March 22, 2019
Dear Party Club of America Vendors,

For those of you who have participated in the PCA Show in New Orleans, you know what a success it has been. You met with each attending member in a speed dating format and you raved about the results. For those of you who didn’t participate, your chance will come again next January 15th & 16th.

The 2020 PCA Members’ Conference and Trade Show will take place on Wednesday, January 15 and Thursday, January 16, 2020; the two days just prior to the Halloween & Party Expo. You can exhibit at the PCA Show, the Halloween & Party Expo, or - as we strongly recommend - both.

Our PCA Show will again be a tabletop show with a speed dating format. Every attending member will have a scheduled appointment with each exhibitor. We are collecting $250 from each exhibitor to pool a fund to incentivize PCA members to attend the show and visit EACH and EVERY exhibitor at the show. This fund will be paid out equally to all members who visit all exhibitors. Also included in the rates will be lunch both days and an invitation to attend the PCA Party on Wednesday evening.

Take advantage of our Early Buy Discount and you will save 10% on your tabletop price. Just sign up and pay your deposit no later than May 15th (see Contract for details). Don’t get left out in the cold – because of the speed dating format of the show, we will have to limit the number of exhibitors that can attend. We will use a first come, first served basis for exhibitors. Send in your contract and deposit now so you are not disappointed!

In addition to having quality time with our members, we want you to walk away with purchase orders. The best way for you to do that is to offer a HOT SHOW SPECIAL. Also, if our exhibitors are offering compelling show specials, more of our members will have incentive to come to the show. At the 2019 PCA Show, well over 500 orders were written at the show. You win, our members win, and everyone will be happy. Please make sure to let us know in advance about your show special and we will promote it to our attending members so that they are ready to write!

Also, if you are interested in exhibiting at the Halloween & Party Expo, please contact Marni Golden Vinci at Urban Expo at 203-242-8712 or mvinci@urban-expo.com. Ask about pricing for exhibiting at both shows.

We have enclosed the following document, which will help you register:
1) Exhibitor Prospectus for the PCA Trade Show
2) Exhibitor Contract for the PCA Trade Show
3) Payment Authorization Form for the PCA Trade Show
4) H&PE Information

Sincerely,
Andy Richman
Executive Director – Party Club of America

P.O. Box 1419 Ennis, TX 75120
Tele: (800) 324-7474 or (972) 875-6971 Fax (972) 875-6977
www.partyclubofamerica.com
2020 EXHIBITOR PROSPECTUS
January 15-16, 2020
New Orleans, Louisiana
New Orleans Morial Convention Center

Exhibitor Rate
Each 36” x 72” Table is $1,750
($1,500 Exhibit Fee, $250 for Prize Distribution)
The prize distribution will be given equally to all members who visit
EACH and EVERY exhibitor with validation - no exceptions.

Exhibitor Package
The exhibitor fee includes the following:
• One 36” x 72” draped table
• Four padded side chairs
• One ID sign
• One waste basket
• Lunch both days of the trade show
• Coffee/snacks both days of the trade show
• Invitations for you and your team to our Members’ Party
• One-on-one access to the best retailers in this industry
• WiFi in the trade show room

PCA Party for Members & Exhibitors
Join Party Club of America on January 15th for a taste of New Orleans and an evening of fun in the Big Easy!
Event details to be announced soon!
Early-Buy and Multi-Table Discounts
If you sign a contract and pay your deposit (50% of total fee) by May 15, 2019, you will receive a 10% discount on the $1500 per table fee (the incentive-prize contribution will remain $250).

If you take multiple tables, you will receive a 10% discount on the $1500 per table fee (again, the incentive-prize contribution will remain $250). You can combine discounts (e.g. if you sign up for multiple tables and pay your deposit by May 15, 2019, you will receive a per-table discount of 10% and then a 10% discount off of that for your multi-table purchase).

