

# SAVE THE DATE

TO  
EXHIBIT  
at the  
**2020 TRADE SHOW**  
in the  
**GREAT AMERICAN HALL**  
of the **HERSHEY LODGE**  
at the **PENNSYLVANIA**  
**FAIRS & SHOWMEN**  
**CONVENTION**

Please accept this special invitation to exhibit at the annual convention of the PA State Association of County Fairs and the PA State Showmen's Association that will be held on Wednesday thru Saturday of January 22 – 25, 2020 at the **HERSHEY LODGE & CONVENTION CENTER** in Hershey, PA.

In the convention area, the **TRADE SHOW** is the **ONLY** place where signs and flyers of acts and shows are permitted. All other hand-outs will be removed from the tables and hallways.

Your location in the **TRADE SHOW** will be the only and the easiest way to reach all delegates attending the convention. The Trade Show will serve your best interests simply because the Lodge has diverse wings in different locations. The Trade Show will be the center of attraction and will serve as the hub to draw all people to you. You will simply be lost if you are **NOT** in the Trade Show.

**NEW**; PSACF has made arrangements with Hershey to provide Internet Access, please refer to the Audiovisual Exhibitor Service sheet which is included in this packet. **NOTE: The Audiovisual Service is paid directly to Hershey's PSAV service.**

Please read the enclosed information bulletin carefully

# TRADE SHOW INFORMATION BULLETIN

OPENS THURSDAY January 23 10:30AM – 4:30PM	FRIDAY January 24 10:30AM – 4:30PM	CLOSSES SATURDAY January 25 9:00AM – Noon
--	--	---

**SET-UP:** Wednesday from 4:00PM – 8:00PM                      **TEAR-DOWN:** Saturday at noon  
 Thursday from 8:00AM – 10:30AM  
 Any deviation from the set-up/tear-down must be approved by the Committee; otherwise, you may be subject to one year probation.

**BOOTH:** Your Exhibit Fee of \$275 (tax included) includes:
 

- standard booth (10' wide x 8' deep)
- (1) draped six foot table
- (2) chairs

- Draped side rails and back drop
- Vendor name sign
- **(2) Badges**

**EXTRAS:** Extras as requested:
 

- (1) 110V electrical outlet is \$50 (tax included) [plus additional charge for higher voltage].
- (1) Extra table is \$50 (tax included).
- (1) Badge is \$30 (2 “free” per booth). At convention, (1) badge is \$50.

**[Please include your EXTRAS when completing your contract]**

**SOMETHING**

**SPECIAL:** The Trade Show will accommodate a large truck into the area if you desire to set-up a ride or exhibit. Call for pricing before December 15, 2019. In addition, there are two bays for unloading.

**SECURITY:** When the show is NOT open, the Trade Show will be closed and locked.

**CAUTION:** The Committee, the Fair’s Association, the Showmen’s Association, and the Hershey Lodge & Convention Center are NOT responsible for any loss or damage to an exhibit or materials at any time.

**LIMIT:** Booth(s) are ONLY available to PSACF ASSOCIATE members who have their 2020 dues paid or with this application. Note that booth processing will occur only after payment is received. An exhibitor may not sublet or substitute another exhibitor in the assigned booth space. No exhibitors can share/split the booth cost. If this is done, a total fee will be assessed each exhibitor. Every item, including any visual and sound effects, MUST be contained within your location and sound lowered. There will be no exceptions and no items can be placed in the aisles. Any live animal(s) displayed must be tethered or caged at all times. In addition, proof of insurance (copy) is required.

**LOCATION:** The Committee reserves the right to locate any exhibitor.

**BADGE:** A Special Convention Badge **MUST** be worn at all times. **TWO badges will be provided to each exhibitor per booth.** Badges needed above this limit must be purchased as noted on the contract. Badges purchased at convention must be done at the FAIR REGISTRATION DESK in the Chocolate Lobby at a cost of \$50 each. Only those wearing or showing a proper convention badge will be able to enter the Trade Show and the various other activities at the convention. This includes seminars, meetings, functions, etc. A meal ticket is required for any meal function.

**DEADLINE:** Deadline is December 15, 2019; otherwise, a \$25 late fee, and you may not be listed in the Convention Program and Directory.

