

# ICPSC

## INTERNATIONAL CONCRETE POLISHING & STAINING CONFERENCE

[www.ICPSC365.com](http://www.ICPSC365.com)

**Conference Dates:** Thursday, September 30<sup>th</sup> thru Sunday, October 3<sup>rd</sup> 2010

**Location:** Gwinnett Center  
6400 Sugarloaf Parkway  
Duluth, GA 30097

The International Concrete Polishing and Staining Conference has widely been acknowledged as the 'Concrete Polishing Industry Conference'. Its sole purpose is to promote knowledge and advancement in our industry. In addition to its highly regarded seminars, this event allows your company the unmatched opportunity to display your equipment, products and knowledge before an audience specific to your business. No "tire kickers" here.

Another feature unique to the ICPSC is the fact that your display staff has the opportunity to attend all of the seminars at "NO ADDITIONAL CHARGE". Educating your staff unifies the industry in advancements and direction. There is no other venue where you can get this doubled value for your money.

We have increased the number of available exhibit booths at the Gwinnett Center Exhibition Hall. The addition of "Demo" slabs last year was such a huge success that we have increased the number of available slabs for this year. Put your equipment thru its paces for all attendees to see and operate.

This is the only event of this scope and caliber dedicated specifically to the Concrete Polishing Industry. The interaction between manufacturer, producer, contractor, architect and engineer is unequalled.

**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 an event offering the first hand knowledge required to incorporate your services into their projects.

The conference will again be held at the spacious Gwinnett Conference Center. We have reserved over 10,000 sf of exhibit and conference space. In addition, we offer a large tented demonstration area in the adjacent parking lot. The Gwinnett Conference Center's impressive grounds, along with the allure of Atlanta Georgia, 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 2010. Display space is limited so book early.

*The International Concrete Staining and Polishing Conference is not affiliated with any industry associations, manufactures or providers. Its 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 presents an unbiased look at all the latest our industry has to offer in technology and knowledge.*

# ICPSC

## INTERNATIONAL CONCRETE POLISHING & STAINING CONFERENCE



## Equipment / Product Display Times:

Thursday, September 30<sup>th</sup> Display Set-up 8 am-4 pm  
Friday, October 1<sup>st</sup> 10 am – 6 pm  
Saturday, October 2<sup>nd</sup> 10 am – 4 pm (9 am – 10 am appointments only)  
4 pm – 6 pm Display breakdown

## Event Agenda

NOTE: Seminar registration will be on the general admission registration website form. All attendees will be notified as topic times are scheduled.

Thursday, September 30<sup>th</sup> @ Marriott Hotel

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

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

Friday, October 1<sup>st</sup> @ Gwinnett Center

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 2nd @ Gwinnett Center

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 – 4 pm (9 am – 10 am appointments only)

Sunday, October 3<sup>rd</sup> @ Marriott Hotel

Seminars: 8 am – 11 am

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

## Hotel Accommodations

We have a limited number of rooms available at a discounted rate. The Marriott Atlanta Gwinnett Place has given us a huge discount on rooms for single or double occupancy.

You can book for **\$94.00 per night** (plus applicable fees and taxes). Regularly \$189.00/night

FREE internet and a buffet breakfast included!

Rooms available for the evenings of 9/30, 10/1, 10/2 and 10/3

**Rate includes transportation to/from the Gwinnett Center on a scheduled basis.**



## Sponsorship Programs

### **FIVE STAR Sponsorship - One Available - \$9,000.00**

#### **Includes:**

**14' x 15' Exhibitor Booth**

**10'x15' Concrete Demo Slab**

plus

- Priority booth selection
- Sponsor-supplied paraphernalia placed in conference bag
- Company logo on conference banner and conference bag (exclusive)
- Full-page, four-color advertisement in conference binder (exclusive)
- 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.
- Sponsorship recognition at welcome reception and all seminars
- Company logo on seminar signage

