

A large cluster of blue, 3D-rendered bubbles of various sizes, some overlapping, surrounding the main title text.


FabricareTM 2010

85th Annual Convention and Trade Show

Invitation to Exhibit

Exhibit Information & Floor Plan

**Long Beach Convention Center
Long Beach, California**

Two smaller clusters of blue, 3D-rendered bubbles, one on the left and one on the right, framing the date text.

August 21-22, 2010



The largest independent cleaning industry machinery, equipment, supplies, and services exhibit in the United States in 2010 and one of the best industry specific shows in the country!



The California Cleaners Association Presents....

YOUR INVITATION TO EXHIBIT

THIS IS YOUR OPPORTUNITY TO:

- Meet qualified buyers
- Visit with your customers
- Prospect for new customers
- Evaluate your competition
- Evaluate the industry marketplace
- Network with your colleagues

THE SHOW:

The 85th Annual California Cleaners Association Convention and Trade Show is the largest independent cleaning industry trade show in the nation!

THE LOCATION:

Long Beach Convention Center
300 East Ocean Boulevard, Long Beach, California
562.436.3636 – phone • www.longbeachcc.com

THE DATES & SHOW HOURS:

- Saturday, August 21, 2010 – 9:00 am - 5:00 pm
- Sunday, August 22, 2010 – 8:00 am - 4:00 pm

THE AUDIENCE:

Over 2,000 professional cleaners from six countries and 30 states attend this event. Your audience is segmented into:

- Owners
- Managers
- Counter personnel
- Potential drycleaner owners
- Investors

Fabricare™ is marketed to California and all metropolitan Western cities.

EXHIBIT HALL HIGHLIGHTS, FUN!

- Dedicated Exhibit Hall Viewing Time for Attendees
- Over 100 companies showing products and services
- Unparalleled Opportunity! New air quality deadlines for Southern California means cleaners will be looking at buying new machines and exploring new technologies. Fabricare™ is THE SHOW for these cleaners and an opportunity not to be missed!



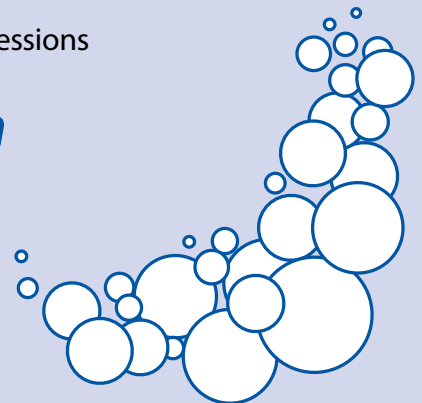
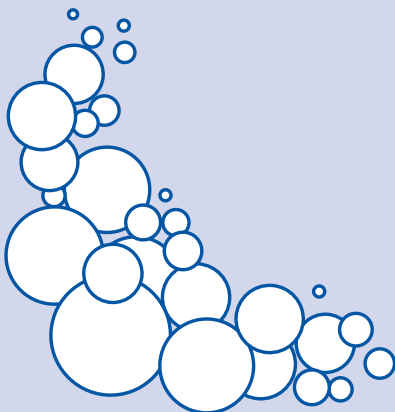
Visit the 2010 Fabricare™ Web site:

www.fabricare.com

- Updates on available booth space
- Information for exhibitors
- Previews of events & educational sessions

www.calcleaners.com

California Cleaners Association
2520 Venture Oaks Way, Suite 150
Sacramento, CA 95833
916.239.4070 / 916.924.7323 - fax
cca@camgmt.com



General Exhibit Information

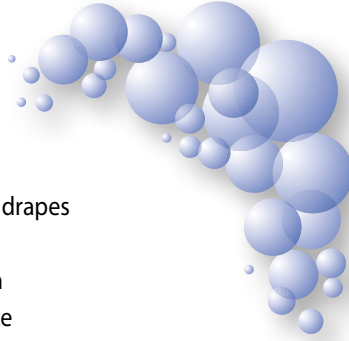
BOOTH DETAILS:

Booth Size:

- 10' X 10'

Each Booth Includes:

- 8' high flameproof backdrop drapes
- 3' high side divider drapes
- 1 standard identification sign
- 24-hour general guard service
- Aisle cleaning
- Listing on CCA Web site with company link (after fees paid in full)
- Listing in California Cleaners Association pre-convention publication (Deadline: April 23, 2010)
- Listing in the Conference Program, distributed on-site to each convention attendee (Deadline: July 1, 2010)
- 4 Exhibitor registrations/booth for exhibitor personnel
- Complimentary show guest pass booklets (for cleaners and launderers only)
- Ability to upgrade to all inclusive package (with certain time limitations)



PAYMENT/CANCELLATION POLICY:

Single Booth Purchases: Full payment is required with a signed Display Space Contract.

Multiple Booth Purchases: Signed Display Space Contracts submitted prior to March 31, 2010 require a 50% deposit with balance due by May 3, 2010. After March 31, 2010, full payment must accompany the signed Display Space Contract.

Cancellations: Please see contract for complete terms and cancellation policy.

Show Schedule

Registration

Friday, August 20 8:00 am – 5:00 pm
Saturday, August 21 7:30 am – 5:00 pm
Sunday, August 22 7:00 am – 4:00 pm

Move-In

Thursday, August 19 1:00 pm – 5:00 pm
(Multi-booth exhibitors only)
Friday, August 20 8:00 am – 5:00 pm
(All exhibitors)

Show Hours

Saturday, August 21 9:00 am – 5:00 pm
Sunday, August 22 8:00 am – 4:00 pm

Move-Out

Sunday, August 22 4:15 pm – 9:00 pm
Monday, August 23 8:00 am – 4:30 pm

EXHIBIT MATERIAL RENTAL/DELIVERY:

GES will act as the official exhibit services contractor for this show. Services will be provided through GES in accordance with the prevailing service information and rate schedule. Any inquiries regarding booth requirements or special services can be directed to the general service contractor.

