

2020 JUNE ADVANCE BOOTH SPACE CONTRACT

Booth Space Assignment

Each AETA member contract received with required payment **on or before September 30, 2019** will be assigned previous booth space, if possible (from August 2019 show). Contracts will be assigned space on a first-come, first-served basis. One booth number will be assigned per contiguous block of booth space.

Cancellations

Booth space **cancelled or reduced after December 31, 2019** will result in forfeiture of all monies paid to date. Cancellation before December 31, 2019 will incur a 50% non-refundable charge on booth space. All cancellations must be received in writing.

Mail Today

Return this form, and payment via email to:
admin@aeta.us, or mail to:

AETA
100 North 20th Street, Suite 200
Philadelphia, PA 19103

Questions?

Contact AETA
(215) 320-3888
admin@aeta.us

Company Profile

Company Name: _____

Company Name for Directory Listing: _____

Street Address: _____

City: _____ State/Country: _____ Zip: _____

Phone: _____ Email: _____

Website: _____

AETA Manufacturer or Distributor Member? Yes No (you must be an AETA Manufacturer/Distributor member to exhibit)

Contact Information

Contact Name: _____ *All show information will be sent to this individual.*

Street Address: _____

City: _____ State/Country: _____ Zip: _____

Phone: _____ Email: _____

Booth Space Fees

Booth space is sold in 10' x 10' increments. The minimum booth space size is 10' x 10'. Bulk Rate applies to booths 500 sq. ft. or larger. *Booth package includes (per 10' x 10' space): one (1) black skirted 6-foot table (Other sizes available. Contact AETA prior to April 30, 2020.); two (2) folding chairs; one (1) wastebasket; a 7" x 44" company identification sign; (2) complimentary registrations for staff. The basic rate includes overnight security, general lighting and heating/air conditioning (on show days). Electric and booth furnishing options will be available for purchase separately.*

NOTE: You must be an AETA Manufacturer/Distributor Member to exhibit.

ADVANCE BOOTH RENTAL RATE

Valid with contract and payment in full submitted **by December 31, 2019**

(100 – 400 sq. ft.)
\$ 950 per 10' x 10' space

(500 sq. ft or more)
\$ 850 per 10' x 10' space

STANDARD BOOTH RENTAL RATE

Valid with contract and payment in full submitted **after January 1, 2020**

(100 – 400 sq. ft.)
\$ 1,050 per 10' x 10' space

(500 sq. ft or more)
\$ 950 per 10' x 10' space



Company Name: _____

Booth Space Fees, continued

When possible, booth assignments will remain the same as the August 2019 show. Please mark preference:

I would like same booth location. Booth # _____

I would like to move location. Booth Request:

1st Choice: _____ 2nd Choice: _____

(NOTE: Booth assignments will be confirmed once a completed booth contract and payment in full is received.)

Booth configuration required (ex: 20' x 20'):

_____ feet by _____ feet

Number of 10' x 10' booths purchased: _____

Total

\$ _____

Booth Electric

	<i>Total Number of Outlets:</i>	<i>Rate:</i>	<i>Total:</i>
<input type="checkbox"/> Outlets, electric at booth <small>(Note: Each outlet is 10 amps/1,200 watts)</small>	_____	<input type="checkbox"/> \$ 95 per outlet by May 15, 2020 <input type="checkbox"/> \$125 per outlet after May 16, 2020	\$ _____

New Product Showcase

	<i>Total Number of Showcases:</i>	<i>Rate:</i>	<i>Total:</i>
<input type="checkbox"/> New Product Showcase <small>(Note: Each showcase is 2' x 3' section of a skirted table)</small>	_____	<input type="checkbox"/> \$100 per showcase by May 15, 2020 <input type="checkbox"/> \$125 per showcase after May 16, 2020	\$ _____

Mannequins

	<i>Total Number of Mannequins:</i>	<i>Rate:</i>	<i>Total:</i>
<input type="checkbox"/> Mannequin(s)	_____	<input type="checkbox"/> \$100 per mannequin by May 15, 2020 <input type="checkbox"/> \$125 per mannequin after May 16, 2020	\$ _____
<i>Female Mannequins:</i> Calf peg qty: _____ Foot peg qty: _____			
<i>Male Mannequins:</i> Calf peg qty: _____ Foot peg qty: _____			

Sponsorships and Advertising

AETA Trade Show sponsorships and advertising are a great opportunity to get your name in front of Trade Show attendees.

