

The Electrical Association of Rochester

presents

ELECTRI...FYI

2010 Upstate Electrical Show

You're Invited to Exhibit!



Wednesday, March 31, 2010

**Monroe County Fair & Expo Center
at the Dome
Rochester, New York**

***The Only Electrical Show in
the Northeast in 2010!***



Electrical Association
of Rochester, Inc.

ELECTRI...FYI

BOOTH RENTAL

Performance Power by reserving early!

- Exhibitors reserving three [3] or more booths will have 1st choice on booth space [until December 7, 2009]. This was established because they need more time to make multiple vendor arrangements.
- Exhibitors reserving three [3] or more booths may do so starting November 25, 2009. All others may reserve after December 7, 2009.
- We limit the number of exhibitors so that all exhibits will be on the same showroom floor.
- Electrical Distributors do not exhibit. The show is limited to manufacturers and manufacturer's reps in the electrical industry and others from outside the industry [construction equipment companies, rental companies, utilities, organizations related to the industry, etc]
- Each Exhibit 8'x10' Booth includes: Back/side draping, carpeting, two skirted 8' tables, two chairs, electric (up to 500 w) and identifying sign. Exhibitors can save on the cost of the booth if they do not want the furniture.
- We are always interested in special displays, vans and show attractions. If your company has an idea which you feel will add to the show's attraction, please contact us.

SHOW HOSTS

Area Electrical Distributors are not allowed to exhibit but can sign on as Show Hosts. They provide the Hospitality for the Show and most of the Technical Programs. This year's Hosts are:

City Electric

GEXPRO

Graybar Electric

Horizon Solutions

Kovalsky-Carr Electric Supply

Maynard's Electric Supply

WESCO Distribution

Zeller Corporation



One Day Only...

**Wednesday
March 31, 2010**

**Monroe County Fair & Expo Center
at the Dome
Henrietta, New York**

IT'S A GREEN THING!

Many of the vendor displays and educational programs will cover green topics and showcase the various technologies, applications and solutions that help businesses do more with less energy and prepare for the future energy usage trends. Manufacturers and Manufacturer's Reps of electrical, electronic, lighting, voice/data, and automation products or services from the Commercial, Industrial and Residential Electric Communities are encouraged to exhibit.

***Don't miss this opportunity
to get connected to the
Electrical Industry!***

Secure Exhibit Space Early!

2010 Upstate Electrical Show

THE ONLY ELECTRICAL SHOW IN THE NORTHEAST IN 2010!

GENERAL INFO

- This tri-annual show attracts 2000+ specifiers, buyers and sellers of electrical and lighting equipment from across New York State and the Northeast. *This is the only electrical show in the Northeast in 2010!*
- This show is the only opportunity that individuals in upstate New York have to see all the big players [not just one company's representatives], under one roof, at one time. It's the only opportunity to see what's new... to see everything. It's a golden opportunity to learn, find alternatives and solve problems.
- The show is held at the Monroe County Fair & Expo Center at the Dome, 2695 East Henrietta Road, Henrietta, NY 14467. It's very accessible to the New York State Thruway Exit 46 (five minutes), the Rochester International Airport (ten minutes) and many fine hotels, restaurants and shopping areas. The newly-renovated facility provides exceptional exhibition space with easy loading/unloading. The exhibit hall has been designed to provide maximum exposure for all exhibitors. Ample free parking is available.
- The Distributors are Hosts. They help to promote the show and provide for the hospitality area on the show floor.
- Food and beverages will be available all day and a lunch buffet will be served from 11:00 am to 2:00 pm.
- We offer a complete schedule of the Technical Sessions provided by the Education Committee of the Electrical Association of Rochester.
- We produce the best promotion campaign to attract attendees from all over the Northeast and Ontario, Canada. Starting with our eye-catching logo, it doesn't stop until every electrician, engineer, architect, purchaser, specifier and contractor knows they are invited to the show.
- As additional incentive, several prizes are given away during the show. For greater exposure, exhibitors are encouraged to donate prizes to be raffled off throughout the show. Those companies who donate will be recognized as such over the p.a. system when the tickets are pulled.

