



**32nd ANNUAL  
CSI FRESNO CHAPTER  
BUILDING PRODUCTS SHOW 2010**

**TUESDAY, APRIL 27, 2010**

Set up - 12:00 noon to 4:00 pm

Exhibits - 4:30 pm to 7:30 pm

Dinner, Awards & Raffle - 7:30 pm to 9:00 pm

**Ernest E Valdez Hall  
Fresno Convention & Entertainment Center  
700 M Street, Fresno, CA 93721**



CSI Fresno Chapter  
Building Products Show Committee  
4747 N. First Street, Suite #140  
Fresno, CA 93726  
TEL: (800) 743-1890 FAX: (559) 227-1463  
E-mail: [info@csifresno.org](mailto:info@csifresno.org)  
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# 32nd ANNUAL CSI FRESNO CHAPTER BUILDING PRODUCTS SHOW 2010

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## **WHAT IS CSI?**

The Construction Specifications Institute is an international society dedicated to educating and improving communication between all aspects of the construction industry...architects, engineers, contractors, sub-contractors, manufacturers, suppliers and representatives from allied industries. Because of the diversified membership, chapter activities reflect an unbiased feeling of the entire industry, not one segment of it. Each individual, through the chapter and institute, has a unique opportunity to have their views and experiences contribute significantly to the improvement of the construction industry and construction specifications.

## **WHY A PRODUCTS SHOW AND WHO CAN PARTICIPATE?**

The Building Products Show is designed for specification writers, architects, designers, engineers, contractors, sub-contractors and others related to the building industry. It is an opportunity for these professionals to update and discover new industry information and developments for specifications. The CSI Fresno Chapter offers one evening at the Radisson Hotel and Conference Center for manufacturers and suppliers to distribute technical data, display and present demonstrations of products, systems and services.

## **WHY THE CSI FRESNO CHAPTER BUILDING PRODUCTS SHOW?**

You have many choices in how and where you spend your product and services promotion dollars, and with shrinking budgets for getting the word out, those decisions become critical to your success. There are many reasons why you should make the CSI Fresno Chapters Building Products Show one of the key events in your marketing program this year.

**INDUSTRY CENTER:** Fresno's central location in the state places it in the heart of all the construction activity in the Central San Joaquin Valley. It is the only product show in this marketplace for product specifier and industry consumers.

**UNIQUE MARKET:** Being halfway between Los Angeles and San Francisco we are often served by representatives from either area or both, along with representatives based in the Central Valley. Products and services from these markets differ in application and approach. Our Building Products Show is one of the few opportunities to share and contrast ideas from those diverse markets.

**SIGNIFICANT MARKET:** Over the last few years, the Central San Joaquin Valley has become the fastest growing area in the state, attracting new industry to a moderately priced real estate market along with a willing and affordable workforce. The future offers construction projects that include expansion of primary and secondary school facilities, university buildings, hospitals, correctional facilities and the development of a University of California campus.

**ONE-PERSON FIRMS:** This Building Products Show is the primary opportunity for many "One-Person@ or slightly larger firms (10 or less) in the valley to update their Building Product Libraries, and many of these Architects, Engineers, and others do attend. Their workloads usually do not justify the expense of a Product Representative to visit them from Los Angeles, San Francisco or Sacramento except when specifically called! So, here is the chance to keep them informed about your products or services and establish or maintain a relationship!

You will have the opportunity to work face-to-face with the decision makers in the leading architectural firms, facilities managers, manufacturers, industry consumers and contractors. We believe your participation in our Building Products Show will be the most efficient use of your time and money. We hope to see you there.