EXHIBIT SERVICE CENTER:

An Exhibitors' Service Center will be maintained during setup, move-in, exhibit hours and dismantling. The center will serve as the focal point in the coordination of all details for the entire period of the convention and will also serve as the supply center for the following areas: furniture rental, labor, electrical service, booth cleaning, complete sign service, carpeting, drayage information and service.

HOTEL INFORMATION:

The Convention and Trade Show Host Hotel is the Hyatt Regency Long Beach. Hotel reservations must be made prior to July 20, 2010, by calling (562) 491-1234 or (800) 233-1234. Please be sure to identify yourself as a CCA attendee to reserve a discounted rate. All attendee reservations must be guaranteed with a one night's room deposit by check or credit card. All reservations without a cash deposit will be charged a non-refundable deposit of one night's room and tax, on the guaranteeing credit card, 7 days before arrival date.

Booth Pricing

Package A – All Inclusive

The all inclusive exhibitor package includes (with certain limitations): all normal expenses from move-in through move-out: labor, freight handling, warehousing, 8' high flameproof backdrop drapes, 3' high sidewall drapes, standard utilities, standard carpet, standard furniture, identification sign, and cleaning.

Package A Rates:

Member
\$1,995/booth

Non-Member
\$2,750/booth

to join,
see application
on page 5

- If you take 5-9 booths you receive 5% off your total cost for space.
- If you take 10+ booths you receive 10% off your total cost for space.

Package B – Space Only

Each booth includes: 8' high flameproof backdrop drapes, 3' high sidewall drapes, identification sign. Everything else is *a la carte*.

Package B Rates:

Member
\$1,050/booth

Non-Member
\$1,750/booth

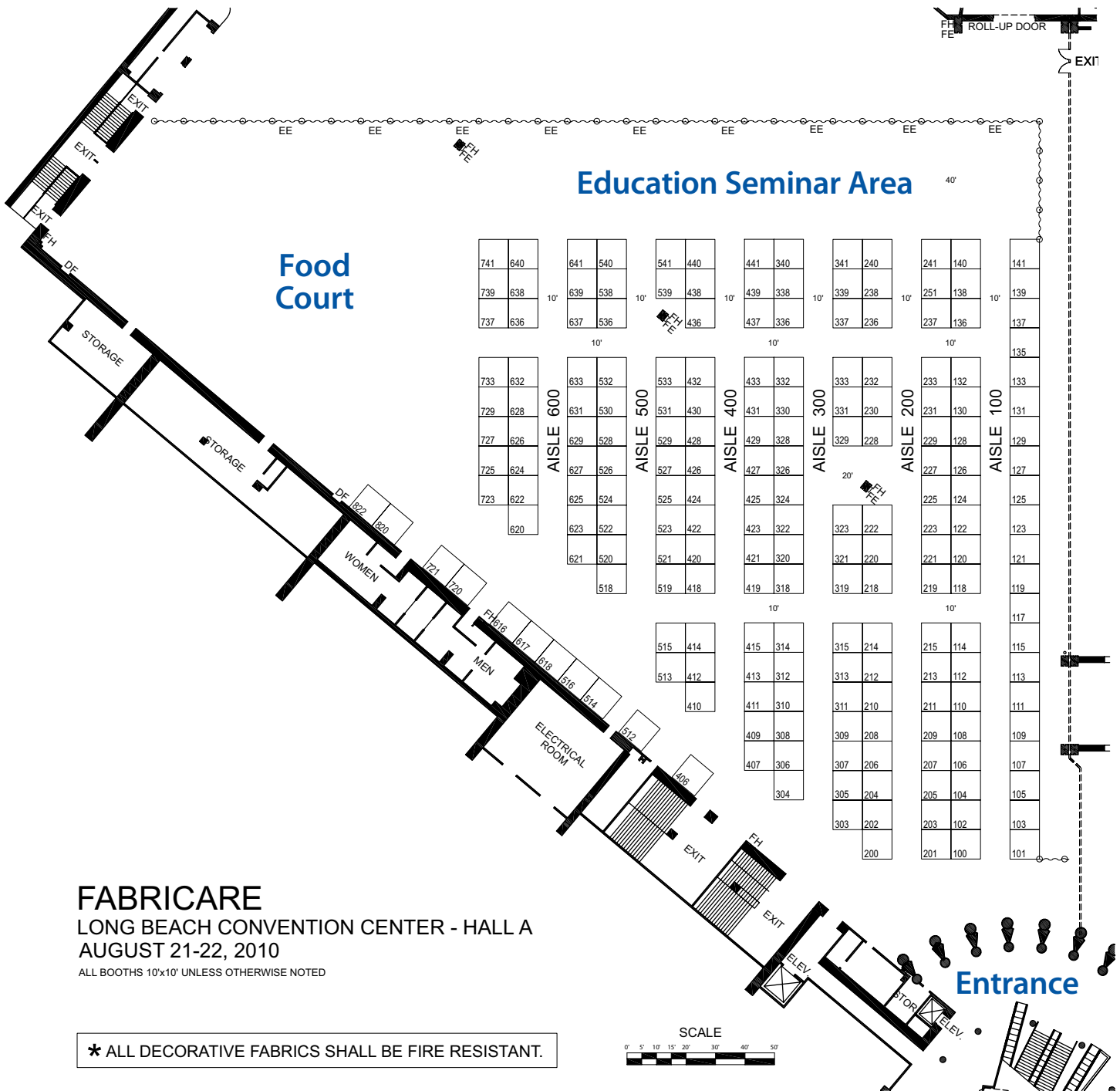
to join,
see application
on page 5

Remember to get your orders in early with GES.