BOOTH RENTAL

Price per 8'x10' Standard Booth

EAR Members	\$850
Non-Members	\$950

After January 8, 2010, add \$200 per booth
 After February 1, 2010, add add'l \$150 per booth

\$50 discount on fifth and subsequent booths
 \$50 discount per booth if no tables/chairs required

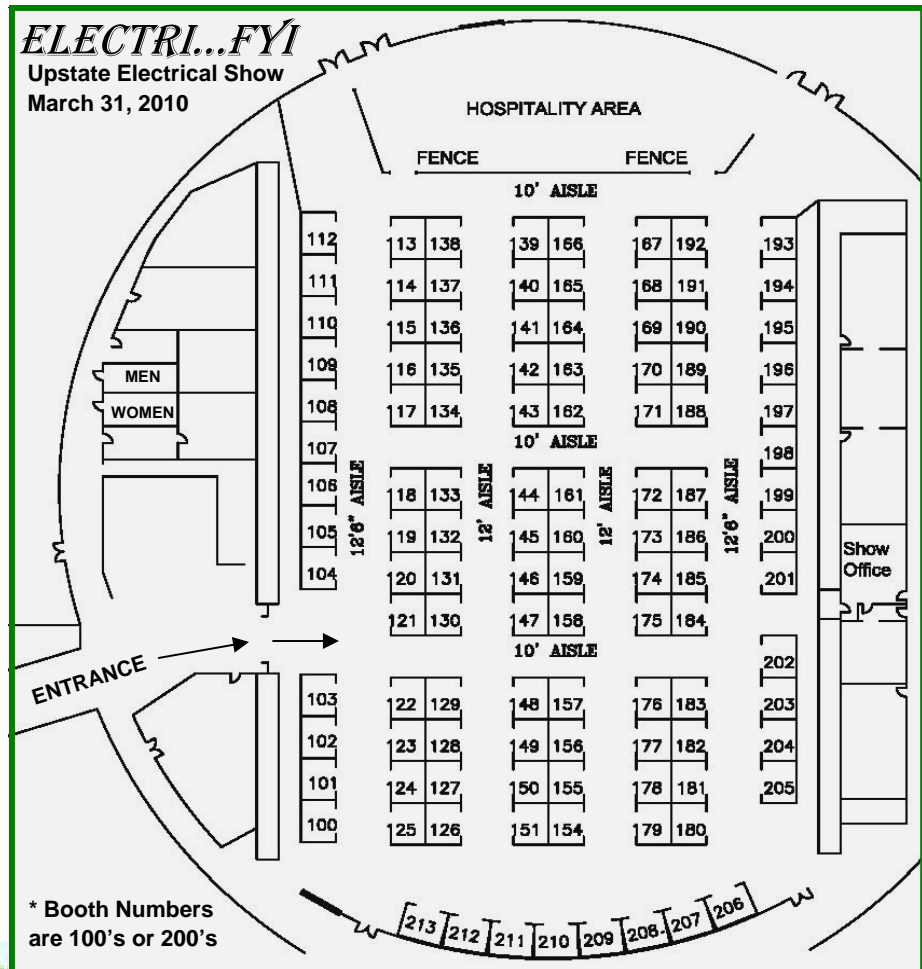
A minimum 50% deposit required with all exhibitor applications.

After February 1, 2010, 100% payment required.

SCHEDULE OF EVENTS

March 30, 2010	
Exhibitor Move-In	2:00 pm - 7:00 pm
March 31, 2010	
Exhibitor Doors Open	7:30 am
Exhibitors In Booths	8:00 am *mandatory
EXHIBITS OPEN	9:00 am - 6:00 pm
Exhibitor Move-Out	6:05 pm - 9:00 pm

Exhibits must be ready by 8:00 am on Wednesday, March 31st and remain open until 6:00 pm. No dismantling allowed prior to 6:05 pm. No exceptions!





NUMBERS DON'T LIE

Over 2000 people (not including exhibitors/staff) attended the 2006 Show which was up 33% from the previous show in 2003. Breakdown of attendees are as follows:

Academic	5%
Contractor	23%
Architect/Engineer	19%
Industrial Maintenance	13%
Marketing/Sales	8%
Purchasing	5%
Trades	19%
Utility	5%
Misc	3%

Booth rentals were up 15% with 126 exhibitors filling the show floor.