**CSI FRESNO CHAPTER  
BUILDING PRODUCTS SHOW  
Exhibit Space Reservation**

<b>Send Application Packet &amp; Check To:</b>	<b>For More Information:</b>
<b>CSI Fresno</b> 4747 N. First Street, Suite #140 Fresno, CA 93726 Make checks payable to “CSI Fresno” T: (800) 743-1890 F: (559) 227-1463 E: <a href="mailto:info@csifresno.org">info@csifresno.org</a>	Ed Taylor CSI T: (559) 855-5588 E: <a href="mailto:edtaylor@scistorage.com">edtaylor@scistorage.com</a>

<b>EXHIBITOR REGISTRATION</b> <input type="checkbox"/> Repeat Exhibitor <input type="checkbox"/> New Exhibitor		
Firm name:	Web:	
Address:		
City:	State:	Zip:
Telephone:	Fax:	E-mail:
Representatives		
Name:	Title:	Telephone:
Staying for Dinner?	Yes:            No:	No Charge
Name:	Title:	Telephone:
Staying for Dinner?	Yes:            No:	No Charge

<b>PRODUCTS TO BE EXHIBITED</b>		
Manufacturer:	Product:	CSI Section:
Manufacturer:	Product:	CSI Section:
Manufacturer:	Product:	CSI Section:

<b>EXHIBITOR FEES</b>		
<b>Received on or before 2/15/2010</b>	Booth: \$530 x (number of booths) =	
	Table: \$380 x (number of tables) =	
<b>Received after 2/15/2010</b>	Booth: \$595 x (number of booths) =	
	Table: \$455 x (number of tables) =	
Electricity	Must be ordered in addition	
Sponsorship	(See Sponsorship Info page 7)	
Program Advertising	(See Sponsorship Info page 4)	
Additional Dinners	\$25 x (number of dinners) =	
CSI West Region Member Discount	Subtract \$15	
<b>TOTAL ENCLOSED:</b>		

<p><b><i>PAYMENT INFORMATION</i></b>                  Make checks payable to “CSI Fresno”</p>
<p><i>Credit Card Payment using Visa/MasterCard/American Express may be made on line at</i>  <a href="http://www.mymemberlink.com/csifresno">www.mymemberlink.com/csifresno</a></p>

**NOTE:** Exhibitors will be required to have **CERTIFICATES OF INSURANCE** prior to setting up their exhibits - see **EXHIBITOR CONTRACT**.

## EXHIBIT SPACE SELECTION & REQUIREMENTS

Includes: Draped table top & front, table "delete" option, carpeted floor, wireless internet.

**Electricity must be ordered in addition to booth/table order.**

Booth Space: ..... 10' wide x 8'-0" deep.  
 Table Top Space: ..... 8' wide x 2'-6" deep.

Refer to layout - assignments will be made upon **receipt of payment**. If you are assigned next to a competitor, it was for logistical reasons only, but it also offers you an opportunity to display the better qualities of your product or service. Product Show Chairperson reserves the right to assign or re-assign all spaces.

<b>SPACE PREFERENCE</b>		<input type="checkbox"/> Delete Table	<input type="checkbox"/> Notes:
First Choice:			
Second Choice:			
Third Choice:			

## EDUCATIONAL OPPORTUNITY

If you have an AIA CEU you can offer during the afternoon in increments from 1:00 to 5:00, please indicate below. Please make necessary time allowances for booth and classroom set up. 4:00 set-up deadline will not be adjusted.

AIA CEU		
Topic:		
Duration:		
Presenter:		

### PROGRAM ADVERTISING:

- Quarter Page Ad \$150.00
- Half Page Ad \$250.00
- Full Page Ad \$450.00
- Back Cover, Inside Cover, and Inside Back Cover \$500.00

### VENDORS NOTE

**Make your show more successful by providing a raffle gift (or two).**

**Everyone loves a raffle and we can encourage more architects and designers to attend and stay for dinner (your opportunity for continued networking) by putting on an awesome raffle.**

**We had some great raffle prizes last year (SF Giants tickets – three sets; Aluminum Ladders; Dinner Certificates here in Fresno at several Restaurants; several varieties of bottled wine; T-Shirts and Caps; Jackets; Gift Baskets; etc.).**

**Please seriously consider providing a raffle gift.**

**Bring night of the event with your business card attached so that you and your company can be recognized. Note that if you provide two raffle gifts, you get recognized twice!**

**RAFFLE GIFT PROVIDED: ..... YES NO**

## **READ AND SIGN CONTRACT BEFORE MAILING**

### **EXHIBITOR CONTRACT**

#### **CSI FRESNO CHAPTER**

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Fresno, CA 93726 Phone: (800) 743-1890 FAX: (559) 227-1463

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#### **DIRECTIONS TO EXHIBITORS**

All exhibitors will be subject to the directions of the CSI Fresno Chapter through the Committee Chairperson; to be exercised by the sole discretion of the Committee Chairperson. Each exhibitor will be responsible for maintaining safe conditions and protection of the property brought onto the premises.