<input type="checkbox"/> I would like information on the Sponsorship Program or	<input type="checkbox"/> I would like information on Trade Show Directory Advertising or
<input type="checkbox"/> I would like to purchase a Sponsorship Program <i>(select below):</i>	<input type="checkbox"/> I would like to purchase Trade Show Directory Advertising <i>(select below):</i>
<input type="checkbox"/> WIFI Sponsor \$ 4,000	<input type="checkbox"/> Full Page Black and White Ad \$ 250
<input type="checkbox"/> Lanyard Sponsor \$ 3,500	<input type="checkbox"/> Full Page Color Ad \$ 450
<input type="checkbox"/> Mane Event Reception \$ 3,000	<input type="checkbox"/> Inside Front Cover, Color Ad \$ 850 <i>(Contact AETA to reserve)</i>
<input type="checkbox"/> AETA Lounge \$ 2,500	<input type="checkbox"/> Inside Back Cover, Color Ad \$ 850 <i>(Contact AETA to reserve)</i>
<input type="checkbox"/> Charging Station \$ 1,500	<input type="checkbox"/> Back Cover, Color Ad \$ 1,000 <i>(Contact AETA to reserve)</i>
<input type="checkbox"/> Website Listing \$ 500	
<input type="checkbox"/> Wine & Cheese Reception \$ 250	<i>Advertising Total</i>
<input type="checkbox"/> Coffee Break \$ 250	\$ _____
<input type="checkbox"/> Mobile App <i>Contact AETA to reserve</i>	

Sponsorship Total

\$ _____

Name: _____

Email: _____

Company Name: _____

eBooth Profile

About Us Description (150 word max.) _____

Product Categories (Check categories that apply to your business)

