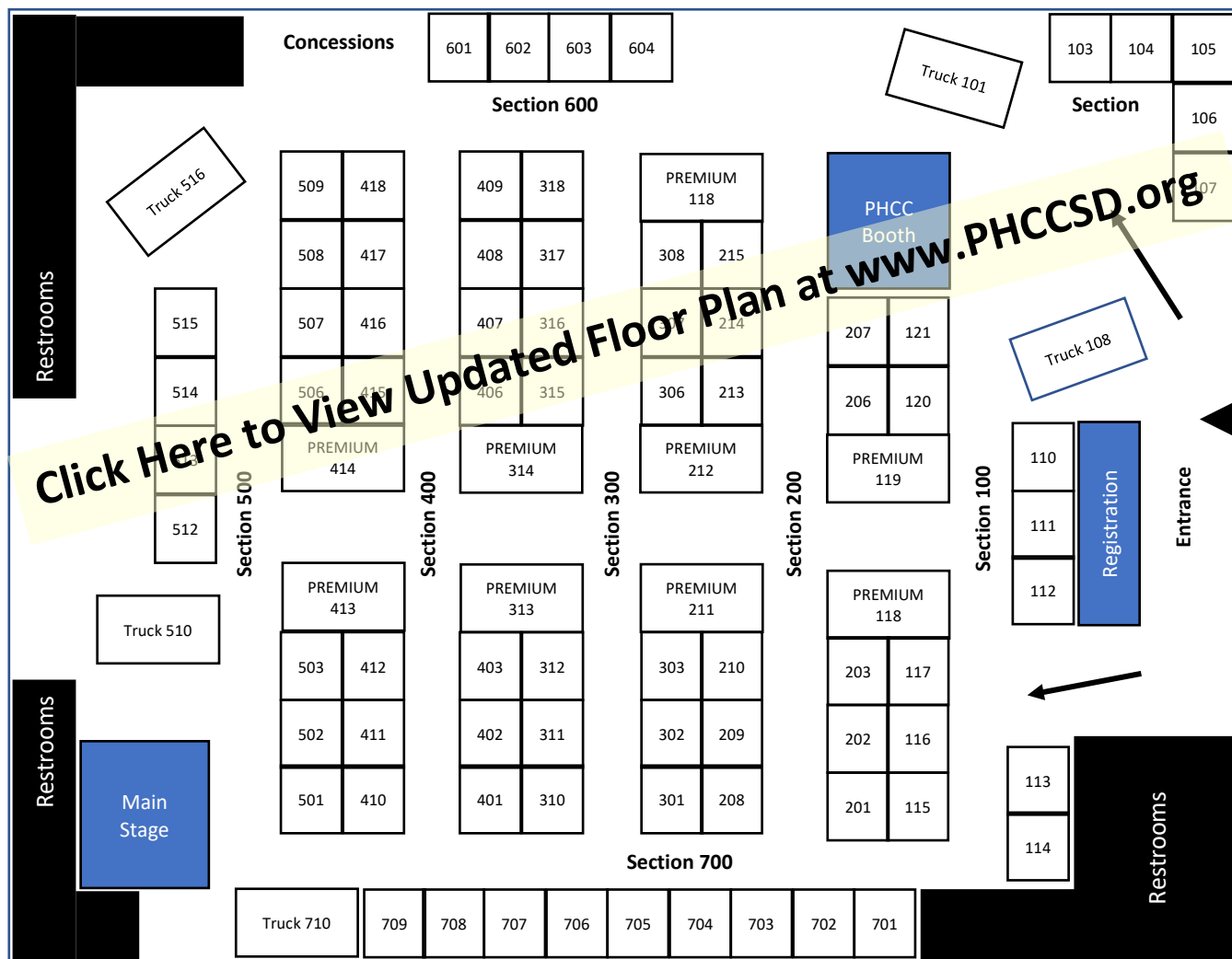
FAMILY FRIENDLY WEEKEND

Saturday April 21, 2018

San Diego Kids Expo & Fair

Antiques Roadshow

Choose a Booth in Wyland Hall



PREMIUM SPONSORSHIP OPPORTUNITIES

Platinum Sponsor | \$5000

10x20 Premium Booth • Lanyard Sponsor
Main Stage Speakership Opportunity
Online Promotion • Banner Placement
Full Page Ad in 2018 PHC San Diego Magazine
Significant Presence in All Promotional Material
Top-level Bingo & T-Shirt Logo Placement
(8) T-Shirts & Lunch Tickets
(4) Parking Passes