#### **INSURANCE**

Each exhibitor shall assume responsibility for providing their own insurance coverage including comprehensive general liability coverage including contractual assumption of liability coverage with respect to any obligations of indemnification assumed herein, and will name as additionally insured the CSI Fresno Chapter and the Fresno Convention and Entertainment Center. In addition, **EACH EXHIBITOR SHALL BE REQUIRED TO PROVIDE THE COMMITTEE CHAIRPERSON COPIES OF THEIR CERTIFICATES OF INSURANCE PRIOR TO SETTING UP THEIR EXHIBITS.**

#### **SPACE ALLOCATION**

All applicants will be allotted space choice in the order in which applications are received and date stamped in the Committee Office provided all fees are paid.

#### **SUB-LETTING OR JOINT OCCUPANCY OF SPACE**

Sub-letting or joint occupancy of space in whole or part will not be permitted without prior approval of the Committee Chairperson.

#### **SHIPMENT OF EXHIBITS**

All shipments of exhibits shall be arranged by the exhibitor. Prior shipment to the show shall be coordinated by the vendor with the Convention Center.

#### **INSTALLATION OF EXHIBITS**

Begins at 12:00 Noon the day of the event, and must be completed by 4:00 pm, sharp!

#### **REMOVAL OF EXHIBITS**

Removal will be permitted STARTING AT 9:30 PM, same day of event, and MUST BE COMPLETED BY 11:30 PM. Make arrangements with the Director of Catering if you will not be able to remove your display within the required time. Exhibits must remain intact and may not be removed before 9:30 pm.

#### **EXHIBIT SPACE DRAPES**

Drapes will be provided as standard with the Hotel.

#### **SIZE OF EXHIBITS**

Booth and Tabletop space sizes are designated on the Exhibit Space Reservation Form. The Exhibit Hall has a 15-foot ceiling.

#### **EXHIBIT ACCESSORIES**

Display furnishings, tables, chairs, etc. are not available at the Exhibit Hall for use with displays, and are the responsibility of the Exhibitors to furnish.

#### **FIRE PREVENTION**

Fire regulations require all materials used for display to be flameproof. Such restrictions as are imposed by management against fire hazard will be in full effect. A walk through will be conducted prior to opening the show. All exhibitors must have a certificate certifying fire retarded exhibit materials on hand at all times. ALL ITEMS DEEMED UNSAFE BY THE FIRE MARSHAL WILL BE REMOVED FROM THE SHOW.

#### **HOLD HARMLESS CLAUSE**

The exhibitor assumes the entire responsibility and liability for all losses, damages, claims, and attorney fees and costs attributed to personal injury or property damage of any kind or nature whatsoever arising out of the installation, operation or removal of exhibitors display, equipment and other property brought onto the premises, regardless of whether such injury or damage is contributed to by any party indemnified hereunder and shall indemnify and hold harmless the Fresno Convention and Entertainment Center, the CSI Fresno Chapter, and any authorized representative, agent or employee of the foregoing of any losses, damages, claims, attorneys fees and costs related thereto.

**DRAYAGE**

Due to the Exhibit Hall and City Fire Regulations, we are unable to store display material and/or show materials. At the conclusion of your set-up operation, all related equipment, crates, etc. must be removed from the premises and may not be brought back before the authorized tear down period begins. CSI Fresno Chapter will charge accordingly for our removal of any item(s).

**DELIVERY OF EXHIBITS**

Deliveries shall be made by using the freight entrance and dock. Coordinate deliveries with Products Show Committee, whose directions will be followed to avoid traffic congestion.