- | | | | | |
|--|--|--|---|---|
| <input type="checkbox"/> 1 – Accessories | <input type="checkbox"/> 30 – Boot Tips/Caps | <input type="checkbox"/> 62 – Giftwrap & Accessories | <input type="checkbox"/> 90 – Luggage | <input type="checkbox"/> 120 – Stable/Stall/Ranch Equipment |
| <input type="checkbox"/> 2 – Animal Healthcare | <input type="checkbox"/> 31 – Bridlework | <input type="checkbox"/> 63 – Gloves | <input type="checkbox"/> 91 – Machinery/Hardware | <input type="checkbox"/> 121 – Stall Supplies |
| <input type="checkbox"/> 3 – Animal Therapy | <input type="checkbox"/> 32 – Browbands | <input type="checkbox"/> 64 – Golf Cars | <input type="checkbox"/> 92 – Media | <input type="checkbox"/> 122 – Stationery/Note Cards |
| <input type="checkbox"/> 4 – Antiques | <input type="checkbox"/> 33 – Brushes | <input type="checkbox"/> 65 – Greeting Cards | <input type="checkbox"/> 93 – Merchandise Display | <input type="checkbox"/> 123 – Stirrups |
| <input type="checkbox"/> 5 – Apparel - Jeans | <input type="checkbox"/> 34 – Buckets/Feeders | <input type="checkbox"/> 66 – Grooming Products - Animal | <input type="checkbox"/> 94 – Novelty Items | <input type="checkbox"/> 124 – Store Equipment |
| <input type="checkbox"/> 6 – Apparel - Australian | <input type="checkbox"/> 35 – Buckles | <input type="checkbox"/> 67 – Grooming Products - Human | <input type="checkbox"/> 95 – Packaging | <input type="checkbox"/> 125 – Strap Goods |
| <input type="checkbox"/> 7 – Apparel - Canine | <input type="checkbox"/> 36 – Business Services | <input type="checkbox"/> 68 – Handbags | <input type="checkbox"/> 96 – Paper Products | <input type="checkbox"/> 126 – Sunglasses |
| <input type="checkbox"/> 8 – Apparel - Casual Sport | <input type="checkbox"/> 37 – Calendars | <input type="checkbox"/> 69 – Hardware/Trim | <input type="checkbox"/> 97 – Personal Care | <input type="checkbox"/> 127 – Supplements |
| <input type="checkbox"/> 9 – Apparel - Childrens | <input type="checkbox"/> 38 – Candles | <input type="checkbox"/> 70 – Headwear | <input type="checkbox"/> 98 – Pest Control | <input type="checkbox"/> 128 – Sweats/Athletic Wear |
| <input type="checkbox"/> 10 – Apparel - Country | <input type="checkbox"/> 39 – Candy | <input type="checkbox"/> 71 – Headwear - Accessories | <input type="checkbox"/> 99 – Publications | <input type="checkbox"/> 129 – Synthetic Footing |
| <input type="checkbox"/> 11 – Apparel - Dressage | <input type="checkbox"/> 40 – Chaps | <input type="checkbox"/> 72 – Headwear - Australian | <input type="checkbox"/> 100 – Racks and Trees | <input type="checkbox"/> 130 – T-Shirts |
| <input type="checkbox"/> 12 – Apparel - English | <input type="checkbox"/> 41 – Christmas Ornaments | <input type="checkbox"/> 73 – Headwear - English | <input type="checkbox"/> 101 – Retail Aids | <input type="checkbox"/> 131 – Tack - English |
| <input type="checkbox"/> 13 – Apparel - Horse | <input type="checkbox"/> 42 – Dog Accessories | <input type="checkbox"/> 74 – Headwear - Western | <input type="checkbox"/> 102 – Rider Healthcare | <input type="checkbox"/> 132 – Tack - Nylon |
| <input type="checkbox"/> 14 – Apparel - Leather | <input type="checkbox"/> 43 – Dog Healthcare | <input type="checkbox"/> 75 – Helmets | <input type="checkbox"/> 103 – Riding Underwear | <input type="checkbox"/> 133 – Tack - Western |
| <input type="checkbox"/> 15 – Apparel - Outerwear | <input type="checkbox"/> 44 – Dog Treats | <input type="checkbox"/> 76 – Herbal Products | <input type="checkbox"/> 104 – Rodeo Equipment | <input type="checkbox"/> 134 – Textile Care Products |
| <input type="checkbox"/> 16 – Apparel - Square Dance | <input type="checkbox"/> 45 – Dressage Equipment | <input type="checkbox"/> 77 – Home Décor | <input type="checkbox"/> 105 – Saddle Pads | <input type="checkbox"/> 135 – Toys |
| <input type="checkbox"/> 17 – Apparel - Weather | <input type="checkbox"/> 46 – Embroidery/Screen Printing | <input type="checkbox"/> 78 – Hoods | <input type="checkbox"/> 106 – Saddle Stands Totes | <input type="checkbox"/> 136 – Trailers |
| <input type="checkbox"/> 18 – Apparel - Western | <input type="checkbox"/> 47 – Engraving | <input type="checkbox"/> 79 – Horse Boots | <input type="checkbox"/> 107 – Saddles - Australian | <input type="checkbox"/> 137 – Training/Schooling Equipment |
| <input type="checkbox"/> 19 – Apparel - Women | <input type="checkbox"/> 48 – Equipment | <input type="checkbox"/> 80 – Horse Feed | <input type="checkbox"/> 108 – Saddles - English | <input type="checkbox"/> 138 – Travel Boots |
| <input type="checkbox"/> 20 – Apparel - Work | <input type="checkbox"/> 49 – Farrier Supplies | <input type="checkbox"/> 81 – Horse Treats | <input type="checkbox"/> 109 – Saddles - Western | <input type="checkbox"/> 139 – Trophies/Awards |
| <input type="checkbox"/> 21 – Artwork | <input type="checkbox"/> 50 – Fence Products | <input type="checkbox"/> 82 – Information Services | <input type="checkbox"/> 110 – Safety Products | <input type="checkbox"/> 140 – Trunks/Accessories |
| <input type="checkbox"/> 22 – Artwork/Sculpture | <input type="checkbox"/> 51 – Foods | <input type="checkbox"/> 83 – Jeans | <input type="checkbox"/> 111 – Safety Vests | <input type="checkbox"/> 141 – Vests |
| <input type="checkbox"/> 23 – Associations | <input type="checkbox"/> 52 – Footwear - Accessories | <input type="checkbox"/> 84 – Jewelry | <input type="checkbox"/> 112 – Security Products | <input type="checkbox"/> 142 – Videos/DVD/CD |
| <input type="checkbox"/> 24 – Bareback Riding Pads | <input type="checkbox"/> 53 – Footwear - English | <input type="checkbox"/> 85 – Knives | <input type="checkbox"/> 113 – Sheepskin Products | <input type="checkbox"/> 143 – Walking Sticks |
| <input type="checkbox"/> 25 – Bedding | <input type="checkbox"/> 54 – Footwear - Rubber | <input type="checkbox"/> 86 – Leather Care/Therapy | <input type="checkbox"/> 114 – Socks | <input type="checkbox"/> 144 – Whips/Crops |
| <input type="checkbox"/> 26 – Belts/Handbags/Wallets | <input type="checkbox"/> 55 – Footwear - Safety | <input type="checkbox"/> 87 – Leather Craft | <input type="checkbox"/> 115 – Software | |
| <input type="checkbox"/> 27 – Bits | <input type="checkbox"/> 56 – Footwear - Shoes | <input type="checkbox"/> 88 – Leather Wholesale | <input type="checkbox"/> 116 – Souvenirs | |
| <input type="checkbox"/> 28 – Blankets/Sheets | <input type="checkbox"/> 57 – Footwear - Western | <input type="checkbox"/> 89 – Leg Protection | <input type="checkbox"/> 117 – Sports Psychology | |
| <input type="checkbox"/> 29 – Books/Magazines | <input type="checkbox"/> 58 – Footwear - Work | | <input type="checkbox"/> 118 – Sportswear | |
| | <input type="checkbox"/> 59 – Furniture | | <input type="checkbox"/> 119 – Spurs | |
| | <input type="checkbox"/> 60 – Games | | | |
| | <input type="checkbox"/> 61 – Gifts | | | |



