



www.ICPSC2009.com

Conference Dates: Thursday, October 1st thru Sunday, October 4th 2009

Location: Gwinnett Center
6400 Sugarloaf Parkway
Duluth, GA 30097
www.gwinnettcenter.com

ICPSC 2009 offers your company the opportunity to display your equipment, products and knowledge before an audience specific to your business. No longer do you need to worry about being lost in the crowd of "tire kickers". In this economy get the biggest bang for your marketing dollar.

Due to the huge success of last year's conference we have increased the number of available exhibit booths by reserving the Gwinnett Center Exhibition Hall for the venue. In addition, "NEW FOR THIS YEAR" will be the addition of a limited number of "demo" slabs. This will allow exhibitors to put their equipment thru the paces for all attendees to see. Refer to the sponsorship packages for details.

The International Concrete Polishing and Staining Conference has been established as an annual event. It is not affiliated with any manufacturers or suppliers and exists solely to promote the new and ever expanding industry of Concrete Polishing and Staining.

This is the only event of this scope and caliber dedicated specifically to the Concrete Polishing Industry. It is striving to be a conference in the truest sense. Along with equipment and the like the event will be filled with educational seminars.

Is your company interested in presenting a specific topic at one of our seminars? If you feel you have educational knowledge to offer to an audience searching for more let us know and we can reserve a place for you in our schedule. Please note that these seminars are not intended to be an extended sales pitch for your company. If you can present a knowledgeable seminar, relating to concrete polishing and staining, the recognition your company will receive as a presenter would be hard to duplicate.

This conference is targeted to polishing contractors and those interested in getting into this growing industry. It will also include architects and engineers. These are the individuals looking for the event offering the first hand knowledge required to incorporate your services into their projects.

This years conference will be held at the spacious Gwinnett Conference Center. We have reserved over 10,000 sf of exhibit and conference space. Its impressive grounds, along with the allure of Atlanta Georgia, will present the perfect setting to promote your business along with our growing industry.

Please look through the exhibiting and sponsorship opportunities and sign up for the best marketing event of 2009

Display space is limited so book early.

The International Concrete Staining and Polishing Conference is not affiliated with any industry manufactures or providers. It has been established by an independent group of concrete polishing contractors. Together, we bring over 50 years of combined business, construction and polishing experience to the organization. Our sole purpose is to offer our industry a venue in which to learn techniques and procedures as well as show the latest industry technology. We also wish to encourage discussion of issues and ideas. This annual event will present an unbiased look at all the latest our industry has to offer in technology and knowledge.

ICPSC

INTERNATIONAL CONCRETE POLISHING
& STAINING CONFERENCE



Agenda

Activities and Seminar Times:

Thursday, October 1st

12 pm - 4:30 pm - **SEMINARS AT MARRIOTT**

Topics and times for October 1st to be listed

NOTE: ONLY seminars at Marriott will require registration. Registration will be on the general admission registration form. All attendees will be notified.

Thursday, October 1st 7 pm- 9 pm

Welcome Reception

7 pm - 8 pm registration, check-in, pick up conference binders, network

8 pm - 9 pm- Cocktails and hot/cold hors d'oeuvres

***2 free drink tickets to all attendees ***

Introduction and Recognition of Sponsors

(ALL October 1st seminars and activities to be held at the Marriott Hotel)

Friday, October 2nd

7:00 am – 8:00 am registration and check-in

Seminars: 8:30 am – 4:30 pm (Sessions broken up throughout the day)

Lunch available on site 12 noon – 1 pm;

Display times: 10 am – 6 pm



Agenda continued:

Saturday, October 3rd

7:30 am – 8:00 am registration and check-in

Seminars: 8:30 am – 4:30 pm (Sessions broken up throughout the day)

Lunch available on site 12 noon – 1 pm;

Display times: 10 am – 6 pm (9 am – 10 am appointments only)

Sunday, October 4th

Seminars: 8 am – 11 am

“Ask the Experts” roundtable 11 am -12 noon;

