

GET FIRED UP!

EXPO 2016

June 20 - 22

FireKeepers Casino Hotel

Exhibitor Prospectus



FIREKEEPERS
CASINO • HOTEL
BATTLE CREEK



MIDWEST CARWASH ASSOCIATION

EXPO 2016

PRELIMINARY SHOW SCHEDULE

MONDAY, JUNE 20TH

12:00 PM - 7:00 PM Exhibitor Set-Up

TUESDAY, JUNE 21ST

9:00 AM - 10:00 AM Registration

9:00 AM - 10:00 AM Round Tables

10:00 AM - 5:00 PM Trade Show Expo Open

6:00 PM - 8:00 PM MCA Annual Dinner

WEDNESDAY, JUNE 22ND

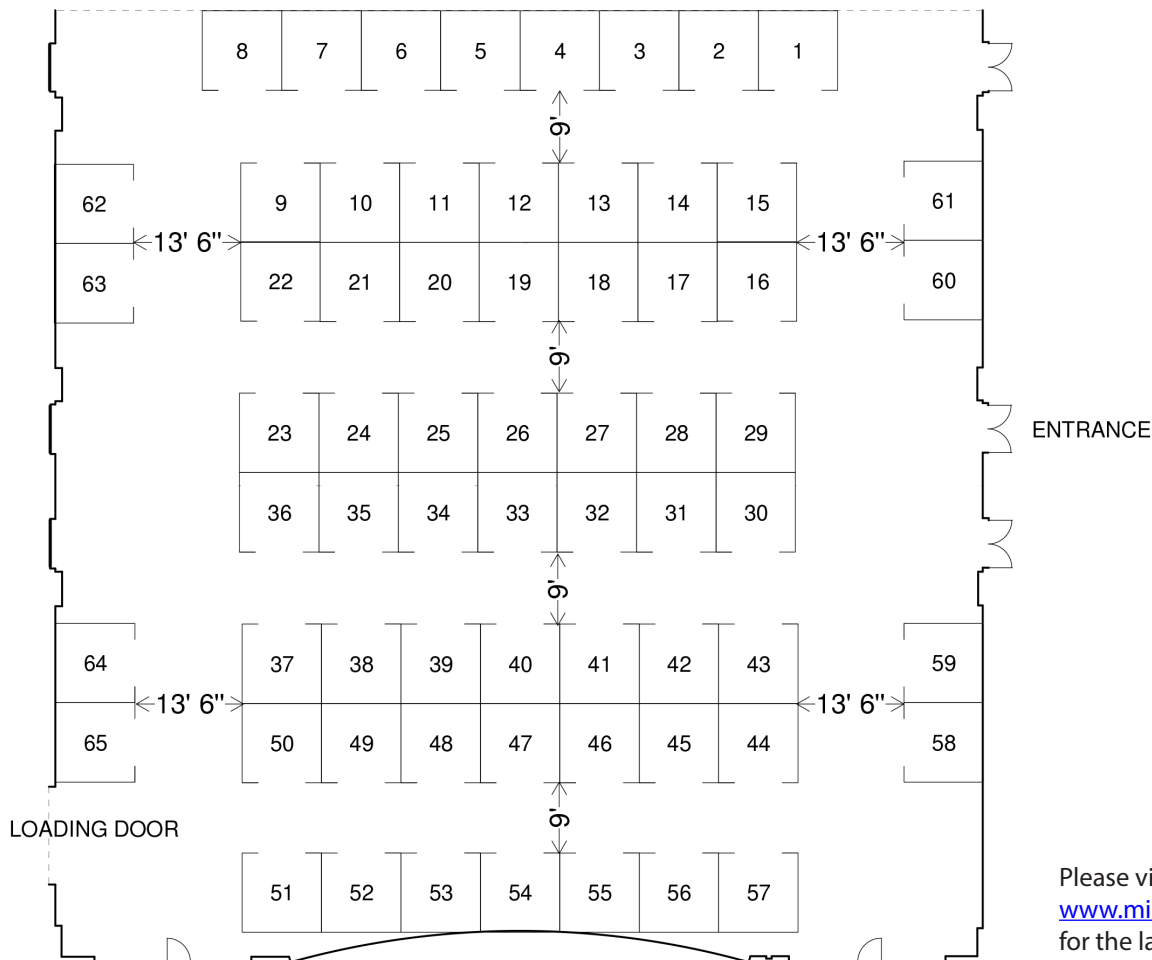
9:00 AM - 10:00 AM Registration

10:00 AM - 1:00 PM Trade Show Expo Open

1:00 PM - 5:00 PM Exhibitor Tear Down

*This schedule is subject to change, check our web-site for the most up to date schedule.

FLOOR PLAN



Please visit www.midwestcarwash.com for the latest booth availability.

June 20 - 22

FireKeepers Casino Hotel

SPONSORSHIP OPPORTUNITIES

TUESDAY DINNER SPONSOR \$1,000

Sponsorship includes signage at event, recognition in event program, in the post-event issue of the *Finish Line*, and on the MCA website.

TUESDAY CONTINENTAL BREAKFAST \$400

Sponsorship includes event signage, recognition in event program, in the post-event issue of the *Finish Line*, and on the MCA website.

WEDNESDAY CONTINENTAL BREAKFAST \$400

Sponsorship includes event signage, recognition in event program, in the post-event issue of the *Finish Line*, and on the MCA website.

TUESDAY REFRESHMENT BREAK \$250

Sponsorship includes event signage, recognition in event program, in the post-event issue of the *Finish Line*, and on the MCA website.

TOTE BAG SPONSOR \$600

Sponsorship includes your company logo on tote bags handed out to all attendees, an insert in all tote bags, plus recognition in the event program, in the post-event issue of the *Finish Line*, and on the MCA website.

LANYARD SPONSOR \$600

Sponsorship includes your company name or logo on our name badge lanyards.

SHOW PROGRAM ADVERTISING