Long Beach Convention Center

- Floorplan -

(Subject to change)



APPLICATION FOR ALLIED TRADES MEMBERSHIP



2520 Venture Oaks Way, Suite 150
Sacramento, CA 95833

Phone: (916) 239-4070 Fax: (916)924-7323
E-mail: cca@camgmt.com Web: www.calcleaners.com

Company Name _____ Date _____

Contact Name _____ Title _____

Street Address _____

City _____ State _____ Zip +4 _____

Telephone _____ Fax _____

E-mail _____

Description of your product or service (20 words or less please) _____

Benefits of Your CCA Allied Trades Membership Include:

- FREE set of CCA membership labels per year (\$200 value).
- FREE inclusion in the CCA Member Coupon Program per year (\$200 value).
- FREE listing in the CCA online Membership Listing with Web site link.
- Discount towards advertising in CCA's *CleanFacts* Newsletter Discounted exhibit space at CCA's Fabricare™ Trade Show and Convention.
- Discounted Merchant Card services program for credit card processing, check verification and ATM transactions.

Allied Trades Membership Dues:

\$500 (covers membership for 2010 & 2011)

Payment:

Total Amount Enclosed: _____ Check Enclosed MasterCard VISA

Account#: _____ Expiration: _____ Signature: _____

Cardholder's Name (if different from name on this form): _____ CVV#: _____

Billing Address (if different from name on this form): _____

CCA dues are not deductible as a charitable contribution for federal tax purposes, but may be deductible as a necessary and ordinary business expense. In accordance with the Omnibus Budget Reconciliation Act of 1993, CCA reasonably estimates that 15% of your dues are allocable to non-deductible business expenditures. Further information on this tax law should be obtained from your tax advisor.

Exhibitor Packages

The exhibitor **Package A** is an all inclusive pricing program designed to control exhibitor's costs while offering extra service. Package A Booth Rental Fee includes the following:

Labor

1. Display setup and dismantle labor schedule between 8:00 am to 4:30 pm on straight time move-in and move-out days only (only labor scheduled for 8:00 am can be guaranteed to start at ordered time).
2. Labor necessary for handling inbound and outbound freight and storage of crates and cartons during the exhibition.
3. Rigging labor, unskidding, reskidding and one-time spotting of equipment.
4. Carpeting and/or draping of skids (labor must be ordered in advance).
5. Labor to lay exhibitor-supplied carpet.
6. All equipment needed to perform these jobs.
7. *NO OVERTIME LABOR IS ALLOWED WHEN STRAIGHT TIME IS AVAILABLE.

Freight

1. Freight handling including move in and move out, except Sunday. Pre-show warehousing 30 days prior to first day of move in; no single piece to exceed 5,000 pounds. (Sunday move-out is available at exhibitors' expense.)
2. Equipment necessary to unload and reload freight.
3. Removal and return of all empty crates, cartons, and skids at show site.
4. Overtime unloading and reloading when straight time is not available; provided targets are met. Overtime can and will be charged on Sunday move-out due to straight time availability on Monday.
5. Labor required to complete the above jobs.

Utilities: Plumbing

 (Based on 100 sq. ft. booth)

1. Water lines consisting of 1/2" and 3/4"
2. One air line per 100 sq. ft. of booth space, including hookups and disconnects.
3. All drains
4. The first 25 ft. of water or drain lines.
5. All water filling and draining.
6. Labor and materials to do the above hook ups between the hours of 8:00 am – 3:30 pm on move-in and move-out days (Sunday included).

Utilities: Electrical

1. Up to 10 amp 120 v electrical service per 100 sq. ft. of booth space (\$172.00 credit toward your other electrical services), i.e., 20' x 30' booth = (6) 10 amp circuits, or (1) 60 amp circuit, or \$1,032 credit toward electrical services.
2. Connection and disconnecting standard electrical service, including "fishing" electrical cable under carpet.

Labor does not include technician installation/dismantle work. Technician work is available at exhibitor expense. (Floor plans must be supplied in advance.)

3. Mounting and removing electrical headers, light boxes, etc.
4. Materials for electrical hookups.
5. Lights on light stands and clip-ons
6. Transformers if necessary.
7. Standard electrical labor in general between the hours of 8:00 am and 3:30 pm on move in and move out days (Sunday included).

Furniture and Services

1. All furniture on standard furniture order form as indicated.
2. Standard carpet as indicated
3. Standard booth ID sign
4. Back and side drapes for all appropriate booth layouts

Cleaning

1. Pre-show wipe down of display only (equipment not included)
2. Trash removal and vacuuming of booth prior to show opening each day.

Exhibitors must submit order forms for all services required (including labor and electrical/plumbing plans). Orders, including labor, not placed by deadline dates are subject to charges.

Please read your GES kits thoroughly.

Package B – Pricing Example for GES Services

Booth Carpet (9' x 10').....	\$148.50
2 - Chairs (\$66.90 ea).....	\$133.80
2 - 6' Tables Draped (\$132.50 ea).....	\$265.00
1 Wastebasket.....	\$17.50
1- 1000 Watt Electrical Outlet.....	\$183.70
200 (2 cwt) lbs. Freight @ \$58.30.....	\$116.60
2 -days(vacuuming) cleaning @\$.34 per sq. ft.	\$68.00

(Prices are examples only and are not confirmed)

Total: \$993.10

Fabricare™ 2008 Exhibitors

A.L. Wilson Chemical Co.
ADCO Inc.
Advanced GeoEnvironmental, Inc.
ALJ Electronics, Inc.
American Drycleaner
Arthur Kajiwara Equipment Co., Inc.
Bar Code Discount Warehouse
Bel Air Distributing Co.
Bestway Laundry Solutions
Bowe Permac
Caled Chemical
California Cleaners Assn.
Chevron Phillips Chemical Company LP
Cissell Manufacturing Co.
Cleaner Business Systems
Columbia/ILSA Machines Corp.
Computer Connections, Inc.
Computer Systems International Inc.
Computype Inc.
Convertech, LLC
Corbett Equipment
Covers Etc.
Cutting Edge Store Fronts
Dara Inc.
Delphi Capital Corp.
Des-L Industries Inc.
Dry Cleaning Computer Systems
DryClean PRO Computer Systems
Drycleaners Times
Eastern Funding
Ecolab
EnviroForensics
Epsilon Plastics
European Finishing Equipment Corp.
F.H. Bonn Co.
Fabricare Management Systems
Fabricom
Fabritec International
Fashion Pack LLC
Faultless Starch Co.
Foster-Stephens Inc.
Fujistar Shirt Systems
Fulton Boiler Works Inc.
FutureClean USA
GLADCA

