



**PLUMBING-HEATING-COOLING  
CONTRACTORS ASSOCIATION**  
*Best People. Best Practices.*

# EXHIBITOR BROCHURE

## PHC Expo San Diego 2020

**Saturday, April 18, 2020 | 9a-3p**

Del Mar Fairgrounds, Del Mar, CA

**San Diego County's Largest One Day  
Annual Plumbing-Heating-Cooling Event**



## A MUST FOR ANY PLUMBING or HVAC PROFESSIONAL



### BUSINESS TRACK

Industry Update 2020  
Service Sales Excellence  
Tools Innovations  
Sustainable Business Trends

### TECHNOLOGY TRACK

CSST & CPVC  
PE Gas Line  
HVAC Troubleshooting  
UPC Code Refresher  
Tankless Water Heaters  
And More!

### For Business Owners & Industry Professionals...

#### ONE DAY ONLY SPECIALS & DISCOUNTS

**FREE!** Business Seminars & Workshops  
Newest Office Technology & Automation  
Industry Trends Effecting Your Business  
The Latest in Legislative Updates  
Membership Discounts

#### *Family-Friendly Kids Corner!*

### For Service Technicians...

**FREE!** Technical Certifications & Trainings  
Latest Tools & Technological Advances  
Apprentice Speed Contest  
Supply House & Show Specials

#### **Discounted Products & Services**

Learn About Our Training Programs  
Raffle Prizes & More!

## ATTENDEE PROFILE

PHC Expo attendees are business owners, decision makers, industry professionals and technicians working in the Plumbing-Heating-Cooling industry. They represent licensed plumbing and HVACR businesses in the Southern California market doing business in the San Diego County area and looking for the latest innovations, technologies and services supporting their company's growth initiatives. Attendees want to solve current challenges and improve service excellence for their customers. **The PHC Expo San Diego is well-received by PHC Experts as the ONLY LOCAL Go-To Day every year for the best discounts, networking, and information the industry can provide.**

## EXHIBITOR PROFILE

Exhibitors at the PHC Expo are the companies leading innovators, suppliers and equipment dealers for the Southern California market, including plumbing and HVAC equipment, services and supplies, backflow, jetting, pipe lining, trenchless services, hydronics, refrigeration, mechanical services, flood services & restoration, remodeling, sewer technologies, fire prevention, administrative automation, facility services, marketing, business services, and more. PHCC San Diego is dedicated to promoting this annual Expo thru online marketing initiatives, direct marketing, media relations, promotions with local supply houses, sponsors and more.



**FREE REGISTRATION FOR INDUSTRY EXPERTS | [www.PHCEXPO.ORG](http://www.PHCEXPO.ORG)**

Promotional Exposure thru Direct Mail | Supply Houses | Online Marketing | Media | Broadcast

# 28<sup>th</sup> PHC Expo San Diego At the Beautiful Del Mar Fairgrounds



FOR MORE INFORMATION:

Call (858) 693-3855 or

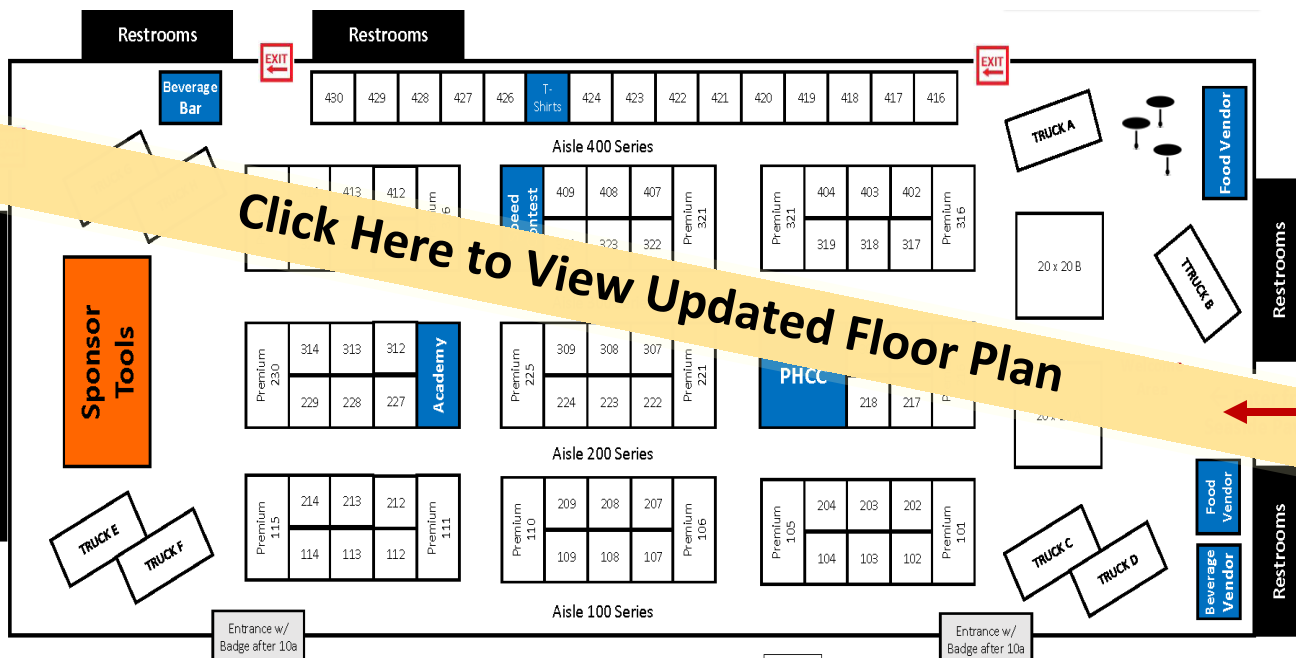
[www.PHCExpo.org](http://www.PHCExpo.org)

**NEW REGISTRATION AREA!**

**Expo Located in  
Bing Crosby Hall.**

**Enter thru New Registration &  
Training Area in Seaside Pavilion**

**More Equipment & Truck Spots!!**



# PREMIUM SPONSORSHIP OPPORTUNITIES

## Platinum Sponsor | \$5000

10x20 Premium Booth • Lanyard Sponsor  
Main Stage Speakership Opportunity  
Online Promotion • Banner Placement  
Full Page Ad in 2020 PHC San Diego Show Guide  
Significant Presence in All Promotional Material  
Top-level Bingo & T-Shirt Logo Placement  
(8) T-Shirts & Lunch Tickets  
(4) Parking Passes

## Gold Sponsor | \$2500

10x20 Booth • Banner Placement  
Product Training Opportunity  
½ Page in 2020 PHC San Diego Show Guide  
Presence in All Promotional Material  
Primary Bingo & T-Shirt Logo Placement  
Online Promotion • (4) T-Shirts & Lunch Tickets  
(2) Parking Passes

## Silver Sponsor | \$1600

10x10 Booth • ½ Page in 2020  
PHC San Diego Show Guide  
Bingo & T-Shirt Logo Placement  
(4) T-Shirts & Lunch Tickets  
(2) Parking Passes

## TRAINING SPONSOR | \$1500

Promote Your Business to Hundreds of Attendees  
Entering the Expo by Being a Premium Sponsor of the  
Registration & Training Area.



## 2020 EXHIBITOR PRICING

EXHIBITOR OPTIONS	DETAILS	OPEN RATES	MEMBER RATES*	WORKSHEET
<b>Booth Rental</b>	10x10 Booth	\$1,050	\$900	_____
	10x20 Premium Aisle	\$2,250	\$1,900	_____
	20x20 Premium Block	\$4,750	\$4,300	_____
<b>Commercial Truck</b>	1st Truck Spot	\$2,200	\$1,850	_____
	2nd Truck Spot	\$1,900	\$1,500	_____
<b>Platinum Sponsor</b>	Includes 10x20 booth	\$5,000	\$5,000	_____
<b>Gold Sponsor</b>	Includes 10x20 booth	\$2,500	\$2,500	_____
<b>Silver Sponsor</b>	Includes 10x10 booth	\$1,600	\$1,600	_____
<b>Training Sponsor</b>	Includes 1-Hr Training	\$1,500	\$1,500	_____
<b>Product Training</b>	Includes 1-Hr Training	\$350	\$300	_____
<b>ADVERTISING OPPORTUNITIES **</b>				
<b>Show Guide</b>	Full Page	\$500	\$400	_____
	Half Page	\$300	\$250	_____
	Quarter Page	\$125	\$100	_____
<b>Passport/Bingo Card Day of Advertising</b>	Logo Placement	\$75	\$50	_____

**TOTAL 2020 EXHIBITOR FEES:** \_\_\_\_\_

\* Member Rates are available for local, state and national PHCC members only. For new memberships, your dues must be paid 3 months in advance to take advantage of posted expo member rates.