2006 List of Exhibitors

ABB Controls	Cooper Crouse-Hinds	Hoffman	Milton Cat Power Systems	SimplexGrinnell
ABB VFD's	Cooper Wiring Devices	Holophane	Motion Control Technology	SLi Lighting
Acme	Crescent/Stonco	HPS Manufacturing	Nicor Lighting	Smart Box
Advance Transformer	Current Tools	Hubbell Lighting	NSi Industries	Sola/Hevi Duty
Advantech Automation	Dual-Lite	Hubbell Wiring Devices	NYBFU	Sonitrol Security
AEG	Eastern Wire & Cable	-Kellems	NYS Public Service	Speedway Electrical Products
AEMC Instruments	Eaton Electrical	IBOCO Wiring Duct	Commission	Sprint
AFC Cable Systems	Edwards Signaling & Security	ILSCO	ORBIT Radiant Heating	Stresscrete
Alcan Cable	EIKO Lamps	Integra Enclosures	Panduit	Sym Com
Allied Tube & Conduit	Elan Home Systems	Juno Lighting	Pass & Seymour	Synertech
Amag Technology Inc	Electroline/Jenny Tool	Kichler	Penn Union	TCP
Anamet Electrical	EMON	Kidde	Pepperl + Fuchs	Test-Um, Inc
Astralite	ERICO	Killark	Phoenix Contact	Thomas & Betts
BES Manufacturing	Ericson	King Wire	Platinum Tools	TPI Corporation
Bosch Security Products	Extech Instruments	Kinsley Power Systems	Plymouth	Triplett Corporation
Braman Sales	Fantech	Kinsley Rental Power	Post Glover Resistors	UEI
Bryant	Federal Signal	Klein Tools	Predictive Technologies	Unifirst Corp
Burndy Products	Ferraz-Shawmut	Knipex Hand Tools	Prysmian Power Cables	Universal Lighting
BurnsCascade	Firex-Invensys Controls	L H Dottie	& Systems	Technologies
Cablofil	GE Consumer & Industrial	Landis & Gyr	Quality Lighting Systems	Venture Lighting
Caddy	GE Energy	Lenox American Saw	Quazite	Wago
Carlson Electrical Products	GE Entellisys Switchgear	Leviton	R D Wright Inc	Walther Electric
Cedes	GE Lighting	Liebert Power Equipment	R L Kistler	Watt Stopper
CEIS	GENERAC	Littlefuse	RAB Lighting	Weco Metals
Cementex Products Inc	Genova Products	LSI Lighting	Rack-A-Tier	Weidmuller
Centralight	Gen/Tran	Lutron Electronics	Raychem	Wenglor
Conduit Repair Systems	Gordon Engineering	Madison Fittings	Reliance Controls	West Fire Systems
Contractors Choice	Greaves	Marley Products	Roxtec	Westinghouse
Cooper B-Line	Greenlee	MDIA	SAB Wire and Cable	Wiremold
COOPER Bussmann	Hammond Manufacturing	Millbank Manufacturing	Schneider Electric/Square D	Xycom / Pro-Face

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

2010 Upstate Electrical Show

THE ONLY ELECTRICAL SHOW IN THE NORTHEAST IN 2010!

Exhibit Rules and Regulations

Show Sponsor and Management: The show is sponsored by the Electrical Association of Rochester, Inc. The show is managed by the Association's Executive Director. Inquiries should be directed to Kirstie Steves, Executive Director at the EAR Office.

Eligibility: Manufacturers and Manufacturer's Agents/ Representatives of electrical and electronic equipment, apparatus, components and systems installed in industrial, commercial and residential buildings; power equipment used by electrical utilities; telecommunications and information processing equipment are eligible to exhibit provided only their products are displayed, provided the products of no more than two manufacturers are displayed in any one 8' x 10' space.

Manufacturer's and Agents of non-electrical products/services that support the electrical industry are eligible, as are government agencies, utilities and associations involved in the electrical and electronic industry.

Household consumer items such as TV's, VCR's and appliances are not eligible.

Exhibit Specifications: Exhibits will be 8'x10' or multiples thereof. Booths include: Draping: 8' high across the back of the booth, 36" high on each side of the booth [8' if next to end cap]; Carpeting; Electric (up to 500w); Two Skirted 8' Tables and Two Chairs; Identifying Sign; Two Meal Tickets

Additional booth furnishings and services other than those provided above may be provided by the exhibitor or may be rented from the exhibit service contractor. Exhibitors can opt out of the booth furniture [see Exhibit Application].

