

Electrical Rebuilder's Exchange
and ERA Trade Show
SINCE 1983



February 5, 2010

Dear Supplier,

Please accept this as your official invitation to exhibit at the ERA Trade Show, "Winner's Circle 2010," on the southern banks of the Ohio River.

On May 21 through 23, the *Electrical Rebuilder's Exchange* will again host the largest electrical trade show in our industry. Founded in May 1990 as the E+ Show and renamed the ERA Show in 2001, the *Exchange* is celebrating its 22nd annual event.

This year suppliers can look forward to:

- Midwest location that will draw attendees from all directions—60 percent of the U.S. population is within a day's drive or 2-hour flight.
- Affordable booth space—half the cost of the other shows.
- Affordable accommodations—Embassy Suites \$99 room rate includes cooked-to-order breakfast, complimentary manager's reception and free parking.
- \$100 discount for first time exhibitors and suppliers who recruit an ancillary business to exhibit.
- Easy access to hotel and convention center—the Northern Kentucky Convention Center and Embassy Suites are across the street from one another.
- Complimentary wireless Internet access at the convention center.

Your weekend will look like this:

Friday, May 21—Exhibitor set-up 10 a.m. to 4 p.m.; Exhibition 5 to 9 p.m.;

Saturday, May 22—Exhibition 10 a.m. to 5 p.m.; Reception 5 to 6:30 p.m.; Exhibitor teardown 6:30 to 10 p.m.

The show includes unprecedented training opportunities for rebuilders—and you'll want to be there to greet them. There's no better way to shake the hands (and get the phone numbers) of serious electrical rebuilders! The show planning team has worked hard to ensure this is an unbeatable value for you and your customers.

Please complete your 3-page exhibitor registration right away. The decorator service kit, full schedule of events, and promotional material will be forwarded at that time. I look forward to seeing you this spring in Covington.

Very truly yours,

Polly Shea
Editor/Publisher/Owner
Electrical Rebuilder's Exchange
and ERA Trade Show

MAILING: P.O. Box 40099 ▪ Shawnee Mission, KS 66204
SHIPPING: 8415 Foster Street ▪ Shawnee Mission, KS 66212
(913) 642-4682 ▪ FAX (913) 642-6743
E-MAIL: polly@erenewspaper.com ▪ WEB SITE: electricalrebuilders.org

Electrical Rebuilder's Exchange
ERA NORTH AMERICAN TRADE SHOW
Polly Shea, Owner/Promoter

Winner's Circle 2010
May 21-23
Cincinnati/Northern Kentucky (Covington)
Northern Kentucky Convention Center



EXHIBITOR REGISTRATION

PLEASE TYPE

Company Name _____

Street Address _____ PO Box _____

City _____ State/Prov. _____ Zip/P.Code _____

Phone _____ Fax _____

Name & E-mail (of contact person filling out this form) _____

List the names of all company employees attending below. You are entitled to **3** badges per booth. Additional badges are \$5 each.

1 _____ **4** _____

2 _____ **5** _____

3 _____ **6** _____

Exhibitor badges may be picked up beginning at 10.m. on Friday, May 21 at the registration counter in the Northern Kentucky Convention Center,* Hall 2, and *must be worn* during set up.

10'x10' Booth Rental:

\$700 per booth – ERA members (USD)**

\$800 per booth – non-members

CORNER BOOTHS: Add **\$50** per booth

Includes:

pipe and drape w/company sign

post-show roster of attendees

(tables/chairs/carpet rented separately)

Non-exhibiting Suppliers: \$350 advance/\$375 on-site each for ERA members; \$400 advance/\$425 on-site each for non-members. *Please request a pre-registration form by e-mail, or go to page 7 of the February issue of the Electrical Rebuilder's Exchange.*

*Non-union facility

**Canadian checks accepted at the current exchange rate.

Booths are assigned on a **seniority basis upon receipt of 50 percent payment**. We will do our best to accommodate your location preference. **Confirmation will be sent by e-mail.**

Booth(s) preferred:* 1st choice - booth #(s) _____
 2nd choice - booth #(s) _____
 3rd choice - booth #(s) _____
 4th choice - booth #(s) _____

**Reasonable adjustments can be made to the floor plan to accommodate your needs.*

List vendors you prefer not to exhibit beside or across from _____

Please fill in the following:

Total number of booths _____ x \$700/\$800 ea. = \$ _____

Plus number which are corner booths _____ x \$50 ea. = \$ _____

Plus _____ extra badges @ \$5 ea. = \$ _____

Plus Sponsor Saturday evening reception for \$250, \$500 or \$1000 \$ _____

Less **\$100 discount** for first time exhibitors or for recruiting an ancillary business to exhibit \$ _____

(Canadian checks accepted at current exchange rate) **TOTAL DUE (USD) \$ _____**

A **minimum of 50%** of the **TOTAL DUE** is **required** to reserve your booth(s). *The remainder is due by April 30 to not forfeit your space.*

Exhibitor Service Kits – You will receive an e-mail for the show decorator’s material, George Fern Company, upon ERE’s receipt of this 3-page registration and payment, directing you to their web site.

Draperies colors – Plum, teal and white drapery—the hall is not carpeted.

Dismantle – Breakdown begins at 6:30 p.m. Saturday and *not* before. Violators will pay 150% to exhibit at next show.

MARKETING/ATTENDANCE BUILDERS: (Sign up on page 3)

1). Exhibitor Profile – (*required information*) to be published in the May show issue of the *Exchange* newspaper.

2). Vendor-Sponsored Reception – Exhibitors are invited to sponsor the Saturday afternoon reception for \$250, \$500 or \$1000. Your name will be mentioned at the reception, posted on the ERA Web site and published in the May show issue of the *Exchange*.

3). Supplier Demonstrations – Exhibitors are encouraged to present a “live” product demonstration in their booth for the technical benefit of the rebuilder, as well as the draw to their booth and overall enhancement of the show. Demos will be listed in the May show issue of the *Exchange*.

4). Show Flyers & Show logo – Electronic or pre-printed (no charge) flyer of show events for distribution to your customers March, April and May, and show logo for reproduction on your company correspondence.

5). Bulk Tickets – Exhibitors may request tickets in quantities of 10 at the reduced rate of \$30 (\$45 at the door) to mail to their customers. You will be invoiced after the show *only* for those tickets turned in at the registration counter.

1). Exhibitor profile *(required information)*

to be published in the May show issue of the *Exchange* newspaper. (Must be received by April 5).

Company name _____

Address _____

City, state/province, zip/p.code _____

Phone/fax/e-mail (one of ea.) _____

Personnel at your booth/title _____

Products exhibiting at show _____

2). Vendor-Sponsored Reception

We would like to contribute \$250 _____, \$500 _____, or \$1000 _____

3). Supplier Demonstrations

Description of live demo at your booth _____

4). Show Flyers *(for March, April and May)* **and Show Logo**

Number of pre-printed flyers we can send you to include in your regular mailings, shipments and invoices _____. (An electronic file of the show flyer and logo will be e-mailed automatically).

5). Bulk Tickets

Send us _____ customized tickets (multiples of ten) for our customers.

Questions? Call Polly Shea at (913) 642-4682

*I agree to comply with the guidelines for dismantling our exhibit after 6:30 p.m. Saturday.
My check is enclosed for the amount required on page 2.*

Signature _____ Date _____

(To receive the exhibitor service kit you must return **all three registration pages** with your check.)