\*\* Advertising is available to non-exhibitors based on availability. Reservation deadline 3/13/20; copy deadline 03/27/20.

**Each Exhibitor Receives:** (2) t-shirts, (2) lunch tickets, (1) skirted 6-ft table, (2) chairs, (1) wastebasket, pipe & side/back drape, ID sign. Electricity is NOT included, and Expo Hall is NOT carpeted. Sponsor & advertising deadline 03/20/20 with a final copy deadline of 03/27/20. Paid exhibitors can donate raffle prizes for exposure during show. Authorized signature required on 2020 Exhibitor Application & Agreement + 50% down payment of total fees. Exhibitor Information Packet is sent upon receipt of down payment. Early bird pricing ends 12/31/19. New rates apply 01/01/2020. **Move in date 04/17/20.**



# 2020 EXHIBITOR APPLICATION & AGREEMENT

## 1. COMPANY INFORMATION:

Company: \_\_\_\_\_  
 Company Name for Booth Sign: (Max 19 characters) \_\_\_\_\_  
 Primary Product/Service Being Promoted: \* \_\_\_\_\_  
 Primary Contact at Show: \_\_\_\_\_  
 Primary Contact Phone: \_\_\_\_\_ Primary Contact Email: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ ST/ZIP: \_\_\_\_\_  
 Billing Contact Phone: \_\_\_\_\_ Billing Contact Email: \_\_\_\_\_  
 Company Website: \_\_\_\_\_  
 My Company Is:  PHCC National Member  PHCC of California or Other Chapter Member  PHCC San Diego Member  Non-Member  
 Company Type:  Manufacturer/Rep  Supply House/Wholesale  Restoration  Water Treatment  Software  Marketing Services  
 Fleet Services  Plumbing Services  HVAC Services  Uniforms/Supplies  Government  Industry Partner  Other \_\_\_\_\_

## 2. SPONSORSHIP / BOOTH / ADVERTISING INFORMATION:

Reservation Type:  10x10 Booth(s)  Premium 10x20 Aisle  Commercial Truck(s)  Sponsorship  Advertising Only

Number of Booths:  Booth Selection: choose 3

Sponsorship Opportunity: PLATINUM GOLD SILVER TRAINING SPONSOR PRODUCT TRAINING

PHC Expo San Diego Show Guide Advertising: FULL PAGE 1/2 PAGE 1/4 PAGE BINGO CARD

**Total Fees:**  
(use exhibitor worksheet)

## 3. AGREEMENT:

\* By signing this Agreement, the undersigned agrees to exhibit at the PHC Expo San Diego 2020, and to comply with all provisions and Terms & Conditions set forth herein (*solicitations for employment is not allowed*). Application must be accompanied with 50% down payment of total booth/sponsorship costs within 10 business days with remaining balance due by 03/06/20. Refunds are at sole discretion of Show Host, less 15% administrative fee. All payments are non-refundable after 03/06/20.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## 4. PAYMENT INFORMATION:

Complete the Exhibitor Worksheet in this packet to determine your Total Expo Fee of: \_\_\_\_\_

As the authorized signatory for the card listed below, charge my card:  Full Amount Above  50% (Balance Due 3/06/20)

Check One:  Visa  MasterCard  AmEX  Check Enclosed  Bill Me (For Active PHCC San Diego Members Only)

Name on Credit Card: \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CSV: \_\_\_\_\_

Billing Address for Card: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Return this signed agreement plus credit card information or check to: **PHCC Association of San Diego, Inc.**  
 9920 Scripps Lake Dr #102 | San Diego, CA 92131 | events@phccsd.org | O:858.693.3855 | C/T:619.727.7897 | F:858.693.3852