Gold Sponsor | \$2500

10x20 Booth • Banner Placement
Product Training Opportunity
½ Page in 2018 PHC San Diego Magazine
Presence in All Promotional Material
Primary Bingo & T-Shirt Logo Placement
Online Promotion • (4) T-Shirts & Lunch Tickets
(2) Parking Passes

Silver Sponsor | \$1500

10x10 Booth • ½ Page in 2018
PHC San Diego Magazine
Bingo & T-Shirt Logo Placement
(4) T-Shirts & Lunch Tickets
(2) Parking Pass

TRAINING TENT SPONSOR | \$1500

Promote Your Business to Hundreds of Attendees
Entering the Expo by Placing Your Logo and Company
Name on the Training Tents Adjacent to the Expo Entrance



PHCC Expo San Diego Exhibitor Pricing

EXHIBITOR OPTIONS	DETAILS	FEE	WORKSHEET
PHCC Member:	10x10 Booth	\$850	_____
	10x20 Premium Booth	\$1,750	_____
Non-Member:	10x10 Booth	\$995	_____
	10x20 Premium Booth	\$2,100	_____
Commercial Trucks:	1 Truck	\$1,750	_____
(non-member add \$300 per truck)	2 Trucks	\$3,500	_____
Platinum Sponsor:	Includes 10x20 booth	\$5,000	_____
Gold Sponsor:	Includes 10x20 booth	\$2,500	_____
Silver Sponsor:	Includes 10x10 booth	\$1,500	_____
Training Tents Sponsor:		\$1,500	_____
PHC Expo Magazine Advertising: <i>please circle your selection</i>			
	Full Page \$500 ½ Page \$250 ¼ Page \$125		_____
Product Training:		\$300	_____
Bingo Card Sponsor:		\$75	_____
	TOTAL		_____

Each 10x10 exhibitor receives (2) t-shirts, (2) lunch tickets, (1) skirted 6-ft table, (2) chairs, (1) wastebasket, pipe & side/back drape, ID sign. Hall is not carpeted. Sponsor & advertising deadline 03/12/18. Final copy due 03/26/18. Commit to sponsorship level by 04/1/18 to receive parking passes. Paid exhibitors can donate raffle prizes. Authorized signature required on 2018 Exhibitor Contract available at www.PHCCSD.org. Move in date 04/20/18.

EXHIBITOR APPLICATION & AGREEMENT



1. COMPANY INFORMATION:

Company: _____

Company Name for Booth Sign: (Max 19 characters) _____

Primary Contact at Show: _____

Primary Contact Phone: _____ Primary Contact Email: _____

Billing Address: _____ City: _____ ST/ZIP: _____

Billing Contact Phone: _____ Billing Contact Email: _____

Company Website: _____

My Company Is: ☐ A PHCC National Member ☐ A PHCC San Diego Chapter Member ☐ Not A Member ☐ Non-Member

Company Type: ☐ Manufacturer/Rep ☐ Supply House/Wholesale ☐ Restoration ☐ Water Treatment ☐ Software ☐ Marketing Services

☐ Fleet Services ☐ Plumbing Services ☐ HVAC Services ☐ Uniforms/Supplies ☐ Government ☐ Industry Partner ☐ Other _____

2. SPONSORSHIP / BOOTH / ADVERTISING INFORMATION:

I Want to Reserve: ☐ 10x10 Booth ☐ Premium 10x20 Isle Booth ☐ Commercial Truck ☐ Premium Sponsorship

Number of Booths: Booth Selection: choose 3

Sponsorship Opportunity: PRODUCT TRAINING TRAINING TENTS SILVER GOLD PLATINUM

PHC Expo San Diego Magazine Advertising: FULL PAGE ½ PAGE ¼ PAGE

3. AGREEMENT:

By signing this Agreement, you agree to exhibit at the PHC Expo San Diego 2018 and comply with the Terms & Conditions herein. Show Management is not responsible for circumstances beyond its control and does not guarantee attendance totals. Refunds are at the sole discretion of Show Management thru 2/15/18 only, less a 15% administrative fee. A 50% deposit must accompany this signed Application, with all balances due by 3/01/2018. Applications without payment will not be assigned exhibit space until appropriate payment is received.