Important Deadlines
A 50% deposit is due with your signed contract. Once we receive your contract and deposit, we will assign you a space and number. Final payment is due on or before October 1, 2019. If you cancel your space on or before October 1, you will receive a full refund of exhibitor fees already paid, and will not owe any additional money for your space. If you cancel your space on or after October 2nd, you will owe 100% of your exhibitor fee, and will not be entitled to any refunds. All cancellations must be in writing and delivered to Deanna Larrick at PCA’s home office.

Exhibitor Registration Process
To begin the registration process, please complete both the Exhibitor Contract and the Payment Authorization forms, which are enclosed. Please indicate how many tables you want, and the names of potential exhibitors who you do not want to be near. We will do everything we can to honor your requests; however, due to space constraints and other limiting factors, we reserve the right to place your table(s) in the location we feel is best. We will give priority to those exhibitors who turn their contracts in first.

Please note that the registration process is not complete until we have countersigned the Exhibitor Contract. We reserve the right to reject any potential exhibitor who we believe is a bad fit for our trade show.

Trade Show Format
This show will have a speed dating format. We are incentiving our members to visit EACH and EVERY exhibitor with the $250 prize distribution fee that we are collecting from each exhibitor. Those members who visit each and every exhibitor, with validation, will share equally in the prize fund.

Host Hotel
Please visit www.HalloweenPartyExpo.com for discounted hotel rates.

Exhibitor Manual
Freight shipment information will be sent after we have received your contract.

Interested in Exhibiting at the Halloween & Party Expo?
If you wish to exhibit at H&PE, contact Marni Golden Vinci at (203)242-8712 or mvinci@urban-expo.com or www.HalloweenPartyExpo.com. Ask her about special pricing for exhibiting at both shows (excluding premium space booths).

More Information
If you need more information, please contact Deanna Larrick at Deanna.Larrick@PartyClubofAmerica.com or Andy Richman at Andrew.Richman@PartyClubofAmerica.com.
We’ll see you in NOLA!
“The PCA show was great this past year in New Orleans. It’s a great venue for members and vendors to interface, do business, and relax and get to know each other. We really enjoy doing this show and can’t wait to do it again in 2020.”

- Allen Scarsella, Mayflower

“Amscan wouldn’t think of missing the annual PCA Show. It gives us a great opportunity to exhibit new product, fosters discussion about ways to strengthen our partnership with some of our best accounts, and allows us to meet potential customers that we aren’t doing business with. This year’s show was a great mix of business and social that made attending worthwhile and a whole lot of fun. We will definitely see you next year”!

- Paul Rosenbaum, Amscan

“We had a great show this year and had the chance to introduce the Eureka brand to new members. We are very excited to give the members a chance to carry licensed school product, especially Dr. Seuss! From the member meetings to the member party, everything was well-planned and we can’t wait for the 2020 show!”

- William Lovell, CSS Industries

“The PCA show is a great chance to get some one-on-one time with the members in advance of meeting them at our busy H&P show booth. It provides a chance to preview the products that the members will see during the Halloween & Party Expo.”

- Ken Russell, Disguise
2020 Exhibitor Contract
New Orleans Morial Convention Center / New Orleans, LA / January 15-16, 2020

Company Name:
Contract Contact:
Key Booth Contact:
Mailing Address:
City/State/Zip:
Phone: Fax:
E-mail

FOR PCA AND OFFICIAL SHOW VENDOR COMMUNICATIONS ONLY

Exhibitor Rate:
Each 36” x 72” Table is $1,500, plus each Exhibitor contributes $250 to the incentive prize for Attendees.

The prize contribution will be divided and awarded equally to all members who visit EACH and EVERY exhibitor with validation - no exceptions.

Early-Buy and Multi-Table Discounts:
If you sign a contract and pay your deposit (50% of total fee) by May 15, 2019, you will receive a 10% discount on the $1,500 per table fee (the incentive-prize contribution will remain $250).

