



## Trade Show 2022 - Exhibitor Information

### Welcome to the Coating Society of the Houston Area Annual Trade Show and Demo Fair – Friday April 22, 2022

Campbell Hall -7600 Red Bluff, Pasadena Texas 77507

Admission age 18+

Thanks for making last year's show a success! To secure your previous booth location, please submit your TS 2022 Registration Form as soon as possible.

In addition to the traditional **Trade Show** we will have an outdoor equipment and process **Demo Fair**. You won't want to miss this chance to show off some equipment!

#### **Corporate sponsorships available:**

- Please consider being a **Platinum, Gold or Silver** corporate sponsor.
- **Platinum** level sponsors are awarded a free full page program ad and 2 free meal tickets in recognition of their generous gift...not to mention show banner recognition, a special "thank you" plaque, and of course our appreciation!
- **Gold** level sponsors are awarded 2 free meal tickets.
- All sponsors will receive special recognition in the Trade Show Program booklet.

#### **Make your registration easy:**

- We have made things easy with a one click "**Quick Package Deal**" space on the registration form. If you are interested in a deeply discounted booth and sponsorship simply place an "**1**" in the indicated box on your "TS 2022 Registration Form". You will automatically be recording 1 booth, 1 free program ad, 4 free meal tickets and a Platinum sponsorship recognition for the **discounted rate of only \$1350!** This is a savings of \$330. Then fill in the company info and email the Excel spreadsheet to [jeffb@twrs.com](mailto:jeffb@twrs.com)
- Please register by completing the "TS 2022 Registration Form" (Excel spreadsheet) and submit it by e-mail. The spreadsheet should (hopefully) calculate your fee(s) for you. If you need to make a correction, it is best to start over with a new blank form since it is possible to "step-on" some of the calculation formulae in the spreadsheet. If it does not seem to work right, never fear...we have humans on our end that can help you straighten it out...

*Note: Due to the "sell-out" nature of the CSHA Trade Show and the popularity of inner circle booth spaces and booths adjacent to the food service area, the minimum registration level for each of these booths (e.g. 22-27, 36-37 and 45-51) will be Quick Package (platinum level) sponsorship.*

### How to register:

- Simply fill in the shaded input spaces on the attached “TS 2022 Registration Form.xls” spreadsheet and return it as an Excel spreadsheet via e-mail.

### Trade Show Rate schedule:

Individual pricing rates are:

- Booth space 8’x10’ \$695 (includes \$200 digital ad)
- Quick Package Deal (booth, Platinum, ad) \$1350 (discounted \$330)
- Digital Program Ad (if purchased separately) \$200
- Single person Meal\* \$30
- Platinum Sponsorship \$725
- Gold Sponsorship \$450
- Silver Sponsorship \$250
- Small Outdoor 10’x10’\*\* \$500 (\$250 with Platinum Sponsorship)
- Large Demo Space 10’x20’\*\* \$1000
- Jumbo Demo 20’x20’ or 10’x40’\*\* \$1500

\*Meal tickets: The CSHA Trade Show is famous for its evening meal of boiled crawfish (and/or shrimp when available) with all of the fixin’s. Complementary lunches will be provided for exhibitors during the noon hour. Catered beverages are free to meal ticket holders throughout the day! Admission age 18+. Two fantastic meals and beverages all day for only \$30. I think you will agree this is the best deal in town!

\*\*Contact Josh Gray [josh@elcometerusa.com](mailto:josh@elcometerusa.com) for more info about the outdoor demo spaces.

### Payment option 1 – Credit card or PayPal:

- E-mail the completed registration (attach the registration form as an Excel spreadsheet) to Jeff Bogran [jeffb@twrs.com](mailto:jeffb@twrs.com) (713-444-3415) or Coating Society of the Houston Area [cscha1956@gmail.com](mailto:cscha1956@gmail.com)
- Watch for an email from [service@paypal.com](mailto:service@paypal.com) for an invoice containing a secure link for credit card payment. You will be able to make payment via credit card or PayPal account using this link.

### Payment option 2 – Check:

- First, e-mail the completed registration (attach the registration form as an Excel spreadsheet) to Jeff Bogran [jeffb@twrs.com](mailto:jeffb@twrs.com) . Please send the confirming registration form spreadsheet by e-mail in advance of mailing your payment so that we can immediately secure your booth space.
- Make checks payable to **Coating Society of the Houston Area**. Please enclose a printout of your registration form.
- Remit check via USPS to:

**Coating Society of the Houston Area**

**Attn: TS 2022**

**PO Box 5448**

**Houston, Texas 77262**

### **Booth registration schedule:**

- Exhibitors returning from last year will have that same booth space held until February 16, 2022. To insure your booth location, please return registrations and payment as early as possible. Registration is now open.
- Exhibitor registration forms must be e-mailed by midnight February 15, 2022.
- As of 12:01 AM February 17, 2022 booths that have not been secured by registration and payment will be released for re-assignment.
- Starting on March 26, 2022; exhibitors who would like to change their booth location can inform us by or e-mail requesting the booth change. Booth changes are subject to availability (which is rare), so please don't be disappointed if we cannot accommodate the request.

### **Booth description/logistics:**

- An 8'(depth) x 10'(width) booth with draped table and 2 chairs will be provided. Double booths (8' x 20') are occasionally available.
- Each exhibitor will be given 2 complimentary meal tickets per booth. Additional booth attendants and guest meal tickets can be purchased for \$30 each. Complimentary beverages will be available throughout the show.
- For additional services the exhibitor should make special fixture handling (freight), and additional booth furnishing arrangements (carpeting, director's chairs etc) directly with the trade show decorating company. The 2022 staging brochure from **The Phoenix Design Group**, is attached for your convenience.
- Please refer to the floor plan map in your exhibitor packet that you will receive at check-in for your final booth location.
- Bonus! Household electricity (110v) will be available to all indoor booths with no additional charge (sufficient for standard lighting, powering laptops and projectors etc.).