Authorized Signature: _____ Date: _____

4. PAYMENT INFORMATION:

Complete the Exhibitor Worksheet in this packet to determine your Total Expo Fee of: _____

As the authorized signatory for the card listed below, charge my card: ☐ Full Amount Above ☐ 50% (Balance Due 3/01/18)

Name on Credit Card: _____ Cardholder Signature: _____

Credit Card Number: _____ Exp. Date: _____ CSV: _____

Billing Address for Card: _____ City: _____ State: _____ Zip: _____

Check One: ☐ Visa ☐ MasterCard ☐ AmEX ☐ Check Enclosed ☐ Bill Me (For Active PHCC San Diego Members Only)

Return this signed agreement plus credit card information or check to:

PHCC Association of San Diego | 9920 Scripps Lake Drive #102, San Diego, CA 92131 | bonni@phccsd.org | (858) 693-3852 Fax

PHC Expo San Diego Exhibitor Terms & Conditions are listed on the back of this Application.

EXHIBITOR TERMS & CONDITIONS

GENERAL AGREEMENT BETWEEN MANAGEMENT & EXHIBITOR

Exhibitor and Show Management acknowledge the submission of Exhibitor's Application and any payment of exhibit space constitute contract for Exhibitor participation. Violations of any Exhibitor Terms and Conditions herein shall entitle Management to exclude Exhibitor from Expo and seek remedies for damages caused by such violations, including reasonable attorney's fees. Exhibitor to comply with Event Terms and Conditions relating to the officially designated show contractors, the facility and all federal, state and local governmental authorities.

CONDITIONS OF PAYMENT

Full payment for exhibit space and other fees are due by 03/001/18. Exhibitor cancellations must be made in writing prior to 02/15/2018 for refund at 85% of exhibit space only (sponsorship and advertising fees are nonrefundable). Exhibitors that do not meet financial obligations of this contract are responsible for all outstanding debt as, as well as attorney and collection fees.

BOOTH OCCUPANCY

Exhibitor agrees not to assign, sublet, share, or apportion space or any part thereof to another company, nor exhibit, advertise, or offer for sale goods other than those manufactured or sold by the exhibiting company in the regular course of business. By failing to notify Management of your inability to occupy your contracted space by 8:00am, 04/21/18 obligates you to pay full cost of your space. At such time, Management will regard space as canceled and fill it with any other exhibitor or activity as it sees fit.

CANVASSING / SALES SOLICITATIONS

Exhibitors agree, subject to expulsion from Expo, not to exhibit their products outside Expo Hall during exposition. Exhibitor agrees not to conduct any activity enticing visitors to leave exhibit building during show hours. Exhibitors are not permitted to hand out promotional items in aisles or common areas inside and/or immediately surrounding Expo Hall.

SELLER'S PERMIT

Exhibitors selling merchandise or taking orders (on wholesale or retail basis) must retain a valid California State Seller's Permit while in Expo Hall during posted show hours, or show proof Exhibitor is not offering for sale any merchandise subject to sales tax.

DISPLAY & PROMOTIONAL RESTRICTIONS

All products, services, or literature displayed must fit within the allotted booth space (i.e. 10 x 10 booth). Electrical power is available at Exhibitor's expense. Exhibits may not interfere with foot traffic or other exhibits, including line of sight. No furniture beyond that provided by Management's Convention Services provider is permitted. Management reserves right without recourse to prohibit any portion of an exhibit, which, in its opinion, is not suitable, or in keeping with the character of the Expo. This reservation of rights by Management applies to persons, things, conduct, printed matter, catalogs, and any other material relating to or affecting the Expo Program. Distribution of samples, souvenirs and printed matter may not interfere with adjoining Exhibitors and is conducted in a dignified manner within confines of the exhibit booth.