Exhibit Placement:

Exhibit space will be allocated on a first-come basis. Exhibitors committing to 3 or more booths can reserve as early as November 25, 2009. To ensure your desired location on the exhibit floor, send completed application and deposit. Reservations can only be confirmed to prospective exhibitors who send a 50% deposit. Space will not be assigned without a signed application and the required deposit.

Exhibit management will endeavor to comply with all requests of exhibitors regarding the placement of their exhibits either adjacent to or removed from specified other exhibitors. Please recognize that we may not be able to comply with all such requests.

Exhibit Space Cost: Exhibit space will be available as individual booths (8'x10') or multiples thereof. Booth cost prior to January 8, 2010, is \$850 for EAR members and \$950 for non-members. End pairs may be joined and rotated to create a double space of 8'x20'. After January 8, 2010, add \$150 per booth. A 50% deposit must accompany exhibit application. Full payment must be received by February 1, 2010. Exhibitors taking five or more booths may take \$50 off the cost of the fifth and subsequent booths. Exhibitors who do not need the tables/chairs may deduct \$50 per booth.

Show Hours: Wednesday, March 31, 2010 from 9:00 am to 6:00 pm. Management shall have the sole control over admission policies. All persons visiting the exhibit area, including exhibit booth representatives, will be required to register and to wear an appropriate name badge.

Admittance during non-show hours without permission from exhibit management will not be permitted.

Set-Up Hours: Exhibitors can set up on Tuesday, March 30, 2010 from 2:00 pm to 7:00 pm. **All booths must be set up/show ready by 7:00 pm on Tuesday.** Exhibitors are free to bring their own materials and displays into their booth area at their assigned set-up time. Alternately, the official show service contractor can provide complete instructions and drayage services to exhibitors wishing to ship their displays directly to and from the show. These are the only two alternatives. Exhibitors cannot ship material by public carrier directly to the Dome Center as no one is authorized or able to receive, sign for, or store exhibitor shipments.

Any trash or debris scattered in the booth or aisle by any exhibit will be the exhibitor's responsibility to clean. Cleaning may be ordered through official service contractor, or the exhibitor may clean their booth, provided they furnish the cleaning apparatus. Aisle area and display area exits must be free of obstructions. Easles, signs, etc., shall not be stored behind the exhibit booth. They must be removed from the exhibit hall prior to the show opening and can be returned at its conclusion.

Exhibit Kit: A complete Exhibitor Information Kit containing all the necessary policies, procedures and order forms for drayage, electrical service, furniture rental, cleaning, etc., will be mailed to each exhibitor after confirmation of space assignments.

Great Lakes Events is the official service contractor for the 2010 show. A service center will be open during the show.

Great Lakes Events
100 Bickford Street, Rochester, NY 14606-2298
(585) 458-2200

Shipment of Exhibits: An exhibits service contractor [Great Lakes Events] has been engaged to receive freight shipments for exhibitors with large equipment or materials handling requirements and to coordinate the set-up. Exhibitors who wish to forward materials in advance of the exhibit opening must consign their exhibits to the exhibit service contractor. Exhibits and related materials will not be accepted as freight by the Dome Center.. Shipping information will be available from the show service contractor. Installation and dismantling of exhibits may be done by the exhibitor's personnel or by the service contractor at rates listed in the exhibit kit. Small, hand-carried exhibits may be brought into the exhibit hall by individual exhibitors. Ship exhibits and any other freight only to Great Lakes Events.

Exhibit Removal: All exhibits must remain intact until the closing of the show at 6:00 pm, Wednesday, March 31st, and may not be dismantled or removed, in whole or in part, before that time. All exhibits must be removed by 10:00 pm, Wednesday, March 31st.

Electrical Service: Up to 500 watts of electrical power will be furnished by management to each booth (maximum of one outlet per booth). Any "additional" electrical service required by the exhibitor must be ordered in advance. Failure to order adequate wattage may result in the disconnecting of the offending exhibitor's surplus devices.

Subletting Prohibited: Exhibitors may not assign or sublet this contract, or permit others to use any contracted exhibit space, without the express approval of the show management. Exhibitors must show only products or services manufactured or sold by them in the regular course of business. The featuring of names or advertisements of non-exhibiting firms or business will not be permitted.