**PHC Expo San Diego Exhibitor Terms & Conditions are listed on the back of this Application.**

OFFICE USE ONLY: Date Rcv'd: \_\_\_\_\_ Booth #: \_\_\_\_\_ 50% Deposit Date Rcv'd: \_\_\_\_\_ Invoice #: \_\_\_\_\_

# EXHIBITOR TERMS & CONDITIONS

## GENERAL AGREEMENT BETWEEN MANAGEMENT & EXHIBITOR

Exhibitor and Show Management acknowledge the submission of Exhibitor's Application and any payment of exhibit space constitute contract for Exhibitor participation. Violations of any Exhibitor Terms and Conditions herein shall entitle Management to exclude Exhibitor from Expo and seek remedies for damages caused by such violations, including reasonable attorney's fees. Exhibitor to comply with Event Terms and Conditions relating to the officially designated show contractors, the facility and all federal, state and local governmental authorities. Show Management not responsible for circumstances beyond its control and does not guarantee attendance totals.

## CONDITIONS OF PAYMENT

Full payment for exhibit space and other fees is due by 3/06/2020. Cancellations must be made in writing prior to 03/05/2020 for refund at 85% of exhibit space only (sponsorship and advertising fees are nonrefundable). Exhibitors that do not meet financial obligations of this contract are responsible for all outstanding debt as, as well as attorney and collection fees.

## BOOTH OCCUPANCY

Exhibitor agrees not to assign, sublet, share, or apportion space or any part thereof to another company, nor exhibit, advertise, or offer for sale goods other than those manufactured or sold by the exhibiting company in the regular course of business. By failing to notify Management of your inability to occupy your contracted space by 8:00am, 4/16/20 obligates you to pay full cost of your space. At such time, Management regards space as canceled and will fill it with any other exhibitor or activity as it sees fit.

## SELLER'S PERMIT

Exhibitors selling merchandise or taking orders (on wholesale or retail basis) must retain a valid California State Seller's Permit while in Expo Hall during posted show hours or show proof Exhibitor is not offering for sale any merchandise subject to sales tax.

## CANVASSING / SALES SOLICITATIONS

Exhibitor agrees, subject to expulsion from Expo, not to exhibit products/services outside of assigned booth or exterior to Expo Hall before, during or after Expo, nor conduct activity enticing visitors or exhibitors to leave Expo Hall during show hours. Exhibitors are not permitted to hand out promotional items in aisles or common areas inside and/or immediately surrounding Expo Hall. In no way shall anybody, vendors, attendees, or other exhibitors solicit exhibitors or attendees for employment.

## DISPLAY & PROMOTIONAL RESTRICTIONS

All products, services, or literature displayed must fit within the allotted booth space (i.e. 10 x 10 booth). Electrical power is available at Exhibitor's expense. Exhibits may not interfere with foot traffic or other exhibits, including line of sight. No furniture beyond that provided by Management's Convention Services provider is permitted. Management reserves right without recourse to prohibit any portion of an exhibit, which, in its opinion, is not suitable, or in keeping with the character of the Expo. This reservation of rights by Management applies to persons, things, conduct, printed matter, catalogs, and any other material relating to or affecting the Expo Program. Distribution of samples, souvenirs and printed matter may not interfere with adjoining Exhibitors and is conducted in a dignified manner within confines of the exhibit booth.

## GENERAL EXHIBITOR GUIDELINES

- 1) Exhibitors must have all booth displays completed for inspection by Show Management by 8:00AM Saturday, May 4;
- 2) Exhibitor personnel must wear registration badges during posted Expo hours;
- 3) Lock or remove valuables when you are away from your booth;
- 4) Decorations/signage must be flame retardant to satisfaction of State Fire Marshal;
- 5) Do not assume or promote that the PHCC or Show Management endorses your products or services unless pre-approved written permission has been granted;
- 6) Seek approval before bringing outside food and/or beverages for attendees, either through Show Management or DMF catering company, Premiere Catering;
- 7) Use of pop-up canopies may be restricted. Ask Show Management prior to set up;
- 8) No items may be thrown at any time from exhibit booth(s);
- 9) No open flames are allowed in any DMF building;
- 10) Posting or taping signage or helium balloons to walls or woodwork is not permitted;
- 11) Distribution of promotional gummed stickers or labels is strictly prohibited;
- 12) Management cannot accept, or be responsible for, any deliveries to exhibitor;
- 13) Furniture, trash, boxes, etc. may not be moved into aisles during show hours;
- 14) Use of flammable gases (Acetylene, Hydrogen, Propane, Butane and L.P.G.) is strictly prohibited;
- 15) Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form in the exhibition area. Violators will be promptly ejected from Expo Program;

