



Trade Show 2024 – Exhibitor Information

Friday April 12, 2024

Pasadena Convention Center's Campbell Hall
7600 Red Bluff, Pasadena Texas 77507

Admission Age 18+

Thank you to everyone for making last year's show a success! To secure your exhibitor registration, please fill out and submit the attached online Google Form (<https://forms.gle/RJJLAwugGTCkgwYQ6>) as soon as possible. **We ask all Exhibitors to please read through this information packet to its entirety, as some information has changed.**

In addition to the traditional Trade Show, we will have an Outdoor Showcase that will work in conjunction with our Technical Program.

You don't want to miss this opportunity to showcase your latest and greatest!

PRICING AT A GLANCE:

Platinum Package Deal (8'x10'Booth, Platinum, Ad, 4 meal tickets, Recognition)	\$1500 (\$420 discount)
Platinum Package Deal (8'x20'Booth, Platinum, Ad, 6 meal tickets, Recognition)	\$2250
Gold Package Deal (8'x10'Booth, 4 meal tickets, Recognition)	\$1250
Booth only Package 8'X 10"	\$800
Digital Program Ad (if purchased separately)	\$250.00
Single Person Meal Ticket	\$30.00
Small Outdoor 10' X 10'**	\$600 (\$300 with Platinum Exhibitor)
Large Demo Space 10' X 20'***	\$1,200
Jumbo Demo Space 20' X 20' or 10' X 40'***	\$1,750

HOW TO REGISTER:

Simply fill out the google doc form link that is attached and hit submit. Your responses will be recorded, and an invoice will be sent.

<https://forms.gle/RJJLAwugGTCkgwYQ6>

EXHIBITOR PACKAGES AVAILABLE:

All exhibitors will be recognized in the Trade Show Program.

- Platinum 8x20 Exhibitor Package: (*VERY LIMITED and based on availability; should we not be able to accommodate on 2 spaces, you will automatically be switched to the Platinum 8x10 Exhibitor Package*) includes 8x20 booth that will come with 2 draped tables and 4 chairs a full-page ad in the Trade Show Program, 6 meal tickets, priority booth selection in prime booth locations, Thank You Plaque, and recognition in the Platinum Exhibitor Banner. **\$2,250**
- Platinum 8x10 Exhibitor Package: includes 8x10 booth with a draped table and 2 chairs, a full-page ad in the Trade Show Program, 4 meal tickets, priority booth selection in prime booth locations, Thank You Plaque, and recognition in the Platinum Exhibitor Banner. **\$1,500**
- Gold 8x10 Exhibitor Package: includes 8x10 booth with a draped table and 2 chairs, 2 meal tickets, and priority booth selection not in prime location. **\$1,250**
- Booth Only Exhibitor Package: includes 8x10 booth with a draped table and 2 chairs. **\$800**

BOOTH SELECTION PROCESS:

Sponsoring Exhibitors will have first priority on booth location. Platinum Exhibitors returning from the previous year will have the next priority choice, then Platinum Exhibitors, Gold, and so on. All exhibitors who are paid in full prior to the February 12, 2024, deadline will get an email with their confirmation of booth location. Any exhibitors that would like to change their booth location, may submit an email request after March 29, 2024; booth changes are subject to availability, and we will do our best to accommodate your request (no guarantees).

BOOTH DESCRIPTION/LOGISTICS:

- 8' (depth) x 10' (width) booth with draped table and 2 chairs will be provided. Double booths (8' x 20') are occasionally available.
- For additional services, the exhibitor should make special fixture handling (freight), and additional booth furnishing arrangements (carpeting, directors chairs, etc.) directly with the tradeshow decorating company – **The Phoenix Design Group**. The 2024 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.
- Household electricity (110v) will be available to all indoor booths with no additional charge (sufficient for standard lighting, powering laptops, TV's, etc.).

MEAL TICKETS:

As many know, the CSHA Trade Show is known for having a Crawfish and Shrimp Boil, the add-ons (sausage, potatoes, and corn), and jambalaya. This is a great time to unwind to live music, network with industry peers and potential customers, enjoy a great meal, and cold beverages. Additional crawfish meal tickets may be purchased for \$30. Please note that a sponsored complimentary breakfast will be provided to all exhibitors at the start of the day (10AM).