Exhibit Rules and Regulations continued

Floor Plan: Exhibit space is available by standard booth or peninsula configuration. All display material is restricted to a maximum height of 48 inches, except for the back wall of the display which is limited to 8 feet in height (including signs) and a depth of 36 inches. No part of any display may be over 8 feet in height. The back one-half of the rented space may be occupied from the floor up to 48 inches only, with the exception of equipment which may exceed the 48 inch limit but no higher than 8 feet in height. Placement of equipment must be done so to avoid blocking the visibility of neighboring exhibitors. All exposed parts of a display must be finished so as not to be objectionable to other exhibitors or the Association. Any part of the exhibit which does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at the exhibitor's expense. The show management can grant exceptions to accommodate special needs [eg. Lifts, vehicles, etc.]

Staffing: Exhibits must be staffed by qualified employees of the exhibitor at all times during the open hours of the exhibition. Each individual staffing an exhibitor's booth is required to register and must wear the Exhibitor Badge furnished. Distributors are not allowed to staff booths.

Exhibit space not occupied one [1] hour before the opening of the show may be reassigned by show management without refund of the rental paid.

Attendee Listing: As a service to exhibitors, in supporting your trade show follow-up, you are given the opportunity to purchase the listing of all trade show attendees. The data will be supplied in a Excel file. This list is available only to show exhibitors for \$100.

Accommodations: Each exhibitor will receive hotel reservation information with the exhibit confirmation.

General: All demonstrations or other promotional activities must be confined to the limits of the booth. Sufficient space must be provided within the booth to contain persons watching demonstrations and other activities. Each exhibitor is responsible for keeping the aisle adjacent the booth free of congestion due to activities within the booth area. Exhibitor's representatives may not work in other than their own rented space.

Samples, publications, etc, may be distributed by the exhibitor only from within the exhibitor's own booth. Distributors may not display signage/advertising/brochures in the booths.

No food or beverage may be dispensed within the show facility by any exhibitor without prior permission of the Show Manager and the Dome Center management.

No construction in the exhibit space shall exceed 8 feet in height unless approved in advance by the Show Manager. Any construction exceeding 4 feet in height must be kept within 4 feet of the back line of the exhibit space. Non-conforming exhibit plans must be submitted in detail to the Show Manager, no later than February 1, 2010. Excessively noisy or obstructive work will not be permitted during the hours of the exhibit. Mechanical apparatus must be muffled so noise does not disturb other exhibitors. Audio effects must not infringe on the rights of other exhibitors or visitors to the exhibit hall. Helium balloons/containers are prohibited.

All materials and installations must conform with federal, State, municipal safety and fire laws, ordinances and regulations. No exhibitor can violate the terms of the show's agreement with the facility, the service contractor or caterer.

Sales or the taking of orders by the exhibitor or agents thereof is prohibited in the exhibit hall. Representatives from firms not exhibiting are not allowed on the floor for any purpose other than view the exhibits.

Cancellation: No refunds will be made if space engaged is not used without timely cancellation. No cancellation of the contract will be accepted after February 1, 2010. Those canceling their exhibit space prior to February 1st will receive a refund, less \$250.00 processing fee. Cancellations must be made in writing. Should any contingency prevent holding the exhibit, management may retain such part of the exhibitor's rental as shall be required to compensate it for expenses incurred up to the time of such contingency.

Insurance: Exhibitors wishing to insure their exhibit material, goods and/or wares of exhibitors against theft, damage by fire, accident or loss of any kind, must do so at their expense. Each exhibiting company is responsible for obtaining insurance (Liability and Fire/Theft) in such amounts as deemed appropriate to comply with its obligations hereunder and for its own protection.

As a courtesy to exhibitors, watchman service for the exhibit area may be furnished during the hours as deemed necessary by Show Management. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee against loss or theft of any kind.

Liability: The exhibitor is liable for any damage caused to the building, to standard booth equipment or to other exhibitor's property, by the exhibitor, the exhibitor's agents or employees. Exhibitors are urged to review their own insurance coverage. Neither the Association, the service contractor, nor the facility are responsible for any injury, damage or loss that may occur to the exhibit or its employees, representatives, or agents or its property, from any cause whatsoever; and the exhibitor agrees to defend indemnify and hold forever harmless the management, its employees and agents, from all loss, liability, expense and penalty, including attorney's fees, on account of personal injury or damage to property sustained by the exhibitor or by any person or persons arising out of, during, or in connection with this agreement, whether such injury or damage is due or claimed to be due by any negligence of management, its employees, agents or any other person.