Global Business Systems
Golden State Laundry Systems
GreenEarth Cleaning
Hanger Holder Co.
Henderson Insurance
Hoyt Corp.
Iowa Techniques Inc.
Itsumi International Co.
Jesco
Joven's Service, Inc./Union D.C. Products
Kelleher Equipment Supply, Inc.
Kleen-Rite Inc.
Kleerwite/Green Clean Products
Kojy Solutions, Inc.
Korean Drycleaners-Laundry Assn.
Kreussler, Inc.
Lattner Boiler Manufacturing Co.
LaundrySPY
Liberty Computer Systems
Liberty-Pittsburgh Systems Inc.
Linde Gas
Los Angeles Freightliner
Lyondell Chemical Company
M & M Leather Cleaners
Maineline Computer Systems
Maruso USA
Marvel Petrol Dry
Metalprogetti
Michael E. James Insurance Agency
Miele Inc.
Museum Quality Archival Wedding Boxes
National Cleaners Assn.
National Clothesline
National Combustion Co. (NATCO)
Nettuno ASG Inc.
New York Machinery
Newhouse Specialty
Pacific Steam Equipment, Inc.
Parker Boiler Co.
Payment Processing, Inc.
PCS Inc.
Permagro
Pollution Prevention Education and Research Center

Poscal Computer Inc.
Pros Parts
Qualitex Co.
R.J. Papalini
R.R. Street & Co. Inc.
Realstar
Resillo Press Pad Co.
RIX Business Sales
Royal Western Computer Co.
Rymark Plastics, LLC
Rynex Ltd.
S & B Machinery
Sankosha
Satec USA, LLC
Seitz Inc.
Solavite USA
Solo Slide Fasteners Inc.
South Coast Air Quality Mgmt. District
Spot Business Systems/Westgate Software Inc.
Sunbow Technologies
Supercrease, Inc.
Tailor's and Cleaners Supply
The Hanger Guys, Inc.
Thermopatch Corp.
ThermoSteam Systems
Trevil America
Trinity Capital Corporation
UC Tech International
Unipress Corp.
United Fabricare Supply, Inc.
US Machinery
VT Systems WR
Wells Manufacturing USA Inc.
Western Cleaner and Launderer
Western Multitex, Corporation
White Conveyors Inc.
Willamette Financial Services
Wyatt-Bennett/Lindus
Zellermayer Supply
Zerowaste





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www.fabricareshow.com

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Prestige Cleaners

Bobby Patel
Kona Cleaners

Aslam Lodhi
Ace Cleaners

Lynnette Watterson
Crystal Cleaning Center

Kelly Kelleher
Kelleher Equipment Supply, Inc.

Jackie Smith
Henderson Insurance

Norm Korey
Wyatt-Bennett Equipment Company, Inc.

Rod Benzon
United Fabricare Supply, Inc.

Kenney Slatten
Kenney Slatten Training Co.

Joven Lactaen
Joven Sales & Service

Exhibit space is limited!

For Information Contact:

Stephanie Schoen, Exhibit Show Coordinator at
CCA Convention Headquarters

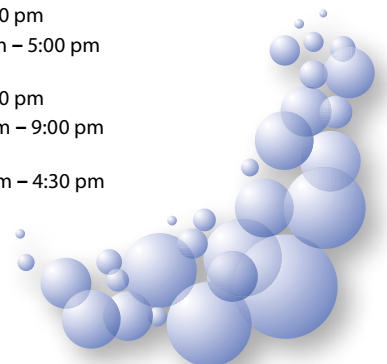
stephanie@camgmt.com

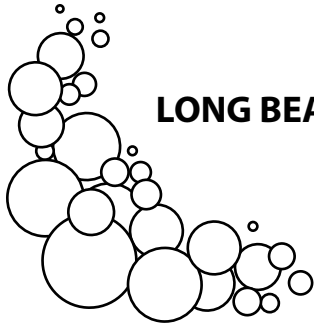
916.239.4070 • FAX: 916.924.7323

Important Dates to Remember in 2010

- May 3** Payment of balance due on multiple booth purchases
- Jun 30** Deadline for Exhibitor Lineup information for convention on-site program
- July 1** Advertising deadline for the convention on-site program
- July 21** Badge information due
- Aug 19 (Thur.)** Multiple booth exhibitor move-in, 1:00 pm – 5:00 pm
- Aug 20 (Fri.)** General exhibitor move-in, 8:00 am – 5:00 pm
Exhibitor registration, 8:00 am – 5:00 pm
- Aug 21 (Sat.)** Exhibit show, 9:00 am – 5:00 pm
Exhibit registration, 7:30 am – 5:00 pm
- Aug 22 (Sun.)** Exhibit show, 8:00 am – 4:00 pm
Exhibitor move-out, 4:15 pm – 9:00 pm
- Aug 23 (Mon.)** Exhibitor move-out, 8:00 am – 4:30 pm

CONFERENCE DATES





**CALIFORNIA CLEANERS ASSOCIATION
FABRICARE™ 2010
LONG BEACH CONVENTION CENTER, LONG BEACH, CALIFORNIA
AUGUST 21-22, 2010**



DISPLAY SPACE CONTRACT

PLEASE TYPE OR PRINT ALL INFORMATION

AGREEMENT

By submitting one signed copy of this contract and proper payment, we hereby apply for exhibit space at Fabricare™ 2010. We agree to comply with this contract, including all Terms and Conditions and by all Exhibit Rules and Regulations, and all other printed documents included in the Fabricare™ 2010 Exhibitor Brochure, and by all rules, regulations and laws of the Long Beach Convention Center, the City of Long Beach, California and by additional communications that may be made by Show Management, all of which are made a part hereof of this contract by this reference. We agree to submit promptly all information required and requested by Show Management. My signature below signifies acceptance of all of the above.