Equipment/ Product Display Times:

Thursday, October 1st Display Set-up 8 am-4 pm

Friday, October 2nd 10 am – 6 pm

Saturday, October 3rd 10 am – 6 pm (9 am – 10 am appointments only)

Sunday, October 4th Display breakdown 8 am – 4 pm

Exhibitor Booth Pricing

14'x 30' \$7,200.00 (LIMITED NUMBER)

20% DISCOUNT ON ANY SPONSORSHIP

- One 14' x 30' booth space based on first-come, first-served availability
- Four exhibitor personnel passes plus four seminar admittance passes
- Four Conference T Shirts and One Conference Binder
- Company name and contact information on website and program binder

14'x 20' \$5,000.00 (LIMITED NUMBER)

15% DISCOUNT ON ANY SPONSORSHIP

- One 14' x 20' booth space based on first-come, first-served availability
- Four exhibitor personnel passes plus four seminar admittance passes
- Four Conference T Shirts and One Conference Binder
- Company name and contact information on website and program binder



14'x15' \$3,800.00: (LIMITED NUMBER)

10% DISCOUNT ON ANY SPONSORSHIP

- One 14' x 15' booth space based on first-come, first-served availability
- Two exhibitor personnel passes plus two seminar admittance passes
- Two Conference T Shirts and One Conference Binder
- Company name and contact information on website and program binder

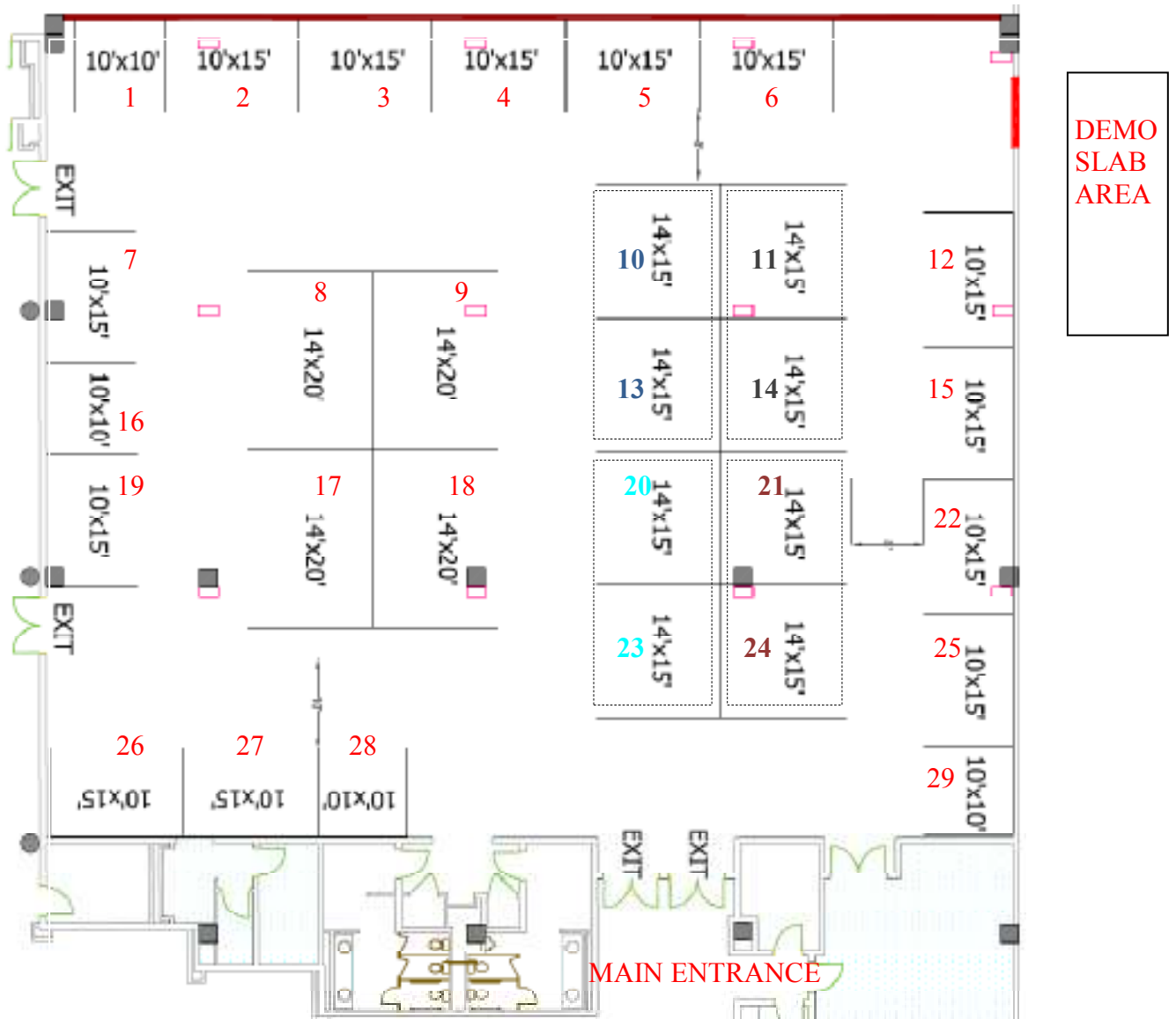
10'x15' \$2,850.00: (consecutive booths may be purchased)