### **FOUR STAR Sponsorship - \$7,300.00**

#### **Includes:**

**14' x 15' Exhibitor Booth**

**10'x15' Concrete Demo Slab**

plus

- 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)
- Sponsorship recognition at welcome reception and on reception signage
  
- 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.
- Sponsorship recognition at all seminars
- Company logo on seminar signage



## Sponsorship Programs - continued

### THREE STAR Sponsorship

**\$2,500.00**

- 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

**\$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

### 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@icpsc365.com](mailto:cgriffasi@icpsc365.com)



## Exhibitor Booth Pricing

### **14'x 15' \$3,800.00 (limited availability)**

- One 14' x 15' booth space based on first-come, first-served availability
- Four exhibitor personnel passes (free seminar admission included)
- Four 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
- Four exhibitor personnel passes (free seminar admission included)
- Four Conference T Shirts and One Conference Binder
- Company name and contact information on website and program binder

### **10'x10' \$2,450.00**

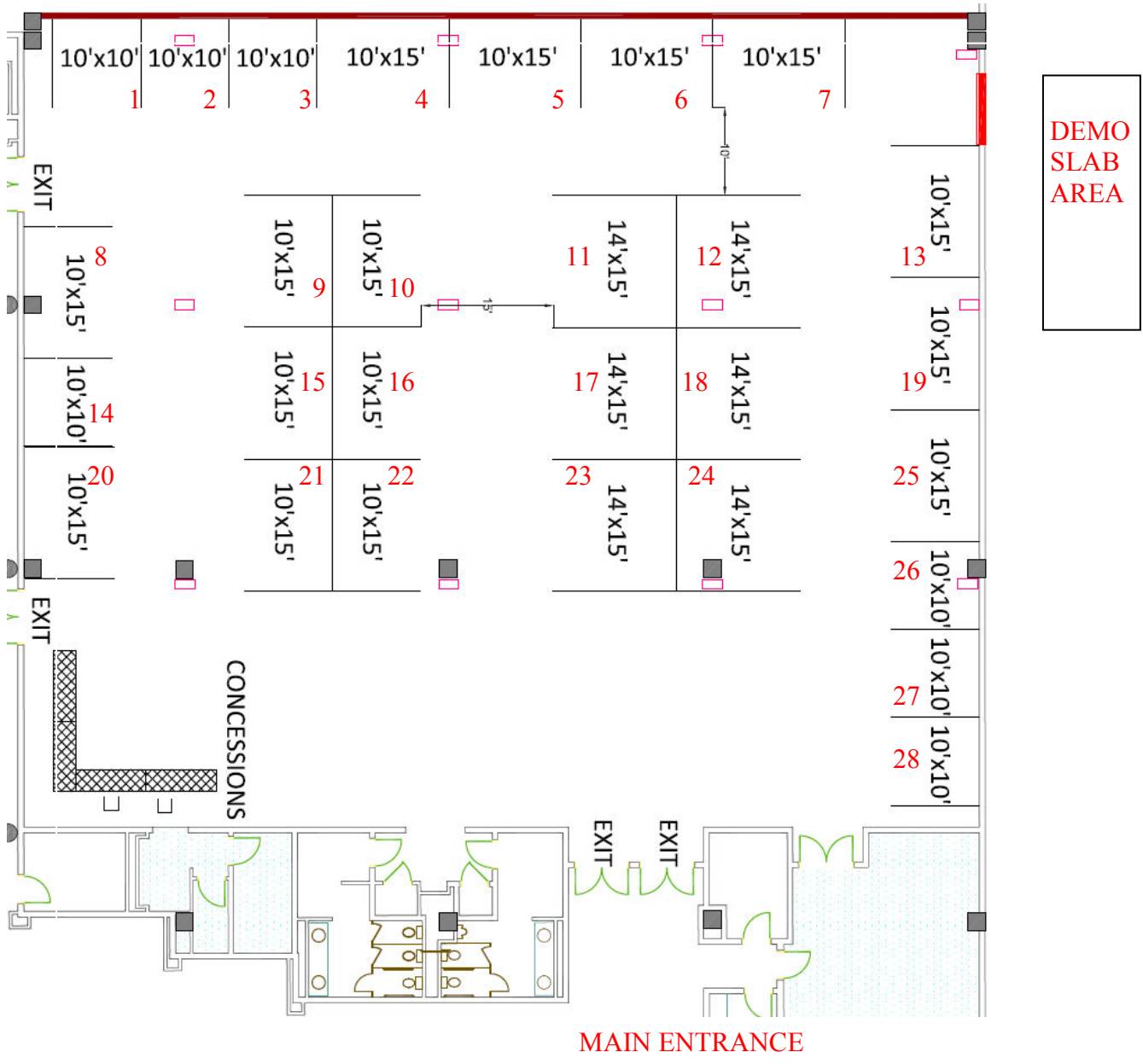
- One 10' x 10' booth space based on first-come, first-served availability
- Two exhibitor personnel passes (free seminar admission included)
- Two Conference T Shirts and One Conference Binder
- Company name and contact information on website and program binder