### **Demo spaces:**

If you are interested in participating in the Demo Fair please contact Josh Gray [josh@elcometerusa.com](mailto:josh@elcometerusa.com).

### **Activity schedule:**

#### ➤ **Move-in/set-up:**

- Move-in will be no earlier than 9:30am and should be completed by noon on April 22, 2022 . Complementary lunch will be available to exhibitors on a first come/first served basis during the lunch hour.

#### ➤ **Show schedule:**

- The Trade Show will start at approximately noon on Friday April 22.
- Door Prizes will be awarded from the main stage beginning at 2:00 PM.
- Outdoor demonstrations from noon to 5 PM
- Technical Program 3-4:30 PM
- End-User Reception 4:30-6 PM
- Awards Ceremonies will begin at approximately 7:00 PM
- Evening meal will be 6:00-8 PM

- Live Band- 'Telluride ' will play from 7:15 – 9 PM
- Show will close at 09:00PM.

➤ **Move-out:**

- Move-out after the show, but not earlier than 9:00 PM on April 22. Upon special request, move-out is also available from 9:30-11 AM on Saturday April 10, however, building security will only be provided until 10:00 PM on the day of show. CSHA will not be responsible for loss or damage to exhibit materials.

**Digital program ads:**

A program ad is included with your booth purchase. Your digital ad will be displayed on our CSHA Trade Show web page for one year. Here is some helpful information you will need to know:

- Ads are full page (free with booth purchase) and must be 4-color, 8.5" x 11", no bleed.
- New for this year, the program ad will not be printed in booklet form, but will be posted to the CSHA Trade Show website for 1 year.
- You must provide your ad in a high-resolution PDF file. We cannot help you create your ad, nor can we use any other file format other than a PDF.
- Ads must be submitted to [The CSHA Dropbox \(Click Here\)](#) by **March 26, 2022**. If your ad is not received by that date, and we have your ad from last year, we will use that one. For more information contact Andrew Swan at 713-494-5145. Please send an email to [aswan@mtestco.com](mailto:aswan@mtestco.com) to confirm your image has been received.

*Tips for creating ads:*

- *Make it clean: Don't use too many pictures or text. Be clear to the point of what you want the readers to know. People won't sit there and read a book. Try to drive them back to your website for more information.*
- *Use sharp images: Make sure the images you use are not fuzzy so they can be clearly seen*
- *Grab their attention: Have a headline with supporting images that really make them stop flipping the pages. Don't make your headline too long.*
- *Call to Action: What is the goal of the ad? What do you hope people will do? Do you want them to call a specific number? Got to your website to see more information on your products? Whatever the goal is be sure the information you provide on that ad promotes that. Example: "Call us today for a free quote." "Visit our website for more information on our CUI products."*

**Technical program and end-user reception:**

The Technical Program will be scheduled for 3:00-4:30 PM. Watch your emails for more details.

Come by the End-User Reception (4:30-6:00 PM) and take advantage of the opportunity to meet, greet... or otherwise "hobnob" with equipment owners and end-user representatives.

**Door prizes:**

All exhibitors are expected to provide at least one door prize item (typical value \$75-100) to be awarded by ticket lottery from the main stage. This is not mandatory (we are not "mandatory" about many things) but is encouraged because it is a popular tradition and a great crowd pleaser. Typical door prizes are coolers, grills, fishing poles, e-readers, etc.

**Other information contacts:**

If you still have questions, please feel free to contact any Trade Show representative listed in your email, or Jeff Bogran [jeffb@twrs.com](mailto:jeffb@twrs.com) (713-444-3415)

**Website:**

<http://coatingsocietyofhouston.org/tradeshaw/>

**We look forward to seeing you at the Coating Society of the Houston Area's Trade Show 2022 and Demo Fair!**

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**CSHA Trade Show Terms and Conditions****Payment due date:**

- Full payment is due 45 days before the event.
- If no payment received by that time, the booth space will be forfeited and eligible to be resold.

**Refunds:**

- Greater than 30 days before the event: 95%
- 15-30 days before the event: 50%
- Cancellation 14 days or less before the event is not subject to refund.

**Booth placement:**

Exhibition booth assignment is at the discretion of the CSHA Trade Show team. The CSHA Trade Show attempts to have a balanced set of exhibitors that are representative from the industrial coating trade as a whole. Ideally there will be a roughly equal number of coating manufacturers, application contractors, abrasive suppliers, surface prep equipment suppliers, spray equipment providers, inspection company / instrument sales, professional organizations, etc.

The rough guidelines for booth placement follows this hierarchy:

- 1) Previous year exhibitors have first right to reclaim the same booth location.
- 2) The minimum registration for booths around the stage and the food service area must include a Platinum sponsorship per each booth.
- 3) Platinum sponsors will have priority in selecting open booths.
- 4) Also considered is years of past participation in the Trade Show.
- 5) Level of support for the other activities of the CSHA are also considered.
- 6) Every effort is made to keep booth spaces of business competitors separated in the floor plan

If you have any further questions please reach out to the CSHA Executive Board.

Belinda Gibson - President  
[bgibson@knightis.com](mailto:bgibson@knightis.com)

Pete Mitchell - Vice-President  
[pete.mitchell@gmagarnet.com](mailto:pete.mitchell@gmagarnet.com)

Josh Gray - Treasurer  
[josh@elcometerusa.com](mailto:josh@elcometerusa.com)

Henry Beecher - Secretary  
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