Company Name: _____
 Authorized By: _____ Title: _____
 Signature: _____ Date: _____
 Phone: _____

CONTACT INFORMATION

Name of Contact Person to Receive All Fabricare™ Mailings/Notifications: _____
 Title: _____
 Address: _____
 City: _____ State/Prov.: _____ Zip Code: _____ Country: _____
 Phone: (____) _____ Fax: (____) _____
 E-mail Address: _____
 Web Address: _____

Exhibitor hereby notifies Fabricare™ that the name of the exhibiting firm is to appear in print (signage/program/website, etc.) with the following capitalization, abbreviations (if applicable) and punctuation:

Company Name: _____
 Primary product to be displayed: _____
 Secondary product to be displayed: _____
 Please check if you will use steam in your exhibit: (For bona fide steam users only)

PLEASE DO NOT WRITE IN THIS SPACE

Date Postmarked: _____
 Contract No.: _____
 % Discount: _____ Number of Booths: _____
 Exhibit Fee: \$ _____
 Check No.: _____
 Balance Due: \$ _____
 Booths Assigned: _____

Please complete this form in its entirety and return with your deposit, payable to CCA, to:

**California Cleaners Association
 Fabricare™ 2010
 2520 Venture Oaks Way, Suite 150
 Sacramento, CA 95833
 916.239.4070 – Phone
 916.924.7323 – Fax
 www.calcleaners.com • cca@camgmt.com**

Company Name: _____

EXHIBIT SPACE FEES - PLEASE CHOOSE ONE PACKAGE BELOW!

Exhibitor space fees are based on two packages: (A) All Inclusive or (B) Space Only. For both packages, discounted rate applies to CCA 2010 Allied Trades members in good standing. Each booth size is 10 feet x 10 feet (100 square feet); booths are available only in multiples of 100 square feet. We ask that all booths be carpeted.

PACKAGE A – ALL INCLUSIVE

The all inclusive exhibitor package includes: (with certain limitations) all normal expenses from move in through move out: labor, freight handling, warehousing, drape, 8’ high flameproof backdrop drapes, 3’ high sidewall drapes, utilities, standard carpet, standard furniture, identification sign, and cleaning.

Package A Rates:

<u>Member</u> \$1,995/booth	<u>Non-Member</u> \$2,750/booth
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PACKAGE B – SPACE ONLY

Each booth includes: 8’ high flameproof backdrop drapes, 3’ high sidewall drapes, identification sign.

All other items are at additional cost.

Package B Rates:

<u>Member</u> \$1,050/booth	<u>Non-Member</u> \$1,750/booth
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BOOTH SELECTION

Booth location preferences are for guidance and cannot be guaranteed. In general, display booths shown on the floorplan can be combined, and most combinations of 10’ x 10’ booths can be accommodated. Certain limitations apply. Contact Show Management to determine if your desired configuration is available.

- Package A Only:**
- If you take 5-9 booths you receive 5% off your total cost for space.
 - If you take 10+ booths you receive 10% off your total cost for space.

<u>Choice</u>	<u>Booth # Preference</u>	<u>Total Number of Booths</u>	<u>Exhibit Fee Per Booth</u>	<u>TOTAL FEE</u>
1	_____	_____	\$ _____	\$ _____
2	_____	_____	\$ _____	\$ _____
3	_____	_____	\$ _____	\$ _____
4	_____	_____	\$ _____	\$ _____
GRAND TOTAL DUE:				\$ _____

We would like to be located **away from** the following companies:

_____ / _____ / _____

We would like to be located **close to** the following companies:

_____ / _____ / _____

Check space assignment criteria that is most important:
 away from close to
 booth preference listed

No booth space will be assigned until deposit/payment is received.

PAYMENT DEADLINES

Single Booth Purchases: Full payment is required with a signed Display Space Contract.

Multiple Booth Purchases: Prior to March 31, 2010, a 50% deposit is required with a signed Display Space Contract with remainder of payment due by May 3, 2010. After March 31, 2010, full payment must accompany the signed Display Space Contract.

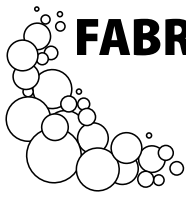
At Fabricare’s™ sole discretion, any deposit paid can be forfeited and space canceled if full payment is not received on or before **May 3, 2010**. Exhibitors finding it necessary to cancel their contract should do so prior to **March 31, 2010**. Please see the policies regarding cancellation, refund, and subletting of space.

PAYMENT OPTIONS

Check Enclosed In the Amount of \$ _____, Payable to **California Cleaners Association**

Please Charge My Credit Card in the Amount of \$ _____, () VISA () MasterCard
 Number: _____
 Exp. Date: _____
 Cardholder Name: _____
 Billing Address: _____
 Signature: _____

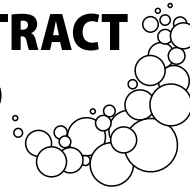
Checks payable to any other party will be returned and will not be considered a deposit. **No booth space will be assigned until deposit/payment is received.**



FABRICARE™ 2010 EXHIBIT CONTRACT

TERMS & CONDITIONS AND

RULES & REGULATIONS



California Cleaners Association
 2520 Venture Oaks Way, Suite 150
 Sacramento, California 95833
 916.239.4070 – phone / 916.924.7323 – fax
 www.fabricareshow.com / www.calcleaners.com
 cca@camgmt.com

— TERMS & CONDITIONS —

1. SPONSORSHIP

Designated Fabricare™, hereinafter referred to as Fabricare™ 2010, the exposition is sponsored by the California Cleaners Association (916) 239-4070.