FULL PAGE \$350

HALF PAGE \$200

MCA ANNUAL DINNER

Join us for dinner, awards and networking on **June 21st** following the first day of the show. Dinner includes a hosted bar is \$55 per person. Bring your staff, co-workers and customers for a fabulous meal and networking. Each registered exhibitor can receive one complimentary ticket, see details on registration form.

HOTEL INFORMATION

FireKeepers Casino Hotel
11177 East Michigan Avenue
Battle Creek, MI 49014
<http://www.firekeeperscasino.com/stay/>

For Reservations Call: 877.FKC.8777

Reserve a room by **June 4th, 2016** to receive the discounted rate of \$109 per night (plus taxes). Use Group code **061916MWCW** when making your reservation. (Subject to availability).

Midwest Carwash Association

120 N. Washington Square, Suite 110A ♦ Lansing, MI 48933
Phone 800.610.4512 ♦ Fax 517.371.1170 ♦ www.midwestcarwash.com



2016 EXPO SPACE RESERVATION FORM

June 20 - 22

FireKeepers Casino Hotel

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact Person _____

Phone _____ Fax _____

Email _____

All opportunities are first come, first serve. Space is limited, register early.

Visit www.midwestcarwash.com to view up-to-date booth space availability.

All paid exhibitors will be listed on the MCA website. Email your discounts/specials to walilko.h@gcsionline.com

EXHIBIT BOOTH REGISTRATION

Booth Number(s) Requested:

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

- | | | |
|---|---|---|
| <input type="checkbox"/> One 10' x 10' Area | <input type="checkbox"/> \$800 MCA Member | <input type="checkbox"/> \$975 Non-Member |
| <input type="checkbox"/> One 10' x 20' Area | <input type="checkbox"/> \$1,500 MCA Member | <input type="checkbox"/> \$1,850 Non-Member |
| <input type="checkbox"/> One 20' x 20' Area | <input type="checkbox"/> \$2,900 MCA Member | <input type="checkbox"/> \$3,600 Non-Member |