### **Demonstration Slabs (10'x15')** available from Sept. 30<sup>th</sup> – Oct. 2<sup>nd</sup>

- \$3,000.00 with 14'x15' booth
- \$3,500.00 with 10'x15' booth

*Not available with 10 x 10' booth*

# Exhibit Hall Floor Plan





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**Conference Dates:** Thursday, September 30<sup>th</sup> thru Sunday, October 3<sup>rd</sup> 2010

**Location:** Gwinnett Center  
6400 Sugarloaf Parkway  
Duluth, GA 30097  
[www.gwinnettcenter.com](http://www.gwinnettcenter.com)

### 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 15<sup>th</sup>, 2010

### Exhibitor Booth, Sponsorship and Seminar Presentations Opportunities as follows:

#### Exhibitor Booths:

Set-up Sept. 30<sup>th</sup> 8 am-4 pm; Take down Oct. 2<sup>nd</sup> 4 pm – 6 pm  
Display hours:  
Oct. 1<sup>st</sup> 10 am – 6:00 pm  
Oct. 2<sup>nd</sup> 10 am – 4:00 pm (9 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'x15' \$3,800.00

10'x15' \$2,850.00

10'x10' - \$2,850.00

#### Demonstrations slabs available Sept 30<sup>th</sup> – Oct 2<sup>nd</sup>

\$3,000.00 with 14' x 15' booths

\$3,500.00 with 10' x 15' booths

*Demonstration slabs not available with 10 x 10' booth*



## Sponsorships:

- FIVE STAR Sponsorship**  
**One Available**  
**\$9,000.00**
  
- FOUR STAR Sponsorship**  
**\$7,300.00**
  
- THREE STAR Sponsorship**  
**\$2,500.00**
  
- TWO STAR Sponsorship**  
**\$2,000.00**

## Additional Sponsorships

### Conference Binder Advertising Package:

(To be placed in conference binder)

#### Color Advertisements:

- Half-page: \$1,400
- Quarter-page: \$900

#### Black & White Advertisements:

- Half-page: \$1,200
- 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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## 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, 2010. 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, 2010 will result in ICPSC retaining 50% for each booth space rented. No requests for refunds will be granted after August 17, 2010.

### 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, 2010 will result in ICPSC retaining 50% for each booth space rented. No requests for refunds will be granted after August 17, 2010. 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 September 30<sup>th</sup> thru October 3<sup>rd</sup> 2010 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 \_\_\_\_\_ 2<sup>nd</sup> choice \_\_\_\_\_ 3<sup>rd</sup> 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 \$ \_\_\_\_\_

Demonstration slab \$ \_\_\_\_\_

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 15<sup>th</sup>, 2010**

**Check or Money order payment mail application and funds to:**  
ICPSC 889 Erie Ave, North Tonawanda, N.Y 14120

**Exhibitor Information Contact:**

Charlie Griffasi 716.706.1229 Fax and Phone [cgriffasi@icpsc365.com](mailto:cgriffasi@icpsc365.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:** \_\_\_\_\_