- One 10' x 15' booth space based on first-come, first-served availability
- Two exhibitor personnel passes plus two seminar admittance passes
- Two Conference T Shirts and One Conference Binder
- Company name and contact information on website and program binder

10'x10' \$2,850.00: RESERVED FOR PUBLICATIONS

- One 10' x 10' booth space based on first-come, first-served availability
(LIMITED AVAILABILITY)
- Two exhibitor personnel passes plus two seminar admittance passes
- Two Conference T Shirts and One Conference Binder
- Company name and contact information on website and program binder

Exhibit Hall Floor Plan



14"x30' booths - combine booths 10&13, 11&14, 20&23 and 21&24



Sponsorship Programs

FIVE STAR Sponsorship

10'x15' Concrete Demo Slab included for 2 days

(Separate location from booths, min. 14'x20' display booth rental required to receive demo slab)

One Available

\$6,750.00

- Priority booth selection
- Sponsor-supplied paraphernalia placed in conference bag along with logo on conference bag
- Full-page, four-color advertisement in Conference Binder
- Four full conference passes (includes seminar admission)
- Mailing list of conference attendees
- Company logo, and link, on conference website
- 50-word company description on website and in Conference Binder
- Company logo on directional signs for conference activities in the convention center.
- Welcome Reception Signage and Recognition
- Signage and recognition at all seminars

FOUR STAR Sponsorship

10'x15' Concrete Demo Slab for 1 day included

(Separate location from booths, min. 14'x20' display booth rental required to receive demo slab)

Limited Availability

\$5000.00

- Priority booth selection
- Sponsor-supplied paraphernalia placed in conference bag
- Half-page, four-color advertisement in Conference Binder
- Two full conference passes (includes seminar admission)
- Mailing list of conference attendees
- Company logo, and link, on conference website
- 50-word company description on website and in Conference Binder
- Company logo on directional signs for conference activities in the convention center.
- Welcome Reception Signage and Recognition
- Signage and recognition at all seminars



THREE STAR Sponsorship

Limited Availability

\$3,500.00

- Priority booth selection
- Sponsor-supplied paraphernalia placed in conference bag
- Quarter-page, four-color advertisement in Conference Binder
- Two full conference passes (includes seminar admission)
- Mailing list of conference attendees
- Company logo, and link, on conference website
- 50-word company description on website and in Conference Binder
- Company logo on directional signs for conference activities in the convention center.
- Welcome Reception Signage
- Signage at all seminars