Continued from page 3

Company Name: _____

Payment

SUMMARY OF ITEMS ORDERED (from page 2)

Booth Space Fees	\$ _____
Booth Electric	\$ _____
New Product Showcase	\$ _____
Mannequins	\$ _____
Sponsorship	\$ _____
Show Directory Advertising	\$ _____
TOTAL AMOUNT DUE	\$ _____

Full payment must be submitted with contract. Contracts received without appropriate payment will not be processed.

U.S. TOTAL ENCLOSED \$ _____

PAYMENT TYPE:

Check (payable to AETA) Credit Card Wire Transfer (additional fees apply; contact admin@aeta.us)

Credit Card Information: MasterCard VISA American Express (CVV code is 4 digits on front) Discover

Card Number: _____ Exp. Date: _____ CVV: _____

Name on Card: _____

Signature: _____

Address for Cardholder: _____

City: _____ State/Country: _____ Zip: _____

CONTRACT SUBMISSION AND AUTHORIZATION:

By signing and submitting this contract, your company agrees to AETA's booth space assignment procedure and with the 2020 AETA Show exhibit terms and conditions contained on the AETA website at www.aeta.us. The undersigned agrees to abide by all policies, requirements, restrictions and rules & regulations for exhibitors as set forth in this agreement or as may be designated by Management or the Greater Philadelphia Expo Center. Failure to abide by such policies will result in the forfeiture of all monies paid or due. Management under the terms of this agreement. The Exhibitor cannot assign or transfer this contract to another company.

Signature: _____ Date: _____