2. SHOW VENUE AND DATES

Fabricare™ 2010 will take place in Hall A of the Long Beach Convention Center, hereinafter referred to as LBCC, located at 300 East Ocean Boulevard, Long Beach, CA.

Show dates are Saturday, August 21, through Sunday, August 22, 2010.

Move in begins on Thursday, August 19. Move out ends on Monday, August 23. See Exhibit Rules & Regulations for specific exhibit hours. Booths must be staffed during all exhibit hours.

3. SPACE ELIGIBILITY

Any manufacturer or supplier of textile maintenance equipment, supplies or support services may apply for space. Minimum booth size is 10 ft. x 10 ft. (100 sq. ft.).

4. EXHIBIT SPACE FEES

Exhibit space fees are based on member/non-member. Discounted rates apply to CCA 2010 Allied Trades members in good standing.

Fabricare™'s Exhibitor All-Inclusive Plan includes: (with certain limitations) all normal expenses from move in through move out: labor, freight handling, warehousing, drape, 8' high flameproof backdrop drapes, 3' high sidewall drapes, utilities, standard carpet, standard furniture, identification sign, and cleaning. No alternative options for services are available.

Each booth size is 10 feet x 10 feet (100 square feet); booths are available only in multiples of 100 square feet.

Package A – All Inclusive

The all inclusive exhibitor plan includes: (with certain limitations) all normal expenses from move in through move out: labor, freight handling, warehousing, drape, 8' high flameproof backdrop drapes, 3' high sidewall drapes, standard carpet, utilities, standard furniture, identification sign, and cleaning.

Package A Rates:

Member	Non-Member
\$1,995/booth	\$2,750/booth

Package B – Space Only

Each booth includes: 8' high flameproof backdrop drapes, 3' high sidewall drapes, identification sign. Everything else is *a la carte*.

Package A Rates:

Member	Non-Member
\$1,050/booth	\$1,750/booth

5. PAYMENT SCHEDULE

Single booth purchases: Full payment is required with a signed exhibit space contract.

Multiple booth purchases: Signed Display Space Contracts received on or before **March 31, 2010**, must be accompanied by a 50% deposit, with the remainder due by **May 3, 2010**. Signed Display Space Contracts received after **March 31, 2010**, require full payment. All fees and fee balances are payable in full on or before **May 3, 2010**.

At Fabricare™'s sole discretion, any deposit paid can be forfeited and space canceled if full payment is not received on or before **May 3, 2010**. Exhibitors finding it necessary to cancel their contract should do so prior to **March 31, 2010**.

Fabricare™ reserves the absolute right to accept or reject any application for exhibit space. No contract shall be considered accepted until countersigned by Show Management.

NO BOOTH SPACE WILL BE ASSIGNED UNTIL DEPOSIT/PAYMENT IS RECEIVED.

6. SUBLETTING OF SPACE

Sharing of any booth space by two or more companies, or the cooperative buying of any display space, is prohibited. Exhibitors may not assign, sublet or apportion the whole or any part of space assigned; permit any other party to exhibit therein; distribute any other party's advertising materials; or permit use of such space for the purpose of promoting any business other than that of the exhibitor to whom the space is assigned.

7. SPACE ASSIGNMENT

Space assignment is on a first-paid, first-served basis, and will be governed by services and facilities to be used, amount of space ordered, postmarked/received date of application and payment, special requests noted, and the best interest of the exhibition.

Show Management may alter locations of exhibits or booths shown on the official floor plan if deemed in the best interest of the exhibition.

8. CANCELLATION AND REFUND

Exhibitors finding it necessary to cancel their contract: If space is canceled by January 31, 2010 the exhibitor will receive a full refund. If space is canceled after January 31, 2010 and before March 31, 2010, a \$350 cancellation charge per booth will be levied. If space is canceled after March 31, 2010, no refunds will be made. Cancellation requests must be received in writing by Show Management on or before the above dates. **No refunds will be made for cancellations after March 31, 2010.** These deadlines also apply to requests to reduce your exhibit space.

Reducing your exhibit space may result in relocation of your booth assignment. Should any contingency beyond the control of Fabricare™ 2010 prevent or make impractical holding the trade show, Fabricare™ 2010 may retain a portion of the exhibitor's rental as shall be required to compensate it for expenses incurred up to the time such contingency shall have occurred and return of the balance of monies paid in advance for rental will terminate any liability upon Fabricare™ 2010. Exhibitor waives any claim against Fabricare™, the California Cleaners Association, and California Advocates Management Services for damages by termination caused by events beyond its control (i.e., force majeure events).

9. FAILURE TO OCCUPY SPACE

Any space contracted for and not occupied by 8:00 am on Saturday, August 21, 2010, is subject to forfeiture by the exhibitor and may be resold or reassigned at the discretion of Show Management. In no event will booth rental be refunded.

10. SECURITY AND INSURANCE

Fabricare™ 2010 provides show security, but the furnishing of such guards shall not be deemed to increase the liability of Fabricare™ 2010, or LBCC, their agents, representatives and employees, nor to modify in any way the assumption of risk and release provided in this contract. *All property of the exhibitor is understood to remain under the exhibitor's custody and control in transit to within and from the confines of the exhibit hall subject to the rules and regulations of the exhibition.* **By execution of this contract, exhibitor warrants that it has in force a minimum of \$1 million insurance coverage to indemnify Fabricare™ 2010, California Cleaners Association, California Advocates Management Services, GES, LBCC, SMG, City of Long Beach, their officers, agents and employees. A copy of your insurance must be sent to CCA ninety (90) days prior to the event.** Insurance coverage must include property damage, public liability, fire, theft, water, storm and strike coverage.