Enter Booth Cost \$ _____

2016 MCA Membership Fee (\$150) \$ _____

MCA Annual Dinner *Tickets _____ \$ _____

One at no charge, additional tickets \$55 each

Lunch Tuesday Tickets _____ \$ _____

Two at no charge, additional tickets \$10 each

Sponsorships/Promotional Opportunities \$ _____

Total Remitted \$ _____

*Limited Seating

SPONSORSHIPS AND PROMOTIONAL OPPORTUNITIES

- Dinner Sponsor - \$1,000
- Breakfast Sponsor Tuesday - \$400
- Breakfast Sponsor Wednesday - \$400
- Coffee Sponsor - \$250
- Tote Bag Sponsor - \$600
- Lanyard Sponsor - \$600

Show Program Advertising

- Full Page - \$350
- Half Page - \$200

EXHIBITOR SIGNATURE REQUIRED _____

Your signature confirms that the information you have provided is correct and that you have agreed to the rules and regulations pertaining to the MCA Expo 2016.

*Each 10' x 10' booth includes black 8-foot high draped background, 3-foot high draped side rails, one skirted table, two chairs and one booth ID sign. **High speed wireless internet is complimentary throughout the show floor.** Also included in the package are four (4) name badges per booth for pre-registered employees and digital show floor expo tickets for you to distribute to your current or potential customers.*

PAYMENT METHOD

Check payable to MCA Check # _____ VISA MasterCard Discover Amex

Credit Card Number: _____

Expiration: _____ Security Code: _____ Zip Code: _____

Name: _____ Signature: _____

REMIT ALL FORMS TO : Midwest Carwash Association
120 N. Washington Square, Suite 110A
Lansing, MI 48933
Or Fax to 517.371.1170

QUESTIONS? Please visit www.midwestcarwash.com
or contact **Hillary Walilko** at **1.800.610.4512** or
walilko.h@gcsionline.com.

***Note: This form must accompany the MCA EXPO Space Reservation Form in order to confirm your booth request.**



FKCH USE ONLY
DATE REC'D:
CC AUTH REC'D:

EXHIBITOR EQUIPMENT REQUEST FORM

EVENT NAME: MCA EXPO 2015	EVENT DATE: June 21 st , 2016 – June 22 nd , 2016
CONTACT: _____	COMPANY: _____
PHONE / FAX #: _____	EMAIL: _____
HOTEL CONF #: _____	BOOTH #: _____

FireKeepers Casino Hotel (hereafter "FKCH") is pleased to provide equipment needed for special events. Please select options below that will assist us in preparing your vendor booth.

TABLE (CHOICE* OF 1 PER BOOTH):	<input type="checkbox"/> 6' x 18"	<input type="checkbox"/> 8' x 18"	<input type="checkbox"/> 36"x 42"	<i>*Subject to availability</i>
LINEN FOR TABLE:	<input type="checkbox"/> YES	<input type="checkbox"/> NO		
CHAIRS PER BOOTH:	<input type="checkbox"/> NONE	<input type="checkbox"/> 1	<input type="checkbox"/> 2	
POWER FOR BOOTH (\$25/Booth)*:	<input type="checkbox"/> YES	<input type="checkbox"/> NO	VOLTS: _____	AMPS: _____
3' HIGH SIDES FOR BOOTH:	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<i>*Includes (1) 3 Wire Grounding Connector</i>	

APPROXIMATE DIMENSIONS OF EQUIPMENT DISPLAY: _____

Requested changes on site cannot be guaranteed and are subject to a \$25 fee per booth. If form is not returned 2 weeks prior to event date, 1 table with 2 chairs will be provided.

Booth Power Information:

- A completed Credit Card Authorization form must accompany this request form. If payment is not received, it could delay the power set up in your booth. In the event that a Credit Card Authorization form is not received, power will not be set up in your booth until payment is received.

Load-In Information:

- Please bring your own carts, dollies or any other equipment needed to set up your booth. A limited number of flatbed carts will be available onsite on a first come, first serve basis.

Teardown / Load-Out Information:

- At the close of event, you will be responsible for the removal of your materials. Any items that are left in your booth will be disposed of.