TWO STAR Sponsorship

Limited Availability

\$2,000.00

- Priority booth selection
- Quarter-page, four-color advertisement in Conference Binder
- One full conference pass (includes seminar admission)
- Mailing list of conference attendees
- Company logo and link on conference website
- Company link on website and recognition in Conference Binder
- Company logo on speed networking table signs

Additional Sponsorships — May be added to other sponsorship packages

Visibility Package

\$800.00

Includes:

Sponsor-supplied paraphernalia placed in conference bag

Conference Binder Advertising Package:

To be placed in conference binder

Color Advertisement

Half-page: \$1,500

Quarter-page: \$950

Black & White Advertisements

Half-page: \$1,200

Quarter-page: \$750

Exhibitor Information Contact:

Charlie Griffasi

716-706-1229 Fax and Phone

cgriffasi@icpscllc.com



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6400 Sugarloaf Parkway
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Exhibitor Agreement

Company Name: _____
Street Address/ PO Box: _____
City: _____ State / Province: _____ Zip/Postal Code: _____
Country: _____
Contact Name: _____
Contact Phone Number: _____
Fax Number: _____
E-Mail Address: _____
Company Website Address: _____

CONTACT INFORMATION: Enter all information above as you would like it to appear on all printed and promotional articles produced by ICPSC.

NOTE: All exhibitor staff names must be registered with ICPSC by September 15th, 2009

Exhibitor Booth, Sponsorship and Seminar Presentations Opportunities as follows:

Exhibitor Booths:

Set-up Oct. 1st 8 am-4 pm; Take down Oct. 4th 8 am – 4 pm

Display hours:

Oct. 2nd 10 am – 6:00 pm

Oct. 3rd 10 am – 6:00 pm (8 am – 10 am appointment only, scheduled private showings with prospects)

Booth space is allocated on a first come – first served basis – electrical outlets additional

14'x 30' \$7,200.00
20% DISCOUNT ON ANY SPONSORSHIP

14'x 20' \$5,000.00
15% DISCOUNT ON ANY SPONSORSHIP

14'x15' \$3,800.00:
10% DISCOUNT ON ANY SPONSORSHIP

10'x15' \$2,850.00

10'x10' - \$2,850.00 (reserved for publications- limited availability)



Sponsorships:

- FIVE STAR Sponsorship**
One Available
\$6,750.00

- FOUR STAR Sponsorship**
Limited Availability
\$5,000.00

- THREE STAR Sponsorship**
Limited Availability
\$3,500.00

- TWO STAR Sponsorship**
Limited Availability
\$2,000.00

Additional Sponsorships — May be added to other sponsorship packages

Conference Binder Advertising Package:

(To be placed in conference binder)

- | | |
|--|--|
| Color Advertisements: | Black & White Advertisements: |
| <input type="checkbox"/> Half-page: \$1,400 | <input type="checkbox"/> Half-page: \$1,200 |
| <input type="checkbox"/> Quarter-page: \$900 | <input type="checkbox"/> Quarter-page: \$750 |

Visibility Package

- \$800.00 Includes:
Sponsor-supplied paraphernalia placed in conference bag



Seminar Presentation Opportunities:

Is your company interested in presenting a specific topic at one of our seminars? If you feel you have educational knowledge to offer to an audience searching for more let us know and we can plug you into our schedule. Please note that these seminars are not intended to be an extended sales pitch for your company. If you can present a knowledgeable seminar, for one of the following topics, the recognition your company will receive as a presenter would be hard to duplicate.

Seminar presentations are broken down into Advanced and Beginner formats, aprox. 55 minutes in length.

Mark off three of the following topics (1,2 and 3) in order of your preference.

