



2022 PHCC SAN DIEGO'S TRADES EXPO

SCOTTISH RITE CENTER - SAN DIEGO

SATURDAY, SEPTEMBER 17TH, 2022

8AM TO 3PM

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

EXHIBITOR PACKET



PLUMBING



HEATING



COOLING



FOR MORE INFORMATION: Call (858) 693-3855 | events@phccsd.org | phccsd.org

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TRADES EXPO**
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SATURDAY, SEPTEMBER 17TH, 2022
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A MUST FOR ANY PLUMBING or HVAC PROFESSIONAL

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
PHCC San Diego Membership Offerings
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

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

PHCCSD TRADES EXPO 2022 | SCOTTISH RITE CENTER, SAN DIEGO, CA



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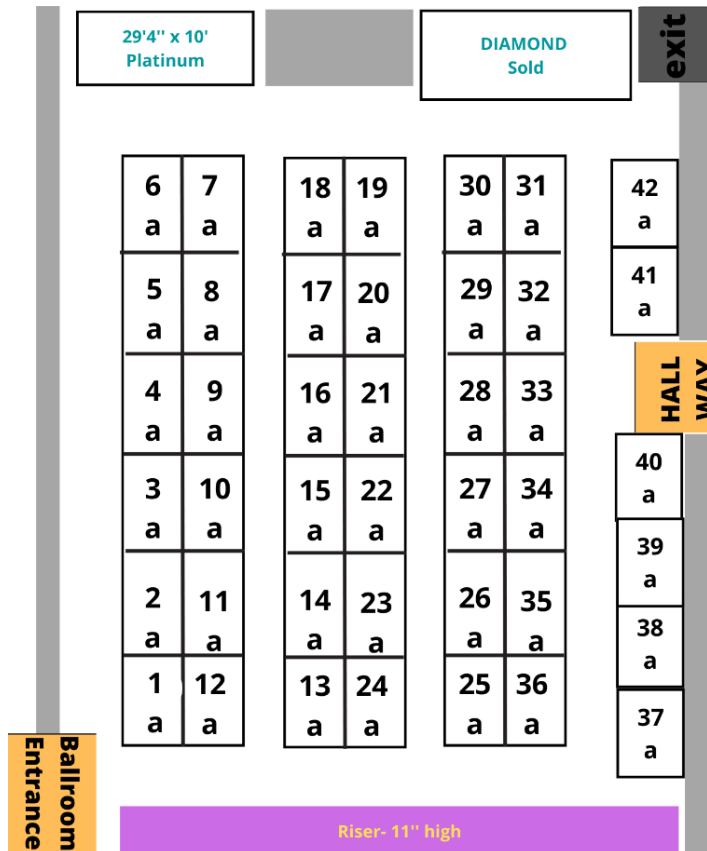
Call (858) 693-3855 or

www.PHCCSD.org

NEW VENUE!