11. REGISTRATION

All persons attending Fabricare™ 2010 must be registered and will not be allowed on the show floor without an official badge. Each exhibiting company is entitled to receive three (3) free exhibitor registrations for each booth space occupied. A registration fee must be paid for any additional exhibitor representatives. As a security precaution, **only booth personnel may be registered on the "Exhibit Badge Registration" form.** People not working in the booth must be registered on the "Attendee Registration" form and paid for accordingly.

12. PENALTIES

By execution of this contract, exhibitor agrees to abide by all conditions of the contract, all Terms and Conditions stated in the Exhibit Rules and Regulations, which are incorporated into this contract by reference; local laws and fire regulations of the state of California, the city of Long Beach, and the LBCC; and subsequent notifications from Show Management. Failure to comply with the above contract terms, rules and regulations and local laws, or amendments thereto, is sufficient cause for requiring either prompt conformity and, in certain instances, immediate closing and removal of the exhibit display, in which case the exhibitor will forfeit all fees and rentals paid and pay all removal fees.

13. LIABILITY AND INDEMNIFICATION

Exhibitor shall be liable for all claims, damages, losses, injuries of any kind or nature resulting from (i) its representatives', agents' or employees' breach of the Fabricare™ 2010 Contract Terms and Conditions and Exhibit Rules and Regulations, and (ii) its actions or omissions or those of its officers, directors, employees, or agents at the LBCC. The exhibitor agrees to make no claim for any reason whatsoever, against the California Cleaners Association (Fabricare™ 2010), or LBCC, or their representatives, agents or employees, for loss, theft, damage or destruction of goods or other property, nor for any injury to it or its employees while in the exhibit hall or California Cleaners Association offices, nor for any other damage of any nature or character including any damage to its business by reason of the failure to provide space for the exhibit, or the removal or modification of the exhibit display booth, nor for any action of any nature of the California Cleaners Association (Fabricare™ 2010), or LBCC that may render any exhibit display booth unusable. Nothing in this contract is intended to limit or otherwise restrict the liability of the general contractor or any subcontractor. The general contractor and subcontractors are not representatives, agents or employees of the California Cleaners Association.

Exhibitor agrees to indemnify and hold harmless California Cleaners Association (Fabricare™ 2010), and their officers, directors, members, agents and employees, from all suits, claims, damages, judgments, demands, liabilities, losses, costs and expenses (including attorneys' fees) of any and all kinds in whatever way arising, directly or indirectly, however caused, by reason of (i) any act or omission of exhibitor, its officers, directors, agents, employees, or subcontractors in connection with their use or presence at the LBCC, or (ii) the breach by exhibitor or its officers, directors, agents and employees of the Fabricare™ 2010 exhibit space contract and *Exhibit Rules and Regulations*.

14. INCLUSION AND REFERENCE TO MASTER LICENSE AGREEMENT

The exhibitor expressly agrees to be bound by all the terms, conditions and specifications resulting from the master license agreement between Fabricare™ 2010 and LBCC (Long Beach, CA), including but not limited to all union agreements and requirements of the city of Long Beach.

15. MANAGEMENT AND AMENDMENTS

Show Management shall have full and exclusive power in the interpretation of all rules contained herein and in other documents included by reference. Any matters not specifically covered are subject to decision by Fabricare™ 2010 Show Management. Fabricare™ 2010 reserves the right at any time, to make any changes, amendments and additions to these rules as reasonably necessary for the proper conduct of the exhibition.

16. SEVERABILITY

All provisions of this Agreement are severable. If any provision or portion hereof is determined to be unenforceable by a court of competent jurisdiction, the rest of the Agreement shall remain in full effect, provided that its general purposes remain reasonably capable of being effected.

17. ENTIRE AGREEMENT

This Agreement sets forth the entire understanding of the parties and hereby supersedes any and all prior agreements, oral or written, heretofore made, between the parties with respect to the subject matter of this Agreement. There are no representations, warranties, covenants, agreements or collateral understandings, oral or otherwise, express or implied, affecting this Agreement that are not expressly set forth herein.

— RULES & REGULATIONS —

1. SHOW DATES AND HOURS:

Saturday, August 21, 2010	9:00 am–5:00 pm
Sunday, August 22, 2010	8:00 am–4:30 pm

2. EXHIBIT INSTALLATION AND DISMANTLING

Move-in Schedule:

Thursday, August 19, (multi-booth exhibitors only)	1:00 pm–5:00 pm
Friday, August 20, (all exhibitors)	8:00 am–5:00 pm

Dismantling of exhibits may begin on Sunday, August, 22, 4:30 pm to 9:00 pm and Monday, August 23, 8:00 am to 4:30 pm. All exhibits must be removed from the exhibit hall by 4:30 pm on August 23, 2010.

3. STANDARD BOOTH EQUIPMENT:

Each booth includes: 8' high flameproof backdrop drapes, 3' high side divider drapes, 1 identification sign.

4. UNION RULES AND REGULATIONS:

- A. In order to conform to union contract rules and regulations, it will be necessary that all exhibitors use qualified union personnel for the various services required for material handling within the show. Setting up of merchandise to be displayed does not require union labor and may be done by the exhibitor. In addition, any installation of exhibits or displays which requires the use of hand tools, or more than one person, or longer than thirty minutes (including

crating and uncrating) to install, or exceeds ten feet in any direction, shall require the use of union labor. Products which cannot be hand carried by the exhibitor into or out of the exhibit hall in one trip will require the use of labor for move-in or move out. All labor requirements can be taken care of through the designated general service contractor.

- B. The use of specialized equipment (forklifts and cranes), required in connection with installing or assembling, is charged in addition to the CWT receiving rate. Forklift services will be available for booth work, spotting and/or rigging at hourly rates at the expense of the exhibitor.

5. EXHIBIT SERVICE CENTER:

An Exhibitors' Service Center will be maintained during setup, move-in, exhibit hours and during dismantling to handle exhibitor service requests.