- Defining Polished Concrete. Basic terminology, lexicon for a new industry. - BEGINNER
 - Basics of concrete – How to anticipate results based on the basics of concrete. – BEGINNER
 - Overview of a Concrete Polishing Project - BEGINNER
 - General Chemistry of How Densifiers Work – BEGINNER
 - Overview of Required Equipment – polishers, edger's, auto-scrubbers, vacuums. - BEGINNER
 - Overview of Abrasives – metal, resin, cups, specialty pads, accessories etc. - BEGINNER
 - Electrical Considerations– equipment requirements, How to be sure your site is ready. - ADVANCED
 - Repair Techniques – holes, cracks, spalling. Materials available. General techniques.- ADVANCED
 - Possibilities of Decorative Techniques – staining, dying, cutting, stenciling, etc. – BEGINNER
 - Advanced Abrasives Workshop – The physics of weight, surface area, speed, wet vs. dry, hybrid abrasives. - ADVANCED
 - Blueprint Reading for Concrete Polishing - ADVANCED
 - Business Basics of Polished Concrete - BEGINNER
 - LEEDS Benefits – COMBINED SESSION
 - The Physics of Vacuum Systems and Proper Waste Disposal - ADVANCED
 - Advanced Chemistry and Techniques – Densifiers and Micro-impregnators - ADVANCED
 - Advanced Chemistry and Techniques – Stains and Dyes - ADVANCED
 - Roundtable – “Ask the Experts” – Panel of industry experts will be on stage to field questions from the audience. - COMBINED SESSION
 - Other Please provide a brief description.
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-
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Agreement terms as follows:

The following is a binding agreement between the conference organizer, "The International Concrete Polishing and Staining Conference L.L.C." Here to fore referred to as "ICPSC" and the signatory and his or her company as indicated.

01. Right of approval

ICPSC has the right to approve or reject applications, exhibits, or promotions to be presented.

02. Booth Plan

ICPSC reserves the right to add or remove booths and/or change their layout.

03. Display Booth Agreement

A completed, signed contract and payment are required prior to booth assignment and confirmation of participation. Applications are not considered final contracts until a confirmation of acceptance has been received from show management.

04. Booth Dimensions

Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 12'-0". If a portion of the booth extends above 12'-0", the booth background may detract from the overall impact of the exhibit directly behind that booth. This limitation may be waived if approved by ICPSC in writing. Open truss material is permitted, as it does not interfere with sight lines. In addition, no items may be placed in the aisles. All displays must be free standing, self-supporting and be contained in the contracted space.

05. Compliance with Schedule

All exhibits must be installed during the time designated. Any space not occupied one hour prior to opening of the show will forfeit the space without a refund. Exhibit Staff must be in charge of the display during the hours when the Exhibit Hall is open. Each exhibitor agrees to maintain installed exhibit space during all hours stated in the Exhibit Hall hours, the Exhibitor Service Manual and the Conference Binder. Any exhibitor failing to occupy contracted space is not relieved of the obligation for payment of the full rental of contracted space.

06. Exhibit Staff Registration

All persons working in the Exhibit Hall must be registered as a Exhibitor Staff with an the appropriate identification. No one will be admitted into the Exhibit Hall without a conference badge. All Exhibit Staff should be registered by August 1, 2008. Badge trading is NOT permitted.

07. Cancellation of Exhibit Contract

Requests for cancellations and refunds must be in writing. Cancellations received on or before August 17, 2009 will result in ICPSC retaining 50% for each booth space rented. No requests for refunds will be granted after August 17, 2009.

08. Storage

Storage of additional literature, storage crates, or packaging materials behind the back drape is strictly prohibited in every major exhibit facility in the U.S. If such items are stored behind the booth, the exhibiting company will be required to remove them immediately and pay for storage with the service contractor.



09. Signage

No company identification may be placed outside your contracted booth space (i.e., posts, pillars, walls, tables, ceilings, etc.).

10. Demonstration Areas

Demonstration areas must be organized within the exhibitors' space so as not to interfere with any aisle traffic. Should spectators of a demonstration interfere with normal traffic flow in the aisle, show management will require that the demonstration cease. No ready-mix orders can be accommodated.

11. Security

Show management will provide security during exhibitor move-in and move-out and overnight. However, ICPSC, show management and the Westin Hotel and Conference Center are not responsible for items taken from the exhibit spaces. We highly recommend all personal and valuable items such as laptops, etc. be removed from your booth when not occupied by Exhibit Staff personnel.