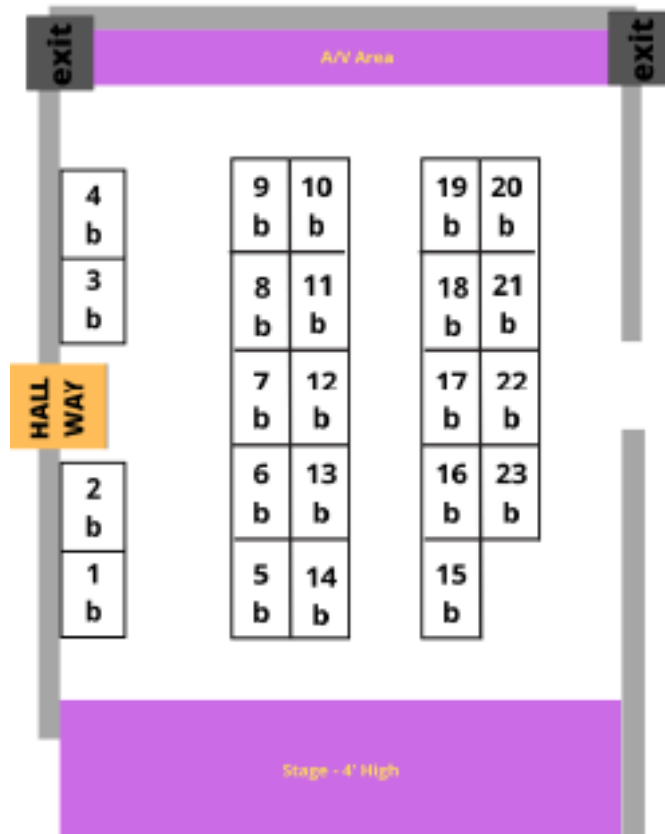
CORINTHIAN BALLROOM

Key (wxh)
ceiling height: 11'7"
booth # space: 8x10



GOLDEN EAGLE

Key (wxh)
ceiling height: 11'7"
booth # space: 8x10



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DIAMOND SPONSOR (ONLY 1 AVAILABLE)  FERGUSON INCLUDES ALL GOLD SPONSORSHIP BENEFITS	PLATINUM SPONSOR (ONLY 1 AVAILABLE) 10 X 29 BOOTH INCLUDES ALL GOLD SPONSORSHIP BENEFITS
GOLD SPONSOR 8 X 20 BOOTH • SIGNAGE PLACEMENT • SPEAKING OR PRODUCT TRAINING OPPORTUNITY (30 MINS) • FULL PAGE AD IN 2022 PHCC SAN DIEGO TRADES EXPO PROGRAM • SIGNIFICANT PRESENCE IN ALL PROMOTIONAL MATERIAL • LOGO PLACEMENT ON BINGO CARD & T-SHIRT • EXPO T-SHIRTS, BREAKFAST & LUNCH PROVIDED TO VENDORS (4 MAX)	SILVER SPONSOR 8 X 20 BOOTH • SIGNAGE PLACEMENT • ½ PAGE AD 2022 PHCC SAN DIEGO TRADES EXPO PROGRAM • PRESENCE IN ALL PROMOTIONAL MATERIAL • LOGO PLACEMENT ON BINGO CARD & T-SHIRT • EXPO T-SHIRTS, BREAKFAST & LUNCH PROVIDED TO VENDORS (2 MAX)
BRONZE SPONSOR 8 X 10 BOOTH • SOCIAL MEDIA PROMOTION • 1/4 PAGE AD 2022 PHCC SAN DIEGO TRADES EXPO PROGRAM • PRESENCE IN ALL PROMOTIONAL MATERIAL • BINGO CARD & T-SHIRT LOGO PLACEMENT • EXPO T-SHIRTS, BREAKFAST & LUNCH PROVIDED TO VENDORS (2 MAX)	SEMINAR SPONSOR (1 AVAILABLE) PROMOTE YOUR BUSINESS TO HUNDREDS OF ATTENDEES BY PRESENTING A PRODUCT OR SERVICE TRAINING TO ATTENDEES • SOCIAL MEDIA PROMOTION • 1/4 PAGE AD 2022 PHCC SAN DIEGO TRADES EXPO. BREAKFAST & LUNCH PROVIDED TO SPEAKER & VENDOR (2 MAX)

EXHIBITOR OPTIONS	DETAILS	OPEN RATES	MEMBER RATES*	Sub Total
Packaged Sponsorships				
Diamond (1 available)	10 x 36 Booth	\$7,000	\$6,000	
Platinum (1 available)	10 x 29 Booth	\$6,000	\$5,000	
Gold	8 x 20 Booth	\$5,000	\$4,000	
Silver	8 x 20 Booth	\$4,000	\$3,000	
Bronze	8 x 10 Booth	\$3,000	\$2,000	
Seminar Sponsor (1 available)	30-Min Training/Presentation	\$2,000	\$1,000	
Ala Carte Booths				
Booth Rental	8 x 10 Single Booth	\$2,000	\$1,000	
	8 x 20 Double Booth	\$3,000	\$2,000	
	16 x 20 Booth Block	\$5,000	\$4,000	
Promotional Add-Ons				
TRADES Expo Program Ad	Full Page Ad	\$500	\$400	
	Half Page Ad	\$300	\$200	
	Quarter Page Ad	\$200	\$100	
Raffle Prize Sponsor	Sponsor a Raffle Prize	\$350	\$250	
TRADES Expo T-Shirt	Logo Placement	\$125	\$75	
Bingo Card Participant	Company Logo & Exposure	\$100	\$50	

EACH EXHIBITOR RECEIVES: (2) T-SHIRTS, (2) BREAKFAST & (2) LUNCH TICKETS, (1) 8-FT TABLE, (2) CHAIRS, (1) WASTEBASKET, PIPE & SIDE/BACK DRAPE. ELECTRICITY IS INCLUDED IN CERTAIN SPACES.

OTHER INFORMATION: EXPO HALL IS NOT CARPETED. SPONSOR & ADVERTISING DEADLINE 07/31/22 WITH A FINAL COPY DEADLINE OF 08/05/22. PAID EXHIBITORS CAN DONATE RAFFLE PRIZES FOR EXPOSURE DURING THE SHOW. AUTHORIZED SIGNATURE REQUIRED ON 2022 EXHIBITOR APPLICATION & AGREEMENT & PAYMENT OF TOTAL FEES. EXHIBITOR INFORMATION PACKET IS SENT UPON RECEIPT OF DOWN PAYMENT. VENDOR SET-UP DATE: 09/16/22.

