

Honoring 27 Years of New England Craftsmanship

2011 NEW EXHIBITOR APPLICATION

SATURDAY, MARCH 12 - MONDAY, MARCH 14, 2011 ~ SAT: 10-5, SUN: 10-5, MON: 9-4

Portland Sports Center, 512 Warren Avenue, Portland, Maine

Is Your Company Eligible To Exhibit In The New England Products Trade Show?

If you can check "yes" to all the requirements listed below, send in your application today!

Requirements

- You must be a New England (*Maine, New Hampshire, Vermont, Massachusetts, Connecticut or Rhode Island*) manufacturer or sales representative of **giftware, home furnishings** or **specialty food** product(s) made in New England.
- Manufacturing must be done primarily in New England.
- Preference will be given to products of original design demonstrating creativity, skill, and quality.
- A proven track record to conduct wholesale business sales OR
If new to wholesale market, company can demonstrate an understanding of the criteria necessary to sell products wholesale. Companies with little wholesale experience are encouraged to be evaluated by a Small Business Development Center counselor (free of charge). Visit www.nepts.com or call Giraffe Events at 800.638.6787 for more information.

Factors That Would Disqualify Your Application

- Products made from commercial kits
- Imported and repackaged items
- Ad specialty (applied artwork not of original design)

The Jury Committee

The Jury Committee consists of exhibitors, buyers, and small business development representatives - all with extensive experience in the giftware and specialty food industries. The Jury Committee evaluates exhibitor applications based on the eligibility criteria outlined below and determines acceptance into the show. The jurying committee reserves the right to limit certain product categories to ensure sufficient product diversity. (*Giraffe Events/ Show Management reserves their right to reject any application at their discretion.*)

SECTION A - SELF SCORE

MANUFACTURING SELF SCORE WORKSHEET FOR NEW EXHIBITORS

Please indicate the extent to which the following activities occur in New England.

- | | |
|-------------------------------|---|
| 0 - Not at all in New England | ___ Materials (<i>materials of NE origin</i>) |
| 1 - Partially in New England | ___ Labor/Value Added (<i>in NE</i>) |
| 2 - Entirely in New England | ___ Distribution & Handling (<i>in NE</i>) |
| | ___ Design & Development (<i>in NE</i>) |

TOTAL

***You must have a score of 6 or higher to qualify**

*PLEASE NOTE:
The NEPTS Jury Committee meets starting in September on a rolling basis. You'll be notified when your application is scheduled to be juried.*

Notes: materials from locations beyond New England that are bought from a New England company do NOT constitute a New England material (ie. materials from Canada bought from a New England company would receive a 0 materials score).

I declare that the information provided is true, correct, and complete and the products listed in this application are all New England made. I have read & understand the eligibility requirements and attest that I meet all requirements.

Signature: _____ Date: _____

SECTION B - COMPANY INFORMATION

The NEPTS strives to provide buyers with quality exhibitors who are fully prepared to service wholesale accounts. In order to ensure that objective, please complete the following information.

1. Company Name: _____ 2. Year Started: _____
3. Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____ Web Site: _____
4. Facebook: _____ Twitter: _____
5. Best Selling Product: _____ My Favorite Product: _____
6. Business Category: Manufacturer Sales Representative/Distributor *(All repped companies must be juried - call for details.)*
7. Please describe the product lines you would like to exhibit at NEPTS 2011:
(Sales Reps: Please note there is a two booth minimum. Please list companies to be repped.):

Competitors? Please list competitors you would prefer to not have in close proximity. We will do our best to make booth assignments accordingly.