- 16) Use of loudspeakers for audio/video shall not interfere with adjacent Exhibitors;
- 17) Exhibitors shall not hold meetings or events that conflict with the Expo Program;
- 18) Exhibitor shall not use the exhibit area in conflict with any law, ordinance, rule or regulation of any governmental authority; in any manner, which constitutes waste or nuisance; or any manner which causes injury to persons or property.

## SMOKING

As of January 1, 1994, there is NO SMOKING within 20 feet of the main exit or entrance to any state-owned, state occupied, or a state-leased building or such a building, of which is the case with Bing Crosby Hall at the Del Mar Fairgrounds.

## LOST & FOUND ARTICLES

Management is not responsible for items left at the end of the Expo. Lost and found items during Move-In, Show Hours or Move-Out Hours can be reported, stored or retrieved at Show Management's onsite booth.

## INSURANCE

Property of Exhibitor is understood to remain under its custody and control in transit to and from, and within confines of exhibit area. Exhibitor shall maintain insurance covering Exhibitor's property.

## EXHIBITOR INFORMATION

Management may use the information supplied by an Exhibitor on Exhibitor's Application/Contract as part of Management's marketing, advertising and other information materials, or in promotional materials for the Expo or other PHCC San Diego Chapter activities, including the capture of still photography, and the collection of audio or visual images of exhibitors and their products or services, or their interaction with attendees. By providing your phone number and/or email address you are giving Management and its affiliates consent to communicate with you through these media.

## FORCE MAJEURE

In the event Expo or any part of exhibit area is unavailable, whether for entire event, or portion thereof as a result of wind, fire, flood, tempest or any other such cause or as a result of governmental intervention, malicious damage, acts of war, strike, lockout, labor dispute, riot or any other cause or agency over which Management has no control, or should Management decide that because of any such cause it is necessary to cancel, postpone, or re-site the Expo or reduce the exhibit time, Management shall not be liable to indemnify or reimburse the Exhibitor in respect of any damage or loss, direct or indirect, arising as a result thereof.

## LIABILITY

Exhibitor hereby assumes responsibility for and agrees to indemnify, save and hold harmless, Management and DMF, and each of their managers, officers, directors, members, sponsors, employees, agents, successors and assigns from and against any loss, damage, claim, liability and expense (including reasonable attorneys' fees), including personal injury or property damage or loss, arising out of or in connection with Exhibitor's participation in the Expo, except exhibitor is not responsible to an indemnity for the indemnities gross negligence or willful misconduct. Exhibitor understands that neither Management nor DMF maintain insurance covering exhibitor's property and it is the sole responsibility of Exhibitor to obtain such insurance.

## INDEMNIFICATION

Exhibitor shall indemnify and hold harmless Management, DMF, and their respective officers, directors, agents and employees from and against liabilities, damages, actions, losses, claims, costs, and expenses (including reasonable attorney's fees) for personal injury, death, or damage to or loss of property arising out of or contributed to by any act, omission, negligence, fault, or violation of a law or ordinance by the exhibitor, its employees, agents, contractors, members, exhibitors, patrons, or invitees. The foregoing shall not apply with respect to any liability, damage, or loss directly and solely caused by the gross negligence or willful misconduct of the entity or person seeking indemnification.

## AMENDMENTS

Any matters not specifically covered by the preceding rules and regulations shall be determined by Management in its sole discretion. Management shall have full power to interpret, amend and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of the Exhibitor. Each Exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

*PHC Expo San Diego 2020 Exhibitor Brochure, Version: 01/08/20*