**OFFENSIVE EXHIBITS**

Exhibits of a nature that obstruct the view or generate excessive noise or vibration and interfere with privileges of other exhibitors, or become objectionable, may be modified or removed at the discretion of the Committee Chairperson of the CSI Fresno Chapter.

**UNAUTHORIZED EXHIBITS**

Exhibits will be confined to the Exhibit Hall ONLY. Agents, solicitors and representatives of firms selling commercial products will not be permitted to use space for display of their products. Advertising, solicitation and distribution of literature on commercial products will not be permitted except from tabletop or booth spaces within the Exhibit Hall.

**ELECTRICAL POWER**

Must be ordered in addition to Booth/Table order. Vendors are advised to bring their own extension cords and duct tape, as none will be available at the Exhibit Hall.

**BLINDING, GLARING LIGHT OR LOAD NOISE**

Will not be permitted.

**AUDIO-VISUAL EQUIPMENT**

Will not be permitted without prior approval of the Committee Chairperson.

**IF EXHIBIT AREA IS RENDERED UNTENABLE**

If the Exhibit Hall is rendered untenable or is destroyed by an Act of God, or activities are precluded by labor dispute, or other condition beyond the control of the CSI Fresno Chapter, the Chapter will not be held liable for performance of this Contract and exhibitor waives any claim for damages or losses as a result.

**AUTHORITY AT SHOW**

Only the Committee Chairperson will have authority to make decisions affecting exhibit activities. Exhibitors are subject to these regulations as well as any other the Committee Chairperson may see fit to make for the good of the majority of the exhibitors. This Contract is not intended to be for the benefit of any third party not privy hereto, and there shall be no third party beneficiaries to this Contract.

**CANCELLATION**

48 hours notice is required for any refunds. Fees will be fully refunded prior to 48 hours before the event; half will be forfeited if cancellation occurs within the 48 hour period before the event. "No Shows" will not be refunded after the event.

**I HAVE READ AND ACCEPTED THE CONDITIONS OUTLINED IN THIS CONTRACT AND AGREE THERETO:**

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

**CERTIFICATE OF INSURANCE (see Paragraph 2 above):**

- ENCLOSED
- WILL BRING AT CHECK-IN
- WILL MAIL (POSTMARKED NO LATER THAN MARCH 15)

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**SPONSORSHIP OPPORTUNITIES**

**GOLD: \$5,000**

- OFFICIAL SITE SPONSOR (ULTRA PREFERRED SIGNAGE THROUGHOUT THE 2008 PRODUCT SHOW)
- 1 EXTRA-LARGE CUSTOM EXHIBIT BOOTH
- PROMOTIONAL CONSIDERATION
- FULL PAGE AD IN PROGRAM
- FULL PAGE AD IN SPRING GRAPEVINE (PRODUCTS SHOW RELEASE ISSUE)
- 1 TABLE FOR POST-SHOW DINNER
- 4 FREE GOLFERS AT THE GOLF TOURNAMENT

**SILVER: \$2,500**

- DINNER SPONSOR (PROVIDE CENTERPIECE)
- PLUS ALL OF THE FOLLOWING
  - 1 EXHIBIT BOOTH
  - PROMOTIONAL CONSIDERATION
  - HALF PAGE AD IN PROGRAM
  - HALF PAGE AD IN SPRING GRAPEVINE (PRODUCTS SHOW RELEASE ISSUE)
  - 6 GUESTS TO POST-SHOW DINNER
  - 2 FREE GOLFERS AT THE GOLF TOURNAMENT

**BRONZE: \$1,500**

- SPONSORSHIP INCLUDES **ONE** OF THE FOLLOWING:  
CE WORKSHOP SPONSOR, REFRESHMENT SPONSOR, BALLOONS WITH YOUR LOGO
- 1 EXHIBIT BOOTH
- PREFERRED SIGNAGE
- QUARTER PAGE AD IN PROGRAM
- QUARTER PAGE AD IN SPRING GRAPEVINE (PRODUCTS SHOW RELEASE ISSUE)
- 4 GUESTS TO POST-SHOW DINNER
- 2 FREE GOLFERS AT THE GOLF TOURNAMENT