



www.internationalconcretepolishingandstainingconference.com

Conference Dates: September Thursday 4th thru Sunday September 7th 2008

Location: The Westin Atlanta North at Perimeter
Seven Concourse Parkway
Atlanta, Georgia 30328

Exhibitor Information-

Finally, you have 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 concrete "Stuff". Get the biggest bang for your marketing dollar.

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 conference will give you the chance to show and explain in detail, your products to those with a vested interest. Don't worry about having to weed through a non-qualified crowd to find your true prospect. Those present are there specifically to see what you have to offer.

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

This years conference will be held at the newly renovated Westin Atlanta North. 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 2008

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, September 4th 7 pm - 9 pm

Welcome Reception

7 pm - 8 pm registration, 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, September 5th

Breakfast available on site: 7 am – 8 am

Seminars: 8 am – 11 am;

Lunch available on site 12 noon – 1 pm;

Seminars 1 pm – 3 pm and 4 pm-5:00 pm

Saturday, September 6th

Breakfast available on site: 7 am – 8 am

Seminars: 8 am – 11 am;

Lunch available on site 12 noon – 1 pm;

Seminars 1 pm – 3 pm and 4 pm-5:00 pm

Sunday, September 7th

Breakfast available on site: 7 am – 8 am

Seminars: 8 am – 11 am

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

Lunch offered on site 12 noon – 1 pm;

Equipment/ Product Display Times:

Friday, September 5th 8 am – 4 pm

Saturday, September 6th 8 am – 4 pm

Sunday, September 7th 8 am – 12 pm

ICPSC

INTERNATIONAL CONCRETE POLISHING
& STAINING CONFERENCE

Exhibitor Booth Pricing

16'x 30' \$8,000.00 (LIMITED NUMBER)

20% DISCOUNT ON ANY SPONSORSHIP

- One 15' x 24' booth space based on first-come, first-served availability
- Two exhibitor personnel passes (seminar admittance not included)
- Company name and contact information on website and program binder

16'x15' \$4,320.00:

10% DISCOUNT ON ANY SPONSORSHIP

- One 15' x 12' booth space based on first-come, first-served availability
- Two exhibitor personnel passes (seminar admittance not included)
- Company name and contact information on website and program binder

10'x15' \$2,700.00:

- One 10' x 15' booth space based on first-come, first-served availability
- Two exhibitor personnel passes (seminar admittance not included)
- Company name and contact information on website and program binder

10'x10' \$1,850.00:

- One 10' x 10' booth space based on first-come, first-served availability
(2 consecutive booths may be purchased – LIMITED AVAILABILITY)
- Two exhibitor personnel passes (seminar admittance not included)
- Company name and contact information on website and program binder



Sponsorship Programs

FIVE STAR Sponsorship

One Available

\$6,000.00

- 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

Limited Availability

\$4,500.00

- 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

\$3,000.00

- Priority booth selection
- 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 – Limited number
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

716.741.3715 Fax and Phone

cgriffasi@icpscllc.com

www.internationalconcretepolishingandstainingconference.com



www.internationalconcretepolishingandstainingconference.com

Conference Dates: September Thursday 4th thru Sunday September 7th 2008

Location: The Westin Atlanta North at Perimeter
Seven Concourse Parkway
Atlanta, Georgia 30328

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 August 15th, 2008

Exhibitor Booth, Sponsorship and Seminar Presentations Opportunities as follows:

Exhibitor Booths:

(Display hours: Sept. 5th 8 am – 4 pm; Sept. 6th 8 am – 4 pm; Sept. 7th 8 am-12 noon
Booth space is allocated on a first come – first served basis)

- 16'x 30' \$8,000.00**
20% DISCOUNT ON ANY SPONCERSHIPS
- 16'x15' \$4,320.00:**
10% DISCOUNT ON ANY SPONCERSHIPS
- 10'x15' \$2,700.00**
- 10'x10' \$1,850.00**



Sponsorships:

- FIVE STAR Sponsorship**
One Available
\$6,000.00

- FOUR STAR Sponsorship**
Limited Availability
\$4,500.00

- THREE STAR Sponsorship**
Limited Availability
\$3,000.00

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

Additional Sponsorships — Limited number
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 presentation to be 55 minutes in length.
Mark off three of the following topics (1,2 and 3) in order of your preference.

- What is polished concrete? Basic terminology, lexicon for a new industry, i.e. the need to standardize the trade, basics of equip., stones, wet vs dry etc.
- Basics of concrete – How to evaluate candidates for polishing. How to anticipate results based on the basics of concrete.
- Basics of the chemistry – densifiers, hardeners, micro-impregnators, stains, dyes, etc.
- Equipment – polishers, grinders, edgers, auto-scrubbers, vacuums, burnishers, saws, etc.
- Abrasives – metal, resin, cups, specialty pads, accessories etc.
- Electrical – equipment requirements, 110,220,440. How to be sure your site is ready –how to make it ready.
- Repairs – holes, cracks, spalling. Materials available. General techniques.
- Decorative Techniques – staining, dying, cutting, stenciling, etc.
- Maintenance – materials, tools, techniques.
- Coating removal – understanding epoxies, asbestos, silica dust, urethanes, glues, paints, techniques, tools, and disposal.
- Marketing and Sales – residential vs commercial vs industrial.
- The “BIG” picture – overview of a job from the estimate to money. Potential pitfalls along the way.
- Roundtable – “Ask the Experts” – Panel of industry experts will be on stage to field questions from the audience.
- Is there a topic you would like to present that you feel we may have overlooked? Please provide a brief description.



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 8'0". If a portion of the booth extends above 8'0", the booth background will detract from the overall impact of the exhibit directly behind that booth and the exhibiting company will be asked to remove that portion immediately. 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, 2008 will result in ICPSC retaining 50% for each booth space rented. No requests for refunds will be granted after August 17, 2008.

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, 2008 will result in ICPSC retaining 50% for each booth space rented. No requests for refunds will be granted after August 17, 2008.

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 4-7, 2008 at the **Westin Atlanta North at Perimeter**, Atlanta, Georgia.

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 and Master Card.

Booth Fee:	\$ _____
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."

Check or Money order payment mail application and funds to:
 875 Blackwell Road Marietta, Georgia 30066

Exhibitor Information Contact:
 Charlie Griffasi
 716.741.3715 Fax and Phone
cgriffasi@icpscllc.com

Credit Card Payments:
Fax application with credit card application to Charlie Griffasi @ 716-741-3715

Master Card Visa

Card Number _____ Expiration Date _____ CV V Code _____

Card Holder Signature _____ Name that appears on card _____

THE WESTIN
ATLANTA NORTH
at Perimeter

LIABILITY WAIVER

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

Print Name: _____

Signature: _____

Date: _____

Witness: _____