8. How do you currently sell your products? *(Please check all that apply.)*
 Direct Mail Retail Wholesale Trade Show Virtual Trade Show/Cybermall
 Sales Reps Catalog Wholesale Distributer Wholesale Show Room Web Site
 Other: _____

9. Please list your top three wholesale accounts. *(To be used as references if necessary.)*

Company	City	State	Phone
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

10. If you have exhibited at other wholesale shows, list three:

Event	City	State	Year	Juried?
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

11. If you have not exhibited at wholesale shows, describe any other related experience.

12. Please complete the following financial information. *(If in business less than 3 years, write n/a for years not in business.)*

	2009	2010	Est. for '11	What is your wholesale price range? Highest \$ _____ Lowest \$ _____ Min. wholesale order \$ _____
Company's gross sales	\$ _____	\$ _____	\$ _____	
% which represents wholesale sales	% _____	% _____	% _____	
# Full-time employees	_____	_____	_____	
# Part-time employees	_____	_____	_____	

11. Would you share your buyers list for inclusion in our telemarketing and direct mail campaign to invite buyers to the show? *(If yes, you will be contacted either by phone or email with further information.)*
 Yes No

12. Buyers who wish to purchase samples will be allowed to “Cash & Carry” product on Monday *(3pm - 4pm only)*. Would you like to participate? Yes No

SECTION C - PRODUCT INFORMATION

1. Description

Please provide your 25-word (basic plan) or 75-word (premium plan) descriptive paragraph of your product lines for publication in the 2011 Trade Show Directory.

Sample Text - 25 words
 Handcrafted natural soaps available in a wide range of scented and unscented varieties. Made from 100% vegetable oils. No animal testing. Wholesale price range: \$2-16.

Word Count: _____ **Show management reserves the right to edit descriptions as necessary.*

2. Category

Indicate only one Primary (P) category and only one Secondary (S) category

- | | | | | |
|--------------------------|---------------------------|-------------------|---------------------|--------------|
| ___ Boutique | ___ Folk Art | ___ Jewelry | ___ Seasonal | Other: _____ |
| ___ Candles | ___ Furnishings/Furniture | ___ Metal Work | ___ Slate/Tile | |
| ___ Cards/Books | ___ Garden Accessories | ___ Personal Care | ___ Specialty Foods | |
| ___ Ceramics/Pottery | ___ Glassware | ___ Pet Products | ___ Toys/Games | |
| ___ Clothing/Accessories | ___ Home Decor | ___ Prints/Photos | ___ Woodenware | |

PLEASE SUBMIT THE FOLLOWING EIGHT (8) REQUIRED JURY MATERIALS:

- 1. Product Sample or Picture
(send only one product sample per product line)
 I have enclosed the following sample(s):
 A. _____
 B. _____
 C. _____
- 2. Sample of Product Packaging and/or Label
- 3. Brochure or Sell Sheet*
- 4. Wholesale Price List
- 5. Shipping & Credit Terms
- 6. Order Form or Description of Ordering Process
- 7. Booth Design Photo or Sketch (photo preferred)
- 8. Payment *(Booths are not reserved until full payment is received.)*

PRODUCT SAMPLE SUBMISSION INSTRUCTIONS

All product samples must be clearly labeled with your company name and phone number. If return shipping is required, applicant must provide postage/shipping fees and include a \$10 handling fee. Arrangements may be made to pick up items at our office. **Otherwise, product samples, slides, and photos will not be returned.** Any products not picked up by April 1st, 2011 become property of NEPTS.

- Do not return
- Will pick up at Giraffe Events office
- I am including return instructions:

**Need help with sales materials? Visit nepts.com for examples/templates of sales materials.*

D. REVIEW ORDERING INFORMATION

Select one of our easy package plans.

