



# 2017 EXHIBIT SPACE RESERVATION FORM

April 10-12, 2017 \* The Hershey Lodge, Hershey, PA

Complete this form to reserve exhibit space for the 2017 America East Show.

**Rates -- \$20.50 per square foot for 160 square feet or less of exhibit space, \$20.00 per square foot for 161 to 320 square feet of exhibit space, \$18.75 per square foot for over 321 square feet of exhibit space.**

**PAY IN FULL BY SEPTEMBER 23, 2016 TO RECEIVE A 5% DISCOUNT ON YOUR BOOTH SPACE!**

1. Refer to the proposed 2017 America East floor plan and list six space choices in order of preference below.

We will try to accommodate your preference, but space requests are for guidance and are not guaranteed. Assignments are made based on the following: a) **Seniority**; b) **Product Category**; c) **Space Requirements**; and d) **Space Availability**. All requests will be handled on a first-come, first-served and space-available basis.

2. Sign and return this form to America East Headquarters at the address or fax below.

3. You will be notified via email as to your booth assignment for the 2017 conference.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

List competitors (You must list your competitors to ensure that we avoid placing you in an undesirable location.):

BOOTH PREFERENCES — Please put your choices for booth numbers in the spaces below (according to the numbers on the floor plan):

1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_

4th choice \_\_\_\_\_ 5th choice \_\_\_\_\_ 6th choice \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

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