



EXHIBIT SPACE APPLICATION & CONTRACT

ICUEE, The Demo Expo – International Construction & Utility Equipment Exposition

October 4 – 6, 2011 • Louisville, Kentucky USA

EXHIBITOR INFORMATION – List company name EXACTLY as you wish it to appear on all lists, mailings, promotional materials, etc. **(PLEASE TYPE)**

Company Name: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Street Address (If PO Box is used above): _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____ Website Address: _____

PRIMARY CONTACT PERSON REGARDING SHOW INFORMATION

Mr. Ms. Miss Mrs. First Name: _____ Last Name: _____ Title: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Street Address (If PO Box is used above): _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____ Direct Email: _____

MARKETING/PR CONTACT REGARDING SHOW INFORMATION

Mr. Ms. Miss Mrs. First Name: _____ Last Name: _____ Title: _____

Telephone: _____ Fax: _____ Direct Email: _____

EXHIBIT SPACE RATES The exhibit space rates are determined by Association affiliation and total square footage.

AFFILIATION	INDOOR	INDOOR EQUIPMENT RATE (800 sf MIN)	OUTDOOR (10,000 sf or <)	OUTDOOR (10,001 sf or >)	RIDE AND DRIVE
AEM	\$15.15	\$8.00	\$2.20	\$1.80	\$3.25
Non-Member	\$20.60	\$10.70	\$3.60	\$3.60	\$4.65

EXHIBIT STAND 1 ___ Indoor ___ Outdoor
 _____ X _____ = _____ SF @ \$ _____ per SF = \$ _____

EXHIBIT STAND 2 ___ Indoor ___ Outdoor
 _____ X _____ = _____ SF @ \$ _____ per SF = \$ _____

Amount Enclosed + Online Exhibitor Directory Listing \$99.00 \$ _____
 Listing includes complete company contact information, logo, product category listing(s), and document sharing. For more information and listing upgrade options, contact exhibit sales at 800-867-6060.

PAYMENT SCHEDULE & INFORMATION
 Make all checks payable to ICUEE 2011. Payments must be made in U.S. Dollars with a check or bank draft payable through a U.S. bank. **Credit cards are not accepted.** The deposit along with a copy of this application should be sent to:
ICUEE 2011, Box 68-6542, Milwaukee, WI 53268-6542 USA

A non-refundable deposit of 50% of the total cost of the exhibit space requested is required with this application and will apply to the cost of the space assigned.
Applications will not be valid without the required deposit.

Applications received on or after May 30th, 2011 must be accompanied by 100% payment of the exhibit space cost.

Check here to be placed in the Fleet Management Pavilion _____

Check here to be placed in the Sustainable Energy Pavilion _____

Check here to be placed in the Safety Zone _____

PRODUCT CATEGORIES – List the top three product categories that represent your company's primary business interests.

- | | | | |
|---|--|---|---|
| <input type="checkbox"/> Admixtures/Chemicals | <input type="checkbox"/> Aerial/Digger Derricks | <input type="checkbox"/> Associations | <input type="checkbox"/> Attachments |
| <input type="checkbox"/> Backhoes/Skid Steers | <input type="checkbox"/> Computers/Software | <input type="checkbox"/> Concrete Finishing | <input type="checkbox"/> Cranes |
| <input type="checkbox"/> Drilling | <input type="checkbox"/> Earthmoving | <input type="checkbox"/> Elevating Work Platforms | <input type="checkbox"/> Engines and Components |
| <input type="checkbox"/> Forklifts | <input type="checkbox"/> Heavy Duty Trucks/Tires | <input type="checkbox"/> Hydraulics | <input type="checkbox"/> Industry Services |
| <input type="checkbox"/> Job Site Tools | <input type="checkbox"/> Landscaping | <input type="checkbox"/> Lubricants | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Recycling | <input type="checkbox"/> Safety/Traffic | <input type="checkbox"/> Shoring/Shielding | <input type="checkbox"/> Trailers/Accessories |
| <input type="checkbox"/> Trenchless/HDD | <input type="checkbox"/> Trenching | <input type="checkbox"/> Truck Bodies | <input type="checkbox"/> Vacuum Excavation |

ACCEPTANCE – We the undersigned, hereby apply for a license to use ICUEE 2011 exhibit space. We understand that upon acceptance, this application becomes a contract upon terms and conditions mutually agreed to by the parties. In making this application, we agree to exhibit under and comply with the ICUEE 2011 Rules and Regulations and any amendments thereto, and the terms in all space assignment letters sent to us, all of which are made a part of this agreement. This agreement shall bind the parties hereto, and their respective permitted successors and assigns. **For Rules and Regulations visit www.icuee.com.**

Exhibitor Signature: _____ Title: _____ Date: _____

Accepted by Show Management: _____ Date: _____