FKCH EVENT CENTER LIABILITY:

I agree to assume liability for damages to the premises caused by any and all equipment displayed by my company and agree to be financially responsible based on actual repair or replacement cost.

I understand that no hazardous substances, including but not limited to oil, gasoline, paint, etc. are permitted in the Event Center or Casino Hotel. Scotch tape, nails, pushpins or any other potentially damaging fasteners may not be used to hang signs or other materials on walls, drape or equipment of FKCH.

I have read, received, understand and will comply with the Event Center Liabilities stated above.

AUTHORIZED SIGNATURE / TITLE

DATE

PLEASE REMIT FORM TO:
Midwest Carwash Association
120 N. Washington Square Suite 110A
Lansing, MI 48933
OR Fax to: (517) 371-1170

***Note: If you are requesting power, this form must accompany the MCA EXPO Space Reservation Form in order to confirm your booth request.**



FKCH USE ONLY:

Block Code:

PM #:

Amount:

Deposit: Payment:

Credit Card Authorization Form

Company Information

Legal Name:

Trade Name:

Name on Credit Card:

Billing Address:

City: State: Zip Code:

Credit Card Number: Expiration Date: /

Telephone Number: Fax Number:

E-Mail Address:

Card Issuer:

Card Type: Visa MasterCard Discover

Group Name: Event Date:

Credit Card Declaration and Authorization

- 1.) I, the undersigned, declare that I am the authorized cardholder for the credit card provided here within and authorized to conduct transaction(s) with said credit card.
- 2.) I hereby declare the credit card information provided is for a valid, active credit card account in good standing with the issuing financial institution and acceptable for the transaction(s) for which the card may be authorized and charged.
- 3.) Per the terms and conditions set forth in any and all contracts, credit agreements and other documented arrangements and transactions ("Agreements"), I agree to be bound by the aforementioned Agreements and, where said Agreements permit the authorization and charging of the credit card provided here within for any such reason as allowed, I hereby consent to and authorize FireKeepers Casino Hotel to conduct the authorization and charge of this credit card for the purposes so intended and agreed to.
- 4.) I hereby agree that any dispute arising from FireKeepers Casino Hotel's authorization and charge of the credit card provided here within shall be presented directly to FireKeepers Casino Hotel for investigation and as a matter of recourse for unresolved disputes, agree and consent to the dispute resolution procedures, including the governing law and venue, prescribed by FireKeepers Casino Hotel and the Nottawaseppi Huron Band of the Potawatomi.

I, the undersigned, am legally authorized to bind and obligate the cardholder for the transactions for which the credit card, as a matter of agreement, may be authorized and charged.

Printed Name:

Title:

Signature:

Date:



FKCH USE ONLY
DATE REC'D: _____
CC AUTH REC'D: _____

SHIPPING REQUEST FORM

GROUP ONSITE CONTACT: _____

NUMBER OF PACKAGES: _____

COMPANY: _____

ARRIVAL DATE: _____

CONTACT EMAIL: _____

CONTACT PHONE #: _____

SENDING SHIPMENTS PRE-EVENT

FireKeepers Casino Hotel (hereafter "FKCH") is pleased to receive and store packages for special events. FKCH cannot be responsible for the packing of breakable material or breakage of such items. FKCH cannot guarantee packages will be stored, delivered and / or returned if this form is not completed in full and returned.

A \$7.00 per box and/or \$25.00 per pallet fee is required. A completed Credit Card Authorization form must accompany this request form. If payment is not received, it could delay the handling of packages. In the event that a Credit Card Authorization form is not received, all shipments will be held until payment is received.

In order to ensure that your packages are routed correctly, please address as such:

- FireKeepers Casino Hotel - c/o Convention Services Manager
- EVENT NAME: MCA Expo 2016
- EVENT DATE (S): Tuesday, June 21st, 2016 – Wednesday, June 22nd, 2016
- 11177 E. Michigan Avenue
- Battle Creek, MI 49014
- **(HOLD FOR GUEST: _____)**
- BOOTH #: _____

All boxes must be labeled with return address and contact information. ***Shipments cannot arrive any earlier than Monday, June 13th, 2016.*** Any shipments that arrive earlier than Monday, June 13th, 2016, will be subject to a \$25 storage fee, per day.