6. SPACE REGULATIONS:

- A. All demonstrations, advertising and promotional activities of an exhibitor must be confined to the limits of the assigned exhibit space. No space may be sublet or split without consent of Show Management.
- B. Annoyance: Exhibitors will take every reasonable precaution to minimize the noise of operating exhibits. Noise levels objectionable to other exhibitors will not be allowed.
- C. Failure to Occupy Space: Any space with equipment not occupied by 8:00 am Saturday, August 21, 2010 will be forfeited by exhibitor without refund.
- D. Floor Safety: Show management reserves the right to stop any activity on the show floor which is determined to be a safety hazard.
- E. Product Discounts: Exhibitors may advertise product discounts on future delivery orders in the exhibit hall.
- F. The use of any balloons in exhibit design or promotional activities is strictly prohibited.
- G. Violations of any of the above mentioned rules may result in the cancellation of the exhibitor contract and removal of the exhibit from the show without refund or liability to the Convention sponsors as stated in paragraphs 10 & 11.
- H. Serving of alcohol in exhibitors booths is strictly prohibited.
- I. Visitors to the booth must be contained within the perimeters of same. No overflow into the aisles will be permitted as fire regulations indicate all aisles must be free for access in the event of an emergency.

7. EXHIBIT DESIGN REGULATIONS:

- A. It is the exhibitor's responsibility to ensure proper exhibit booth construction. Drapes, signs, banners, acoustical materials, cotton, paper, hay, straw, moss, split bamboo plastic cloth shall be flame retardant or fabricated of inherently fireproof materials. Note: a flame test may be performed when deemed appropriate by the Fire Marshal. All packing materials such as excelsior, cardboard cartons, etc. must be removed from the booth prior to the opening of the show. No materials may be stored in the area behind the booth.
- B. Operation of gasoline-powered vehicles will be permitted during move-in or move-out periods. However, all fueling of vehicles must be accomplished outside exhibit hall. If the conference site city has a contrary fire code or the convention dictates otherwise, the exhibitor agrees to comply with those regulations regarding gasoline-operated vehicles/equipment. Gasoline-operated vehicles/equipment on display must have one gallon or less fuel in tanks. Fuel tank caps must be locked or taped and battery cables must be disconnected or taped. Fuel is to be dispensed or removed with approved safety equipment. No gasoline or other type of fuel-operated motor may be demonstrated inside the exhibit hall during the show.
- C. Hazardous chemicals and materials, including pesticides, fungicides, insecticides, caustics, corrosives, oxidizers, flammables, poisons and toxins are prohibited inside the building.
- D. Convention Management will have sole control over all admissions of persons.
- E. All exhibits must conform to the International Association for Exposition Managers display guidelines unless otherwise authorized by show management.

- F. Convention Management reserves the right to reject or prohibit any exhibit, or part thereof, including without limitation, any person, article, conduct, printed matter, catalogue, or souvenir, that in its opinion, is not suitable to and in keeping with the character of the exhibition.

8. CARE OF BUILDINGS AND EQUIPMENT:

Exhibitors are cautioned that they are directly responsible for any damage to the Convention Center. Nothing may be affixed to any wall, ceiling or floor without express written permission from the Convention Center.

9. SECURITY SERVICE:

General perimeter security will be provided during published setup and dismantling hours, show hours and all hours that the show is closed during the show days. However, each exhibitor will be responsible for their exhibit at all times. The convention, the Convention Center, the official general service contractor and convention management shall not be liable for any loss, damage or displacement of any exhibitor's property due to any cause. Exhibitors are cautioned that small portable articles of value should be properly secured or removed for safekeeping after exhibit hours or whenever the booth is unattended.

10. LIABILITY:

The exhibitor agrees to make no claim against the California Cleaners Association/Fabricare™, its members, employees or agents or show committee, or against convention center, nor the agents or employees for any injury to any exhibitor, their employees, agents or property or for any loss by fire, theft, damage, delay, mechanical failure, labor trouble or any cause whatsoever while exhibitors and merchandise are in transit, within the exhibit hall, nor for any damage to their business, for failure to provide space in the exhibit, nor for any action of the California Cleaners Assn./Fabricare™, its members, agents, or the Convention Committee for failure to hold the Show as scheduled. Convention management reserves the right to restrict, close and remove exhibits which, because of noise, method of operation, uncooperative personnel, discord in advertising, or for any other reason becomes objectionable to the overall conduct, success and high standards established by the California Cleaners Assn./Fabricare™ and Show. The exhibitor further agrees to indemnify and hold harmless the California Cleaners Association/Fabricare™ from any liability resulting from the acts of omissions of the exhibitor, its agents, servants or employees.

11. REMOVAL OF EXHIBITS:

The California Cleaners Association/Fabricare™ also reserves the right, without notice and with no liability whatsoever, for damage or loss, for inconvenience, or business interference, to close down, dismantle, dispose of, store or clear away from the premises, or to order such work to be done at the expense of the exhibitor, any exhibit display material, goods, property or merchandise or any exhibitor who fails to comply with any of the official rules and regulations of the show as set forth herein.

12. SPECIAL REGULATIONS:

It is imperative that each exhibitor understands and agrees to the following:

- A. That the main purpose of the Show is the promotion and stimulation of interest in, and demand for, the industry's products and services in general, and is conducted in a manner reasonably calculated to achieve that purpose.
- B. That the Show is presented as a service to the industry and for the information and education of members and visitors through contact with exhibit personnel and products. Your cooperation in this matter is solicited.
- C. The exposition is limited to those persons, firms, and corporations which have contracted and paid for exhibit space in exposition facility. No other persons, firms, or corporations will be permitted to demonstrate products, solicit orders, or distribute advertising matter on the floor of the convention or in the exposition facility. Any person violating this rule will be promptly ejected from the convention hall.