**LOCATION:** Hershey Lodge & Convention Center, Hershey PA.

**RESTRICTION:** The Convention Center does NOT provide for any storage space nor do they accept any items for display ahead of time. Call Dick if this creates a problem for you.

**REFUND POLICY:** Cancel by December 15, your refund is 66%; cancel by January 1, your refund is 33%; cancel after January 1, no refund. A \$50 charge will be assessed for any returned checks.

**QUESTIONS:** Call Dick Horstman at (724) 729-3701.

**WHAT'S IN IT FOR YOU? ... AN OPPORTUNITY FOR SALES AND BOOKINGS AND THE BEST EXPOSURE POSSIBLE FOR YOUR PRODUCTS OR TALENT!**

Most of the people who operate County Fairs will be present. Many others who are allied with the fairs such as carnivals, concessionaires, and other interested members will be present. The show gives YOU the opportunity to demonstrate the benefits of your products and services on a one-on-one basis.

---

**ROOMS:** Make your room reservation by going to <https://book.passkey.com/go/PSACF2020>

No special code is required. Be sure to have your credit card handy and respond to all questions. Rooms will be available by 4:00PM and check-out is 11:00AM.

Your room reservation must be made by December 24, 2019.

If you do not have internet access, you may call for reservations:

- Phone: 1-800-**HERSHEY** (437-7439)
- Explain you want a room at the Hershey Lodge and will be attending the 2020 PA State Association of County Fairs Convention.
- The following information will be needed:
  - Name
  - Address
  - Town, State, Zip
  - Phone
  - Day & Date of Arrival
  - Day & Date of Departure
- Indicate number of persons in room AND number of beds needed.
- When requested for type payment tell then your credit card: Master, AmExp, Visa or Discover. And your credit card number \_\_\_\_\_ which expires on \_\_\_\_\_.”
- If you need a confirmation, you **MUST** give either a fax number or E-Mail address; otherwise, you will **NOT** receive a confirmation.

# 2020 CONTRACT APPLICATION for EXHIBIT SPACE

**Please note carefully and complete:**

Exhibit fee per booth: \$275	Number of booths: _____	Exhibit booth fee: \$ _____	
Electrical outlet: \$50	Electric fee: \$ _____	no electric needed: <input type="checkbox"/>	
Extra table: \$50	Extra table fee: \$ _____		
Fairs Assn. Dues for 2020: \$65	Dues for 2020: \$ _____	already paid: <input type="checkbox"/>	
Badges: 2 "free"/booth - extras \$30 each (Badge purchased at Convention is \$50 each)	Extra Badges: \$ _____		
	\$25 late fee: \$ _____	after December 15, 2019	
	TOTAL: \$ _____		

Does your booth display live animal(s)? YES or NO (please circle). IF YES, provide proof of insurance.

PLEASE PRINT

\_\_\_\_\_  
TRADE NAME FOR SIGN

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY STATE ZIP

\_\_\_\_\_  
EMAIL

( ) \_\_\_\_\_  
PHONE TYPE OF BUSINESS or TYPE OF ACT

NAMES FOR BADGES (if known):

"free" - booth 1	"free" - booth 2
"free" - booth 1	"free" - booth 2
paid	paid

The exhibitor indemnifies and agrees to hold harmless the PA STATE ASSOCIATION OF COUNTY FAIRS, THE PA STATE SHOWMEN'S ASSOCIATION, THE HERSHEY LODGE AND CONVENTION CENTER and/or HERSHEY ENTERTAINMENT & RESORT COMPANY, the legal entities which own, lease, and/or operate THE HERSHEY ENTERTAINMENT & RESORT COMPANY, their members, officers, directors, and employees against any or all damage to property or personal injury or loss caused by the exhibitor or agents, representatives, employees or any other person. The exhibitor assumes complete responsibility and liability for all injury to any and all persons or property or in any way connected with the exhibitor's display caused by the exhibitor, agents, representatives or employees.

We have read the TRADE SHOW INFORMATION BULLETIN and do understand the booth set-up, along with the conditions specified.

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Print Name

Make check payable to: **PA STATE ASSOCIATION OF COUNTY FAIRS**  
Return contract and payment to **DICK HORSTMAN, 5 S. KINGS CREEK RD., BURGETTSTOWN PA 15021**