If multiple boxes are shipped, please label consecutively. This will help determine if the entire shipment is received. For example, if 3 boxes are being shipped, label each box as: 1 of 3, 2 of 3, 3 of 3.

RETURNING SHIPMENTS POST-EVENT

When your event concludes, we can assist you in shipping boxes out of the hotel. Your group / company OnSite Contact will be responsible for completing all return shipping forms. All outgoing packages should be left in their scheduled meeting room when departing with pre-paid shipping label(s) attached. The expected pick up date, time and carrier must be noted on all packages.

If shipping packages with a freight carrier other than UPS, your group / company OnSite Contact will be responsible for scheduling a pick up time with the carrier (FedEx, DHL, etc.). FKCH will ensure the package(s) are at our loading dock by the specified pick up time and date.

I have reviewed the information above and agree to the policies and handling charges (inbound and outbound) of \$7.00 per box and/or \$25.00 per pallet.

AUTHORIZED SIGNATURE / TITLE

DATE

PLEASE REMIT FORM TO:
Midwest Carwash Association
120 N. Washington Square Suite 110A
Lansing, MI 48933
OR Fax to: (517) 371-1170



2016 EXPO RULES & REGULATIONS

June 20 - 22

FireKeepers Casino Hotel

These rules and regulations have been drawn up for the purpose of providing a well balanced, well regulated, attractive and successful exposition. In an effort to provide the greatest good to the greatest number, Midwest Carwash Association (MCA) reserves the right in all emergencies to make such rulings as may appear to the best interest of the entire exhibition and the exhibitor agrees to abide by such rulings.

APPLICATION FOR SPACE

Each company whose products/services will be displayed/promoted must be the company/business firm that applies for and occupies the exhibit booth(s). Applications for space must be made on application provided. Applicants are requested to indicate their preference for spaces, stating them in the order of choice. Any quantity of exhibits may be ordered by any one company. No part of any exhibit space may be sublet without the written permission of MCA. Contact MCA for details.

EXHIBITORS

Exhibitor will furnish to MCA and/or FireKeepers Casino Hotel, upon request, credit information and credit reference. MCA reserves the right to refuse an application or to cancel an existing agreement if such credit information is not furnished or found to be unacceptable. Nonprofit organizations must be approved by the MCA before they are accepted for exhibition.

CONVENTION REGISTRATION/BADGES

All attendees and participants must wear an Official MCA Expo 2016 Identification Badge at all times at all functions. Badges will be issued within the limits specified. Four complimentary badges will be issued to preregistered employees for each 10'x10' booth rented by a company. Each additional badge is \$10 per person. Such badges are authorized for company personnel only. Transfer of badges or inclusion of unauthorized persons is prohibited. Such an act will result in expulsion from show premises. Exhibitors must pre-register or pay \$15/badge at the MCA registration desk. Replacement badges are \$15 each. Exhibitors are responsible for persons wearing a badge representing that exhibitor; those persons must represent the exhibitor's products within the specified booth. **Individuals or companies which are not registered as exhibitors and are found to be distributing company information or selling on expo show floor will be expelled from the show premises.**

GOODS TO BE EXHIBITED

No exhibitor shall promote or exhibit or permit to be exhibited in the space allotted to him/her any goods other than those specified in the contract and accepted by the MCA, nor shall he/she exhibit or permit to be exhibited thereon displays or advertising other than his/her own, or as specified in the contract. No exhibits will be permitted in the hotel and conference center in any place other than the regular exhibit space.

EXHIBITS

Exhibitor understands and agrees that MCA reserves the right to prohibit the installation or to remove from the exhibition any exhibit or part of any exhibit, any exhibitor or employee which, or who in its opinion is objectionable. This may apply to the actual exhibits, to signs, catalogs, souvenirs and printed matter or to persons and their conduct, including violation of

the terms and conditions set forth in this application, misrepresentations in applying for booth space; and any other action which, in the sole judgment of MCA is objectionable or contrary to the best interests of MCA. Such prohibition or removal may take place at any time and no exhibitor shall have any claim against MCA, MCA employees or Sterling Inn on account of such action.