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PREMIUM

- 10'w X 8'd - \$1,475
- 10'w X 10'd - \$1,650

Here's what you'll receive:

- 10' wide x 8' deep booth endcap
- Wastebasket
- 44" x 7" ID Sign
- Standard power (5 amps)
- 6 Complimentary name tags
- Company name, contact, phone, web site, and address listed in Trade Show Directory

SPECIAL FEATURES:

- * Show bag insert
- * 1/4 page black & white ad in Trade Show Directory
- * Web link for 1 full year
- * 75-word product description with logo in the Trade Show Directory

BASIC

- 10'w X 8'd - \$950
- 10'w X 10'd - \$1,100

Here's what you'll receive:

- 10' wide x 8' deep booth
- Wastebasket
- 44" x 7" ID Sign
- Standard power (5 amps)
- 4 Complimentary name tags
- Company name, contact, phone, web site, and address listed in Trade Show Directory

SPECIAL FEATURES:

- * 25-word product description with logo in the Trade Show Directory
- * Web link for 1 full year

ADD AN ENDCAP \$200

BUDGET

- 10'w X 8'd - \$850
- Booth locations will be assigned.

Here's what you'll receive:

- 10' wide x 8' deep booth
(10x10 not available with this package)
- Wastebasket
- 44" x 7" ID Sign
- Standard power (5 amps)
- 2 Complimentary name tags
- Company name, contact, phone, web site, and address listed in Trade Show Directory

BOOTH RESERVATIONS

Please note: Applications are processed on a rolling basis until the show is sold out. Full payment is due with application.

DOUBLE BOOTHS: Purchase a second booth and SAVE \$100 off regular price!

E. CHOOSE OTHER FEATURES

SHOW DIRECTORY ADS (ALL BLACK & WHITE)

- Quarter Page, \$400
- Half Page, \$675
- Full Page, \$900

WEB LINK - \$75

Get connected to the NEPTS web page and keep your investment working for a **full year!**

SHOW BAG INSERT - \$199

Drive traffic to your booth, promote your show specials - show bag handed to all attendees!

WHAT DO EXHIBITORS SAY ABOUT NEPTS?

"The owners and staff at Giraffe events are exceptional. I've done several other trade shows and you are the most helpful and nicest of all. I'm impressed with the quality of products that are allowed to exhibit at the show, which makes the buyers want to shop at the NEPTS. I saw a lot of new buyer faces this year so you must be doing something right to inform them of the show and encourage them to come shop."

- Kathryn Swift, Misty Mountain Seed Co.

Great show, amazing staff, good sales and leads, and a wonderful marketplace to celebrate New England businesses!

- Gabrielle Melchionda, Mad Gab's

"Giraffe Events produces a wonderful show that continues to generate sales throughout the year for exhibitors."

- Sandy Kiess, Classic Calligraphy

1. CHOOSE YOUR EXHIBIT PLAN

Premium

- 10' x 8' ___ booth(s) @ \$1,475
- 10' x 10' ___ booth(s) @ \$1,650

Basic

- 10' x 8' ___ booth(s) @ \$950
- 10' x 10' ___ booth(s) @ \$1,100

Budget

- 10' x 8' ___ booth(s) @ \$850
(Budget booths assigned)

SUB-TOTAL: _____

Select Booth Location *(in order of preference):*

1. _____
2. _____

2. SELECT OTHER FEATURES

- End Cap, \$200
- Show Bag Insert, \$199
- Quarter Page Ad, \$400
- Half Page Ad, \$675
- Full Page Ad, \$900
- Web Link, \$75

SUB-TOTAL: _____



3. CALCULATE PAYMENT DUE

Exhibit Space: \$ _____
(Deduct \$100 for double booth) \$ _____
Other Features: \$ _____
TOTAL DUE: \$ _____
TOTAL ENCLOSED: \$ _____

- Check Credit Card

Note: Full payment is required with application.

G. KNOW A COMPANY THAT SHOULD BE EXHIBITING AT NEPTS?

Earn money with your referrals for great New England manufacturers! If your referral purchases a booth at NEPTS 2011, you'll receive \$50 in cash! (*Company must be a first time exhibitor to NEPTS. In case of duplicate entries, only first entry received receives \$50.)