Amendments: These rules may be amended at any time by management, provided that amendments shall not substantially diminish the rights or increase the liability of the exhibitor. These rules and regulations become a part of the contract between the exhibitor and the Association. They have been formulated for the best interest of the exhibitors. Management respectfully asks the full cooperation of the exhibitors in their observance.

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of management.

YOU MUST SUBMIT A SIGNED CONTRACT AND DEPOSIT IN ORDER TO RESERVE BOOTH SPACE, NO EXCEPTIONS!

For more information contact:

Kirstie Steves, Executive Director
Electrical Association of Rochester
PO Box 20219, Rochester NY 14602-0219
(585) 538-6350 Fax 538-6166

kirstie@earoch.com

www.earoch.com/ElectriFYI

2010 Upstate Electrical Show

THE ONLY ELECTRICAL SHOW IN THE NORTHEAST IN 2010!

ELECTRIFY 2010 Upstate Electrical Show

Application and Contract for Exhibit Space

sponsored by the Electrical Association of Rochester

March 31, 2010 at the Monroe County Fair & Expo Center at the Dome, Rochester, New York

The Electrical Association of Rochester (hereinafter referred to as "EAR" or "Management" is hereby authorized to reserve space for the use of:

Manufacturer (Exhibitor)

Local Representative (if applicable)

In the exhibit hall of the Electri...FYI 2010 Upstate Electrical Show, to be held at the Monroe County Fair & Expo Center at the Dome, Rochester, NY. **ACCEPTANCE:** The undersigned agrees to all terms and conditions as set forth in the Exhibit Rules and Regulations. The undersigned agrees that one-half or more of the exhibit fee is included with this application and that the balance is due on or before February 1, 2010. Unless otherwise stated, all correspondence, including billing, is to be sent to the individual listed as the contact person below. Upon acceptance by the Electrical Association of Rochester, this application, including the terms and conditions as set forth in the Exhibit Rules and Regulations, will constitute a contract between exhibitor and Management.

Company _____ Contact Person _____

Address _____

City _____ State _____ Zip _____

Acceptance Signature _____ Date _____

Email _____ Phone () _____ Fax () _____

Please reserve _____ 8'x10' booth(s) at the following rate:

\$850 per standard booth for EAR members [includes furniture... see Exhibit Rules & Regulations] Includes all manufacturers represented by EAR manufacturer representative member. Must have been a Member for 2 years.

\$950 per standard booth for Non-EAR members [includes furniture... see Exhibit Rules & Regulations]

After January 8, 2010, add \$200 per booth, after February 1, 2010, add an additional \$150 per booth.

\$ _____ Booth space

\$(_____) \$50 discount on fifth and subsequent booths

\$(_____) \$50 discount/booth (no Tables/Chairs Required)

\$ _____ Attendee Database \$100

\$ _____ TOTAL COST

\$ _____ DEPOSIT (must be at least 50% of total;
after 2/1/10 100% required)

Payment Enclosed. Balance Due will follow on
_____ [date].

YES, we require electric run to our booth(s)

Product line(s) to be displayed (2 max):

1] _____

2] _____

Booth Preference: 1st _____ 2nd _____ 3rd _____

Please avoid assignment next to the following companies:

We would like to be located adjacent to: _____

Method of Payment:

Check/MO payable to EAR Master Card Visa AmEx

Card # _____

Exp Date ___/___ C V V Code ___ ___ ___ [last 3 digits on back or last 4 on front for AmEx]

Cardholder Name _____

Cardholder Signature _____

I understand you will charge the balance to my card on 2/1/10.

Mail completed application with payment to Electrical Association of Rochester
PO Box 20219, Rochester, NY 14602-0219 or fax with credit card info to (585) 538-6166.



Electrical Association
of Rochester, Inc.

PO Box 20219
Rochester, New York 14602-0219

PRSR STD
U.S Postage
PAID
Rochester, NY
Permit No. 566

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PO Box 20219
Rochester, NY 14602-0219

Contact: Kirstie Steves
Executive Director

Email: kirstie@earoch.com

Phone: 585.538.6350
Fax: 585.538.6166

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