FALSE, MISLEADING OR DISPARAGING LITERATURE AND/OR PRODUCTS

MCA reserves the right to request that signs, catalogs, souvenirs and literature be submitted for review prior to accepting this application or prior to booth set-up. Any company making claims about products or dispensing literature that cannot be substantiated with significant scientific data in their booth may be subject to removal from the trade floor without refund. Displays or products and/or literature that utilize names that may infringe on established product trade names or trademarks are not permitted unless Exhibitor has documentation of the right to use that name.

SHIPPING & ELECTRICAL

Order freight handling and electrical from FireKeepers Casino Hotel using their forms provided. Forms must be completed if requesting power and/or shipping. Freight and power will not be guaranteed if forms are not completed.

BOOTH REQUIREMENTS

Exhibitors cannot obstruct the vision to other booths by displays, signs, etc. Booth roof and aisle panels cannot extend more than 4 feet forward from the back wall, or be more than 8 feet high. Side panels that extend beyond 4 feet from the back wall may not exceed 3 feet in height for the balance of the distance forward to the aisle. No part of the booth, signs or props may exceed 8 feet in height at any location. Reasonable variances will be considered provided renderings/sketches are presented to MCA at least 45 days in advance of move-in. The sound level from any audio source is not to interfere with communication at other booths.

EXHIBITOR GIVE-AWAYS

Exhibitors may distribute samples, products, literature, bags or any other materials only from their booth site and nowhere else in the convention center or hotel during the convention unless they receive prior permission from MCA. Exhibitors are prohibited from dispensing any and all food and beverage from booths unless said items are purchased through the FireKeepers Casino Hotel and proper authorization is given.

EXHIBITOR SOCIAL FUNCTIONS

Exhibitors are prohibited from holding any functions simultaneously with any scheduled MCA Expo 2016 events, unless written approval is received in advance of show from MCA.

REMOVAL OF EXHIBITS

No exhibits may be removed from the exhibition hall from the time of the opening of the show until closing time except upon written permission of MCA and the permit will designate the hours at which that removal is to take place.

INSURANCE OF EXHIBIT

If insurance is desired, it must be purchased by the exhibitor at the exhibitor's own expense. MCA's liability with respect to exhibitor's property is limited as described in the "Hold Harmless" paragraph. No exhibitor may allow any article or act that will void or raise the premium of the insurance held by MCA or FireKeepers Casino Hotel. The exhibitor is responsible for any damages it inflicts on the MCA or FireKeepers Casino Hotel. Any violation will cancel the contract for exhibition space without refund.

HOLD HARMLESS

Exhibitor assumes the responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment and other property brought upon FireKeepers Casino Hotel premises, and shall indemnify, defend and hold harmless FireKeepers Casino Hotel, it's owners, affiliated companies, agents, servants and employees from any and all such losses, damages and claims.

LIABILITY

Exhibitor shall carry current product liability insurance. Exhibitor agrees that if MCA should incur liability to said exhibitor for any act whatsoever, as determined by an appropriate court of law or any other binding decision making body, the damages to which the exhibitor shall be entitled shall be limited to the amount of the exhibit fee paid by the exhibitor. Scotch tape, nails, pushpins, or potentially damaging fasteners MAY NOT be used to hang signs or other materials on walls of the FireKeepers Casino Hotel Event Center.

TAXES & FEES

It is the responsibility of each exhibitor to pay any applicable taxes. Exhibitor must obtain any licenses or permits needed to use music, photographs or copyrighted material.

CANCELLATION FEES

Cancellation of booths by **April 21, 2016** will be a 50% refund. No refunds will be issued after **April 21, 2016**. **FULL PAYMENT MUST BE RECEIVED NO LATER THAN MAY 21, 2016.**