

General and Special Trade Show Information

2010 Southwest PPA Regional Convention & Trade Show
in conjunction with the
Southwest 2011 Affiliated District Print Judging and Competition

Convention Dates ----- September 17 - 21, 2010

Trade Show Dates ----- September 18 - 20, 2010

Location: Arlington Sheraton Hotel & Arlington Convention Center ---- Arlington, TX
(trade show room has a private loading dock connected directly into the room)

Trade Show Contact : Michael Scalf Sr P.O. Box 1779 Blanchard, OK 73010
Phone: (405) 485-3838 Fax: (405) 485-3838 Cell: (713) 248-1000
e-mail: michael@swppa.com

Decorator: George Fern Decorating Co, Attn: Jim Miller (817) 481-0043 Fax (817) 481-0692

Freight Consignment : George Fern Decorating Co. will be able to accept and store shipments up to 30 days prior to the convention. A complete information packet will be sent or emailed to you prior to the show.

NOTE: The Hotel and Convention Center will NOT accept freight shipments!

BOOTH RESERVATION GUIDELINES

The trade show is limited to 142 total booths. Each booth will be 10' x 10' with pipe and draping. Each booth will be furnished with one 6" draped table, two chairs and a company sign. Additional furniture can be provided by George Fern Decorating Co.

Booths can only be reserved by fax or mail beginning March 1, 2010 at 12 Noon CST.

A non-refundable retainer of \$250.00 per booth is required to reserve your location. (i.e. \$250 for a single; \$500 for a double; \$750 for a triple; \$1000 for a quad). On faxed reservations, your original contract, along with your retainer, must be received within two weeks or your booth will be released.

Final balances are due before August 1, 2010. No prorated refunds made after September 1, 2010

THERE WILL BE NO PROGRAMS DURING TRADE SHOW HOURS!

Booth Prices

Single Isle Booth: \$725.

Double Isle Booth: \$1400.

Triple Isle Booth: \$1900.

Quad Isle Booth: \$2500

Single End Booth: \$800.

Double End Booth: \$1500.

Triple End Booth: \$2000.

Quad Island Booth: \$2650

Tentative convention schedule !

Saturday, September 18 -	8:00 AM - 6:00 PM	Exhibitors Move-in
Saturday, September 18 -	7:00 PM - 9:00 PM	Trade Show is open
Sunday, September 19 -	12 Noon - 4:00 PM	Trade Show is open
Sunday, September 19 -	4:00 PM - 6:00 PM	Exhibitor's Reception (private)
Monday, September 20 -	11:30 AM -3:00 PM	Trade Show is open
Monday, September 20 -	3:00 PM - 10:00 PM	Exhibitor Move-out