Early-Buy Deadline: May 15, 2019

If you take multiple tables, you will receive a 10% discount on the $1,500 per table fee (again, the incentive-prize contribution will remain $250). You can combine discounts (e.g., if you sign up for multiple tables and pay your deposit by May 15, 2019, you will receive a per-table discount of 10%, and then a 10% discount off of that for your multi-table purchase).

Exhibitor Package:
The exhibitor fee includes the following:
- One 36” x 72” draped table
- Four padded side chairs
- One ID sign
- One waste basket
- Lunch both days of the trade show
- Coffee and snacks during the trade show
- Invitations for you and your team to our Members’ Party
- One-on-one access to the best retailers in this industry
- Wi-Fi in trade-show room

Pricing Calculator:

<table>
<thead>
<tr>
<th>Total # 36”x72” Table(s)</th>
<th>Each</th>
<th>$250</th>
<th>Total Cost</th>
</tr>
</thead>
</table>

2020 Payment Schedule:
On Signing, if before October 1, 2019: 50% of total fee due
By October 1, 2019: 100% of total fee due
On Signing, if after Oct. 1, 2019: 100% of total fee due

Please indicate any exhibitors that you do not want to be placed next to: ______________________________

Show Management will make every effort to be fair and will attempt to satisfy all of our exhibitors’ requests for moves or table increases, but reserves the right to make the final determination of all space in the best interest of the overall exhibition.

Contract Acceptance: The individual signing below represents and warrants that he or she is duly authorized to execute this binding contract on behalf of the Exhibitor. By signing the contract, the Exhibitor agrees to be bound by this contract, including the terms on page two (2020 PCA Trade Show General Information, Rules and Regulations), the Exhibitor manual, and any other regulations issued prior to the Event.

Payment: With this contract, the Exhibitor is agreeing to pay 50% of the booth fee on signing, with final payment due October 1, 2019. After October 1, 2019, 100% of the booth fee is due on signing.

Cancellations: If you cancel your table(s) on or before October 1, 2019 you will receive a full refund of exhibitor fees that you have made, and will not owe us any additional money for your space. If you cancel your table(s) on or after October 2, 2019, you will owe 100% of your exhibitor fee, and will not be entitled to any refunds. All cancellations must be in writing and delivered to Deanna Larrick at PCA’s home office.

WE, THE EXHIBITOR, AGREE TO ABIDE BY ALL THE RULES AND REGULATIONS GOVERNING THE EVENT AS PRINTED ON PAGE 2 AND IN THE EXHIBITOR MANUAL, WHICH ARE A PART OF THIS CONTRACT.

Exhibitor Authorized Signature / Date  PCA Signature / Date

Print Name
The term “Event” means the PCA Members’ Conference & Trade Show to be held March 15-16, 2020 (the “Event Dates”) at the New Orleans Morial Convention Center in New Orleans, LA (the “Exhibit Facility”). The Event is owned, produced and operated by PCA, LLC, referred to as PCA. As used hereinafter, the term “Organizer” means, collectively, PCA, and each of its respective officers, directors, agents, affiliates, representatives, employees and assigns, unless otherwise specified. The term “Exhibitor” means, collectively, the company or person that applied for exhibit space rental and agreed to enter into this contract upon acceptance by PCA. PCA, in its sole discretion, determines that to do so is in the best interest of the Event. PCA reserves the right to change the floor plan or to move an exhibitor to a different location, including any sums of money due or which become due under this contract. The assignee will have all rights to enforce any provision of this contract assigned to them, including the right to collect any sums due under this contract.

Cancellation by PCA
If Exhibitor fails to make a payment required by this contract in a timely manner, PCA may terminate this contract (and Exhibitor’s participation in the Event) without further notice and without any obligation to refund monies previously paid. PCA reserves the right to refuse Exhibitor permission to move in and set up an exhibit if Exhibitor is in arrears of any payment due to PCA. PCA reserves the right to treat Exhibitor’s occupancy of the space as cancellation of the space for which the Exhibitor has paid. The Exhibitor will be deemed fully earned and non-refundable at the time of such cancellation.