GENERAL EXHIBITOR GUIDELINES

- 1) All exhibitor personnel must wear registration badges during posted Expo hours;
- 2) Locking or removing valuables when you are away from your booth is recommended;
- 3) Decorations and signage shall be flame retardant to satisfaction of a State Fire Marshal;
- 4) Exhibitor shall not assume or promote that Management endorses or approves Exhibitor's products or services unless pre-approved written permission has been given;
- 5) No outside food or beverage is allowed inside the facility without prior consent by Management
- 6) No items may be thrown at any time from exhibit booth(s);
- 7) No open flames are allowed in any DMF building;
- 8) Posting, taping or tacking signage or helium balloons to any walls or woodwork is not permitted;
- 9) Distribution of promotional gummed stickers or labels is strictly prohibited;
- 10) Management cannot accept, or be responsible for, any deliveries to exhibitor;
- 11) Furniture, trash, boxes and other such items may not be moved into aisles during show hours;
- 12) Use of flammable gases (Acetylene, Hydrogen, Propane, Butane and L.P.G.) is strictly prohibited;
- 13) Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form in the exhibition area. Violators of will be promptly ejected from Expo Program;

- 14) Use of loudspeakers or audio or video equipment shall not interfere with adjacent Exhibitors;
- 15) Exhibitors shall not hold meetings or events that conflict with the Expo Program;
- 16) Exhibitor shall not use the exhibit area in conflict with any law, ordinance, rule or regulation of any governmental authority; in any manner, which constitutes waste or nuisance; or any manner which causes injury to persons or property.

SMOKING

As of January 1, 1994, there is NO SMOKING within 20 feet of the main exit or entrance to any state-owned, state occupied, or a state-leased building or such a building, of which is the case with Activity Center and Wyland Hall at the Del Mar Fairgrounds.

LOST & FOUND ARTICLES

Management is not responsible for items left at the end of the Expo. Lost and found items during Move-In, Show Hours or Move-Out Hours can be reported, stored or retrieved at Management's onsite booth.

INSURANCE

Property of Exhibitor is understood to remain under its custody and control in transit to and from, and within confines of exhibit area. Exhibitor shall maintain insurance covering Exhibitor's property.

EXHIBITOR INFORMATION

Management may use the information supplied by an Exhibitor on Exhibitor's Application/Contract as part of Management's marketing, advertising and other information materials, or in promotional materials for the Expo or other PHCC San Diego Chapter activities, including the capture of still photography, and the collection of audio or visual images of exhibitors and their products or services, or their interaction with attendees. By providing your phone number and/or email address you are giving Management and its affiliates consent to communicate with you through these media.

FORCE MAJEURE

In the event Expo or any part of exhibit area is unavailable, whether for entire event, or portion thereof as a result of wind, fire, flood, tempest or any other such cause or as a result of governmental intervention, malicious damage, acts of war, strike, lockout, labor dispute, riot or any other cause or agency over which Management has no control, or should Management decide that because of any such cause it is necessary to cancel, postpone, or re-site the Expo or reduce the exhibit time, Management shall not be liable to indemnify or reimburse the Exhibitor in respect of any damage or loss, direct or indirect, arising as a result thereof.

LIABILITY

Exhibitor hereby assumes responsibility for and agrees to indemnify, save and hold harmless, Management and DMF, and each of their managers, officers, directors, members, sponsors, employees, agents, successors and assigns from and against any loss, damage, claim, liability and expense (including reasonable attorneys' fees), including personal injury or property damage or loss, arising out of or in connection with Exhibitor's participation in the Expo, except exhibitor is not responsible to an indemnity for the indemnities gross negligence or willful misconduct. Exhibitor understands that neither Management nor DMF maintain insurance covering exhibitor's property and it is the sole responsibility of Exhibitor to obtain such insurance.

INDEMNIFICATION

Exhibitor shall indemnify and hold harmless Management, DMF, and their respective officers, directors, agents and employees from and against liabilities, damages, actions, losses, claims, costs, and expenses (including reasonable attorney's fees) for personal injury, death, or damage to or loss of property arising out of or contributed to by any act, omission, negligence, fault, or violation of a law or ordinance by the exhibitor, its employees, agents, contractors, members, exhibitors, patrons, or invitees. The foregoing shall not apply with respect to any liability, damage, or loss directly and solely caused by the gross negligence or willful misconduct of the entity or person seeking indemnification.

AMENDMENTS

Any matters not specifically covered by the preceding rules and regulations shall be determined by Management in its sole discretion. Management shall have full power to interpret, amend and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of the Exhibitor. Each Exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.