12. Liability

Exhibitors agree to protect, save, and hold ICPSC and the Westin Hotel and Conference Center and all agents and employees thereof (collectively called Indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or holding under the exhibitors. Furthermore, exhibitors shall at all times protect, indemnify, save and hold harmless the Indemnities against and from any and all losses, costs (including attorneys' fees), damages, liabilities and/or expenses arising from or out of any accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents, employees, business agents, and business guests which arise from, out of, or by reason of said exhibitor's occupancy and use of all or part of the exhibition premises.

13. Americans With Disabilities Act

Exhibitors shall be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold show management harmless from any consequences of failing to do so.

14. Fire Protection

All Exhibitors are required to submit MSDS's (Material Safety Data Sheets) for any products that will be used during your exhibition. All exhibitors are required to follow all applicable OSHA safety regulations.

15. Food & Beverage

Any food or beverages to be given away at exhibit booths must be approved by show management. Serving alcoholic beverages by exhibitors is prohibited. Unopened bottles may be used for display or giveaway purposes.

Signature required for agreement to be accepted by ICPSC L.L.C.

I have read items 1-15, understand and will abide by every listed item above.

Printed name: _____

Signature: _____

Title: _____ Date: _____



Exhibitor Agreement

Please be sure to review and sign the Terms and Conditions and complete the payment terms section below. All applications MUST be accompanied by full payment in order to be accepted.

Cancellation Policy

Requests for cancellations and refunds must be in writing. Cancellations received on or before August 17, 2009 will result in ICPSC retaining 50% for each booth space rented. No requests for refunds will be granted after August 17, 2009.

I, the below signed, having read and agreed to the terms and conditions and the entire exhibitor and sponsor prospectus, execute this official contract for exhibitor or sponsor opportunities and services at the International Concrete Polishing and Staining Conference October 1st- 4th 2009 at the Gwinnett Center, 6400 Sugarloaf Parkway, Duluth, Georgia 30097

Printed Name _____

Signature: _____

Title: _____ Date: _____

Terms of Payment

Space is limited and will be allocated first-come, first-served. To secure placement fax, e-mail or mail a signed application with full payment to The International Concrete Polishing and Staining Conference. Full payment must be made upon submission of contract. If payment is not received, ICPSC has the right to reject this agreement. The following means of payment will be accepted: Check, Money Order, Visa, American Express and Master Card.

List 3 booth selections on order of preference. We will try to accommodate your preferred selection base on availability.

Preferred booth selection _____ 2nd choice _____ 3rd choice _____

Booth Fee: \$ _____ booth will be provided 2 chairs and 1 table 30"x72" draped

Electrical outlet fee: \$65.00

(20 AMP 120 volt 1 phase) \$ _____

Sponsorship Package \$ _____

Additional Sponsorships \$ _____

Sponsorship Discounts \$ _____

Total due with Agreement \$ _____

Check or Money order payable to:

"International Concrete Polishing and Staining Conference L.L.C."

CHECKS WILL NOT BE ACCEPTED AFTER SEPTEMBER 15th, 2009

Check or Money order payment mail application and funds to:

ICPSC PO Box 502, Clarence Center, N.Y. 14032

Exhibitor Information Contact:

Charlie Griffasi 716.706.1229 Fax and Phone cgriffasi@icpscllc.com

Credit Card Payments:

Fax application with credit card application to Charlie Griffasi @ 716-706-1229

Master Card Visa American Express

Card Number _____ Expiration Date _____ CV V Code _____

Card Holder Signature _____ Name that appears on card _____



LIABILITY WAIVER

I, _____, take full responsibility for any items brought in to The Gwinnett Center. The Gwinnett Center assumes no liability for any products, material or goods left in any event space. I agree that the Gwinnett Center is relieved of any damages and/or claims should there be any items missing from the space.

Print Name: _____

Signature: _____

Date: _____

Witness: _____