Incorporation of Rules and Regulations
Exhibitor will provide a copy of this contract, the Exhibitor manual and any additional rules or regulations adopted by PCA from time to time to each person or firm involved with the Event whose activities at the Event will be under the direct control or supervision of Exhibitor. This contract, the Exhibitor manual and any additional rules or regulations are an integral part of this contract and are incorporated herein by reference. Exhibitor will observe and abide by all additional rules and regulations made by PCA as soon as these additional rules or regulations are communicated to Exhibitor. This contract (including Exhibitor manual and any additional rules or regulations adopted by PCA from time to time) and any contract the prevailing party enters into in connection with the Event will be governed by the laws of the State of Texas, and Exhibitor agrees that the courts located in the State of Texas will constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with, or related to this contract or the breach of any provision of this contract. The prevailing party in any action or proceeding arising out of, connected with, or related to this contract shall be entitled to recover reasonable attorney fees, costs, and expenses incurred in enforcing the contract.

Governing Law
This contract is governed by the laws of the State of Texas, and Exhibitor acknowledges that it is entered into, and will be entirely performed within, Texas. Exhibitor agrees that the courts located in the State of Texas will constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with, or related to this contract or the breach of any provision of this contract. The prevailing party in any action or proceeding arising out of, connected with, or related to this contract shall be entitled to recover reasonable attorney fees, costs, and expenses incurred in enforcing the contract.

Comprehensive General Liability and Automobile Liability Insurance
Policies will name as additional insureds Party Club America, LLC and each of its subsidiaries and the City of New Orleans (including its officials, employees, agents, representatives and officers) and each of their respective insurance carriers. PCA will request, copies of additional insured endorsements, primary coverage endorsements and complete copies of policies, schedules to PCA. PCA will be furnished with proof of policies within 30 days before the first day of the Event. Certified copies of the Certificate of insurance policies of PCA will provide that they may not be cancelled without thirty (30) days advance written notice to PCA.

Copolymers
Copolymers are currently applied for exhibit space rental and agreed to enter into this contract (and Exhibitor’s participation in the Event) without further notice and without any obligation to refund monies previously paid. PCA reserves the right to refuse Exhibitor permission to move in and set up an exhibit if Exhibitor is in arrears of any payment due to PCA. PCA reserves the right to treat Exhibitor’s occupancy of the space as cancellation of the space for which the Exhibitor has paid. The Exhibitor will be deemed fully earned and non-refundable at the time of such cancellation.
PCA Booth Space
CREDIT CARD AUTHORIZATION FORM

Name as it appears on credit card: __________________________________________

Billing address of credit card: ______________________________________________

City: ______________________     State: _______________     Zip Code: __________

Credit Card Number: ______________________________ Expiration Date: _______

Type of Credit Card:   _____Visa      _____Mastercard     _____American Express

**Must have the 3 or 4 digit security code located either on the front or back of the credit card ________

I would like to take advantage of the Early-Buy Discount  [ ]

I would like to take advantage of the Multi-Table Discount  [ ]

EARLY-BUY DEADLINE – MAY 15, 2019

By signing below I authorize Party Club of America, LLC to charge to my credit card in the amount of ______________ , which is 50% of my total booth charge. I also authorize PCA to charge the final balance for my booth space using the credit card listed above. I understand that PCA will process the final balance amount on or after October 1, 2019.

_____________________________       ______________
Authorized Signature                Date

P.O. Box 1419 Ennis, Texas 75120  800-324-7474  Fax: 972-875-6977  www.partyclubofamerica.com
Extend your New Orleans experience after the 2020 PCA Members’ Conference and Trade Show and join us as an exhibitor at the Halloween & Party Expo.

The Halloween & Party Expo is where global retailers make their buying decisions each year and where new products are launched. Be part of a world-class show experience at the Halloween & Party Expo.

For information on exhibiting, contact:
Marni Golden Vinci, Show Director
mvinci@urban-expo.com or 203-242-8712