

# IMPORTANT INFORMATION

**Theme:** Attendees love to get into the spirit of the show, so have FUN with our CARNIVAL theme! Creativity drives attendees to your booth!

**Parking is FREE!!** Let's leave room for the attendees. Please unload and move your car furthest from the entrance. The Casino also provides Free Valet Parking.

## **Set up/Breakdown Hours:**

Set Up: Tuesday 4/4 noon to 6pm

Wednesday 4/5 7:30am to 9:30am

Breakdown: Wednesday 4/5, 4:30pm to 8pm

Keep your Doors open for business! Many attendees arrive late afternoon and walk the show floor until 4pm.

## **Contact Information: Show Management**

Erica Hunter, PAA East

610.664.1800 / fax: 610.664.4481

ehunter@paa-east.com

## **Trade Show Site**

Mary-Kate Redding, Valley Forge Casino

610-768-3206 / marykate.redding@vfcasino.com

**Convention Services:** Included with your booth registration is pipe and drape, 1 skirted 6' table, 2 chairs, wastebasket and a sign. Visit General Exposition's website at [www.generalexposition.com](http://www.generalexposition.com) for any additional materials (Instructions can be found in this packet) or call 610-495-8866 . PAA will be carpeting the entire show area.

**Electricity, Internet & Phone:** There are forms attached with information about electricity, internet and phones through the Valley Forge Casino. **WiFi is included with booth package.** Any questions please call 610.768.3206. **DISCOUNT DEADLINE IS MARCH 22**

**Giveaways:** Please tell attendees the prize drawings will be announced between 3:00pm and 3:30pm over the sound system. This will encourage attendees to stay longer. Please get a list of winners and prizes to the registration desk by 2:45pm. We will list your company and the prize winners on our website.

**Hotel:** The Valley Forge Casino is offering a reduced rate for all Exhibitors. The reduced rate is \$130 for one night's stay. **DEADLINE IS MARCH 14.** Make sure you mention PAA when making your reservation. 610.354.8118. Room block is on the Radisson side.

**Suitcasing:** PAA has a no-tolerance policy regarding "suitcasing", which describes the practice of non-exhibiting companies or individuals soliciting sales on the Trade Show floor.

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## Shipping:

### Advance Warehouse Shipping Address:

Name of Exhibiting Company  
Your Booth Number  
Pennsylvania Apartment Association East  
General Exposition Services  
205 Windsor Rd  
Limerick Business Center  
Pottstown, PA 19464

Advance Warehouse Discount Deadline: Friday, March 24, 2017

Last Date to Arrive at Warehouse Address: Monday, April 3, 2017

Warehouse receiving hours: Monday – Friday 8:30– 11:45AM and 12:30PM– 4:30 PM

## NEW for 2017

### Exhibitor Badge Registration

All exhibitors attending the trade show must be registered and paid prior to the show to receive a badge. Pre-registration is available until March 22.

- Onsite registration will be available on Tuesday, April 4th from 12–6 pm and Wednesday, April 5th from 7:30–9:00am. and 10:30am –4:00pm. (Badge pick-up will close at 9am and re-open at 10:30am.)
- Credit card payment is required for onsite registration.
- Exhibitors will not be permitted to enter the show floor without a badge. Plan to pick-up Tuesday or before 9am Wednesday.

### Cocktail Reception

The cocktail reception has replaced the After Party and will be held on the show floor from 3:00—4:30 pm. Hors d'oeuvres will be served along with a cash bar serving beer and wine. Each **booth** will receive 2 complimentary drink tickets.

### Social Media

Help us promote the show and your booth.

Our Facebook and Twitter feed will be displayed on our Social Wall on the show floor. Use the social wall to post selfies and photos from your booth, along with your booth number!

Like us on Facebook @PAAEast

Follow us on Twitter @PAAEast, #PAATradeShow2017