TECHNICAL SHOWCASE:

The Technical Showcase will be placed outside of Campbell Hall and open to all Trade Show attendees. It gives companies a variety of spaces to showcase their latest and greatest on Fireproofing (maintenance, repair, equipment, etc.). Spaces are limited and electrical utilities are not guaranteed. For more information, please contact Josh Gray: Josh@elcometerusa.com

- Small 10x10 Space **\$600** (\$300 with Platinum Exhibitor Package)
- Large 10x20 Space **\$1,200**
- Jumbo 20x20 or 10x40 Space **\$1,750**

PAYMENT OPTIONS:

Once you complete your online registration form, an invoice will be sent to you via the CSHA's PayPal account. If you have questions regarding payment information. **Payments must be received to the CSHA Tradeshow by March 25, 2024.**

- **Credit Card via PayPal:**
Please look for an email from service@paypal.com for the invoice, which will also contain a secure link for credit card payments via PayPal.
- **Check:**
Please email cshatradeshow@gmail.com if you are planning to pay by check so that we know to expect it and can immediately secure your booth space. Make checks payable to **Coating Society of the Houston Area** and enclose a *printout of your online registration form printed*. Please note that we are not responsible for any checks that are NOT sent to the provided address.

Mail Check via USPS to:

The Coating Society of the Houston Area
Attn: Tradeshow 2023
PO Box 5448
Houston, Tx 77262

ACTIVITY/SCHEDULE:

Move in/Set up: Move in will be no earlier than 7:00AM and should be completed by 10:30AM on April 12, 2024.

Show Schedule:

- Sponsored Breakfast for exhibitors will start at 10:00AM
- The Tradeshow will start at 11:00AM on Friday April 12, 2024
- Door Prizes will be awarded from the main stage beginning at noon.
- Outdoor technical demonstrations are from 11:00AM – 5:00PM
- Technical Program is from 2:00 - 4:00PM
- End – User Reception is from 4:00- 5:30PM
- Painter's Competition Awards will begin at approximately 6:00PM
- Crawfish Meal will be from 2:00 – 7:00PM

- Live Band 'Telluride' will play from 5:00 – 8:00PM
- Show will end at 9:00PM

Move Out:

Move out after the show should not be earlier than 7:00PM on April 12, 2024. Upon Special Request, move out is also available from 9:30AM -11AM on Saturday April 13, 2024; however, building security will only be provided the day of the show. CSHA will not be responsible for loss of, or damage to exhibit materials. In an effort to minimize trash left behind by exhibitors, the CSHA is implementing a \$100 clean up fee if any items/trash are remaining in a booth once it's been vacated. We work very hard to ensure that there are plenty of trash cans placed around the tradeshow floor and intend for them to be utilized by all patrons.

Program Ads:

Ads are full page and must be color, 8.5" X 11", no bleed. You must provide your ad in a high-resolution PDF file.

Please submit your ad to Pete Mitchell by March 18, 2024. Please send an email to Mr. Mitchell to confirm your ad was received. If your ad has not been received by this date, and we have your ad from last year, we will use that one. For more information please contact:

Pete Mitchell | Pete.mitchell@gmagarnet.com | Cell: 713-301-0354

Technical Program and End-User Reception:

- Our technical program is scheduled for 2:00 – 4:00PM. Watch your emails for more details.
- Come by the end-user Reception (4:00 – 5:30PM) and take advantage of the opportunity to network with other like-minded individuals in our industry, equipment owners, and end user representatives.

Door Prizes:

All exhibitors are asked to provide at least one door prize item (typically a \$75 – 100 value) to be awarded by ticket lotter from the main stage. This is not mandatory but is encouraged because it assists in higher attendance and promotes attendee participation. Typical door prizes include coolers, grills, fishing poles, gift cards, etc.

Contacts for Other Information:

If you have any questions, please feel free to reach out to any CSHA Tradeshow Representative listed in your email.

Tradeshow Chair – Michael Pardo | mjpardo@sbec.com | 832-882-3586

Tradeshow Co-Chair – Henry Beecher | Henry@bhdistributors.com | 832-506-5339

Tradeshow Co-Chair/Technical Showcase Chair – Josh Gray | Josh@elcometerusa.com | 281 - 728-2947

We look forward to seeing you at the Coating Society of the Houston Area's Trade Show 2024 and Technical Showcase!!

CSHA Tradeshow Terms and Conditions

Payment Due Date:

Payment is due 45 days before the event.

If no payment is 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 no subject to a refund at all.

Booth Placement:

Exhibition booth assignment is at the discretion of the CSHA Tradeshow Team.

The rough guidelines for booth placement follow this hierarchy:

1. Returning Platinum Exhibitors that are also Sponsors will have first priority on booth location.
2. Previous years Platinum exhibitors have first right to claim the same booth location.
3. The minimum registration for booths around the stage and the food service area are reserved for platinum exhibitor levels per each booth.
4. Platinum exhibitors will have priority in selecting open booths then Gold Exhibitors, and so on.
5. Some considerations for booth placement due in part to past years participation in the tradeshow.
6. The level of support for the other CSHA events will also be considered.
7. Every effort is made to keep competitors separated from each other on the floor plan; however, cannot be guaranteed.

If you have any questions, please contact the Tradeshow Chair (Michael Pardo) or Co-Chairs (Josh Gray or Henry Beecher).