* 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.

2022 EXHIBITOR APPLICATION & AGREEMENT



1. COMPANY INFORMATION:

Company: _____

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 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:

Packaged Sponsorships: ☐ DIAMOND ☐ PLATINUM ☐ GOLD ☐ SILVER ☐ BRONZE

or

Ala Carte Sponsorships: ☐ 8x10 Booth ☐ 8x20 Double Booth ☐ 16 x 24 Premium Block

**booths with electricity have
110V power outlets only.*

Promotional Add-Ons: ☐ FULL PAGE ☐ ½ PAGE ☐ ¼ PAGE ☐ BINGO CARD ☐ T-SHIRT

Electricity Needed* ☐ Y ☐ N | **Number of People at Booth** (2 MAX, unless specified) _____ \$25 per extra person

Booth Selection: choose top 3 preferences (not guaranteed)

Total Fees:

Please send your most recent LOGO file OR advertisement (see dimensions on next sheet)

to: Events@phccsd.org

3. AGREEMENT:

* By signing this Agreement, the undersigned agrees to exhibit at the PHCC San Diego's Trade EXPO 2022, and to comply with all provisions and Terms & Conditions (see next page) set forth herein. Application must be accompanied with payment information with understanding that total booth/sponsorship costs will be charged within 5 days of application receipt. Refunds are at sole discretion of Show Host, less 15% administrative fee. All payments are non-refundable after 08/17/2022.

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 information, charge my card for the Total Amount written above.

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: _____

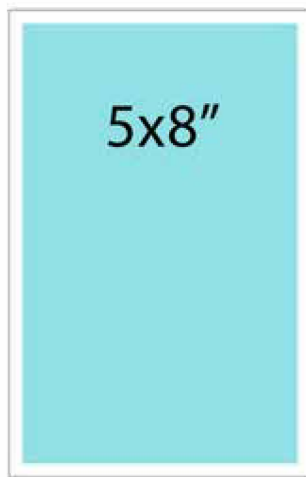
Return this signed agreement plus credit card information or check to: **PHCC Association of San Diego, Inc.**
9920 Scripps Lake Dr #102 | San Diego, CA 92131 | events@phccsd.org | O:858.693.3855 | C/T:619.727.7897

** to submit via button
save and open .pdf on
computer*

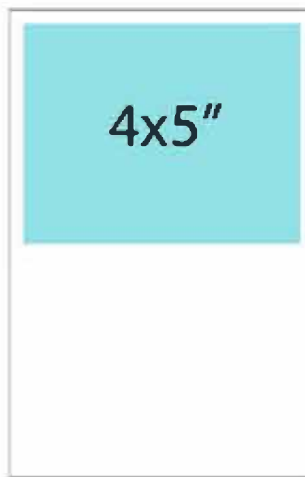
PHC Expo San Diego Exhibitor Terms & Conditions are listed on the last page of this packet.

OFFICE USE ONLY: Date Rcv'd: _____ Booth #: _____ Payment Rcv'd: _____ Invoice #: _____ Logo Rcv'd: _____

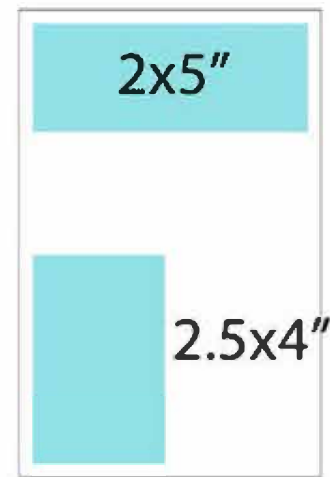
Program Ad Dimensions:



Full Page Ad



Half Page Ad



Quarter Page Ad

Suggestions for Ad Content:

- Logo
- Contact name
- Headshot of Contact
- Phone Number
- Email
- Website
- Promotion/ Offer
- Related Image/ Graphic

Please send artwork by 08/15 to: Events@phccsd.org

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 within 5 days of application submission to reserve your spot. Cancellations must be made in writing prior to 8/17/2022 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, 9/12/2 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. 8 x 10 booth). Electrical power is available at Exhibitor's expense and is limited to the venue's capability. 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 7:00 AM Saturday, September 17th;
- 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 The SRC catering company, The Ranch;
- 7) Use of pop-up canopies is 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 part of the SRC 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 of 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) Exhibitors are prohibited from hosting any employment or hiring solicitations of attendees or guests
- 19) 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 the Scottish Rite Center Venue.

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 SRC, 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 SRC 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, SRC, 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.

PHCC San Diego Trades EXPO 2022 Exhibitor Brochure, Version: 06/03/2022