H. PLEASE PROVIDE SIGNATURE IN ORDER TO COMPLETE APPLICATION

I declare that the products presented at NEPTS meet show requirements. I understand the eligibility requirements and rules and regulations presented before me. I can attest that I meet all requirements. I have kept a copy of this for my files.

COMPANY: _____

SIGNATURE: _____ DATE: _____

Please send application and required booth fees to: Giraffe Events, 170 US Rt. 1, Suite 150, P.O. Box 66838, Falmouth, ME 04105-6838. Please make checks payable to NEPTS 2011. Questions? Call Giraffe Events at 207-781-5756, fax: 207-781-5755 or e-mail info@giraffeevents.com.

PAYING BY CREDIT CARD?

Company: _____

Contact: _____ Phone Number: _____

CC Billing Address _____

Zip Code _____ V-Code of Card: _____

(last three digits on back of card)

Amount of Payment: \$ _____ Balance Remaining: \$ _____

Credit Card Number:

Expiration Date: _____ Card Type: Mastercard Visa Discover Amex

Signature: _____ Date: _____

H. THE FINE PRINT - THE RULES AND REGS OF OUR SHOW

EXHIBIT SPACE – BE A GOOD NEIGHBOR!

Exhibits must comply with state and local fire regulations. Loud noise or music which extends beyond the booth space is not permitted. Exhibitors are expected to confine their display and activities only to the space purchased. Exhibit displays and booth furnishings will be limited to 8' in height or less; items exceeding 8' are subject to removal at the expense of the exhibitor. Non-exhibitors are prohibited from soliciting at the show. Show management retains the sole right to remove any exhibit for any reason, in part or whole without recourse. Reasons for removal may include participant safety, objectionable content, and items that may not meet show jury requirements.

EXHIBIT STAFFING

Giraffe Events retains the right to deny access to any non-exhibiting solicitor. Children under the age of 16 are not permitted. Each exhibitor representative will be issued a badge and the badge must be worn at all times. Badge holders should be prepared to show ID that links a direct business affiliation with the exhibiting company. Each exhibitor should make arrangements to have representatives in attendance during show hours. No exhibitor shall assign, sublet, or share the whole or any part of the booth space allotted. Show management reserves the sole right to limit the number of badges issued to each exhibitor.

PAYMENT/CANCELLATIONS

Booth space is assigned when your application and booth deposit is received. Cancellations must be submitted in writing. Exhibitors canceling in writing on or before January 15, 2011 are entitled to a 50% refund of the total booth rental fee. All faxed or emailed cancellations must be confirmed by management. There will be no refunds issued after January 16, 2011.

INSTALLING/DISMANTLING OF EXHIBITS

All exhibits must be installed by the end of load in hours. Any booth found vacant before the posted show opening may result in the loss of booth space and will be considered abandoned space. No refunds for abandoned space will be issued. Dismantling of exhibits will not begin until show closing is announced. Materials/equipment/trash remaining in the booth/facility after the load out has ended will be discarded or moved to storage. Any expenses incurred as a result of this action will be billed to the exhibitor.

LIABILITY AND INSURANCE

Exhibiting companies are not required to provide proof of insurance at NEPTS 2011. Exhibitors are strongly encouraged to purchase insurance where they do not have the immediate funds to cover the potential or actual losses, damage or injury associated with the event or the cancellation of the event that may be caused by themselves or others. The exhibitor and designates agrees that Giraffe Events and its contractors shall not be held liable for acts or omissions of any participant, exhibitors or suppliers to NEPTS 2011. Safekeeping of the exhibitor's property is the sole responsibility of the exhibitor. Giraffe Events, and its contractors will not be liable for failure to hold the exhibition as scheduled when it is cancelled or delayed due to "Force Majeure" defined as cancellation or delay due to natural and unavoidable catastrophes that interrupt the expected course of the event(s) and restrict the participants from fulfilling their obligations.

THE LAST WORD

Show management has full and final authority to create, interpret, amend and enforce all rules and regulations with or without notice.