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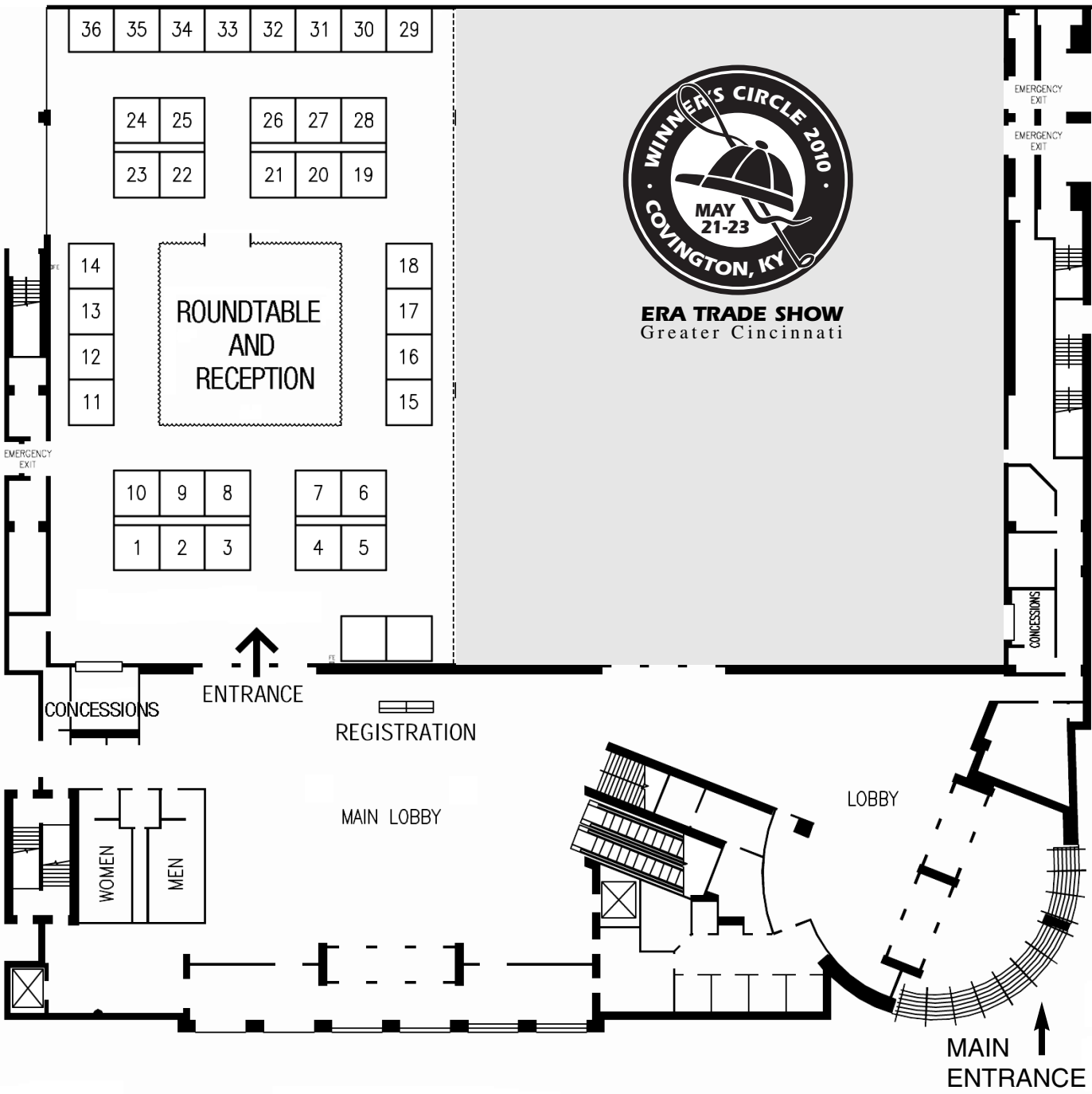
CINCINNATI ERA TRADE SHOW

M A Y 2 1 - 2 3 , 2 0 1 0

All Electrical – Strictly Business – Always Affordable

EXHIBIT HALL 2

EXHIBIT HALL 1



NORTHERN KENTUCKY CONVENTION CENTER

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CINCINNATI **ERA TRADE SHOW** MAY 21-23, 2010

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HOTEL IS 20 MINUTES FROM THE
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RESERVATIONS:
859-655-4675

GROUP CODE-ELECTRICAL REBUILDERS
MAKE YOUR RESERVATIONS BY 5/7/2010

ROOM RATE \$99
FREE PARKING

Airport Shuttle: \$20 one way • \$30 round trip

A \$99 two-room suite includes:

- Cooked-to-order breakfast (complimentary),
- manager's reception (free drinks/snacks each evening),
- free self-parking (normally \$12), and
- separate rooms for two rebuilders.

Each suite comes with:

- Bedroom and separate living area with sofa bed,
- two 32-inch high definition LCD TVs,
- wet bar with refrigerator, microwave and coffee maker,
- dining/work table, and
- view of downtown Cincinnati/Ohio River, or downtown Covington.

The Embassy Suites is...

- across the street from the Northern Kentucky Convention Center,
- close to dining and attractions, and
- walking distance to the Great American Ballpark.