

# *California Locksmiths Association*

## *2009 Events*



### **NORTHERN CALIFORNIA**

*Trade Show*

**March 28, 2009**

South San Francisco Conference Center  
South San Francisco, CA

### **SOUTHERN CALIFORNIA**

*Educational Programs*

**July 17, 2009**

*Trade Show*

**July 18, 2009**

DoubleTree Hotel  
Ontario, CA



***Education is Key to Increase Your Bottom Line in '09!***

***Presented by***

California Locksmiths Association  
PO Box 512, Fullerton, CA 92836

562-458-2702 \* FAX 800-768-3106 \* Website: [www.cla4u.org](http://www.cla4u.org) \* Email: [info@cla4u.org](mailto:info@cla4u.org)

# California Locksmiths Association, Inc.

## ***Dear Supplier and Manufacturers of the Locksmith & Security Industry,***

The California Locksmiths Association is proud to announce that CLA will be hosting two major events in 2009. Without a doubt your 2009 goals include attracting new clients, strengthening relations with your current customer base, learning more what locksmiths and security professionals are looking for, and most importantly - increasing your sales. Your best opportunity to do this will be at CLA's 2009 Trade Shows in So. San Francisco and Ontario, California. We believe that the CLA Trade Show offers the industry the best opportunity to interact with manufacturers, suppliers, locksmiths and security professionals. CLA will be conducting educational programs July 17, 2009 in Ontario only. If your company would be interested in offering a class during the 2009 year please complete the enclosed form and return it to the CLA office.

A new element to CLA's **Partnership Promotion Program** is the addition of the Northern California Trade Show, our members are asking for an Institutional Trade Show and we are listening. A discount will be given to exhibitors that show at both events. CLA wants to work in partnership with exhibitors to increase attendance at the show and to improve on exhibitors ROI. Exhibitors will receive **10 VIP Passes**, to be distributed to prospective expo guests. These free passes encourage preregistration, increase attendance, and guest visits to individual exhibitors' booths.

**The No. Cal show will be an order writing show while the So Cal Trade Show will remain a selling show (cash and carry).** CLA will publicize this information to our members through CLA's newsletter and website in addition to mailed registration materials, and publish a show program-listing exhibitors "Show Specials.

### **Attendee Profile:**

- **Retail and Institutional Security Professionals**
- **Alarm Installers including Home Installers**
- **Automotive Locksmiths**
- **Facility Managers**
- **Law Enforcement**
- **Government Agencies**

As an exhibitor, we ask you to publicize the event and your participation to your customers. Mailing labels are available on request for promoting your Show Specials; a preregistrations list at the show and a finalized list of all attendees will be available to exhibitors. For further information about the trade show, contact the CLA office at the address below or call us at 562-458-2702. We look forward to your participation.

**RESERVE YOUR SPACE TODAY!**

**Sincerely,**

*Daniel Ronkin*

**Daniel Ronkin, President  
California Locksmiths Association**

# Trade Show Schedule & Contact Information

## No Cal Important Dates

### February 1, 2009

Balance of Booth Fees Due

### March 28, 2009

Exhibitor Set-Up 8:30 am to 11:00 am

### March 28, 2009

Show Hours: 11:00 - 5:00 pm

Dismantle 5:00 pm - 8:00 pm

## LOCATION

### South San Francisco Conference Center

235 South Airport Blvd.

So. San Francisco, CA 94080

## So Cal Important Dates

### June 1, 2009

Balance of Booth Fees Due

### July 18, 2009

Exhibitor Set-Up 7:30 am to 10:00 am

### July 18, 2009

Show Hours: 10:00 - 4:00 pm

Dismantle 4:00 pm - 6:00 pm

## LOCATION

### DoubleTree Hotel

222 N. Vineyard Ave.

Ontario, CA 91764

## EXHIBIT BOOTH RATES:

CLA Associate Members **Save \$ \$ \$**

CLA Members: Both Shows \$1050

Non Members: Both Shows \$1350

## So Cal Show Only - Retail, Automotive, Alarm and Institutional Security Professionals

CLA Members: \$750

Non-Members: \$900

## No Cal Show Only - Institutional Security Professionals, Alarm, Retail and Automotive

CLA Members: \$450

Non-Members: \$550

## Rates Include:

**1 -6' draped table, 2-chairs and waste basket and ID sign**

**Listing in CLA 2009 Trade Show Program**

**A link from the CLA Website to Yours**

*Please note that both Exhibit Halls are carpeted*

*The California Locksmiths Association would like to once again say  
Thank You to all of the Exhibitors and Sponsors that participated in CLA's  
2008 Trade Show.*

Access Hardware Supply  
Alarm Lock  
ALOA  
Assa Abloy  
Broadline Security Group  
BiLock/Login Lock  
Blackhawk Products  
California Locksmiths Association  
CCL Security Products  
Clark Security Products  
Codelocks  
H.L. Flake  
I R Security & Safety  
Intermountain Lock Supply  
JMA USA, Inc.  
JRW Associates

Keedex  
Klinky  
LAB Security  
Marks USA  
Mul-T-Lock USA  
New Product Show Case  
Pacific Lock  
Peterson Mfg  
Philadelphia Hardware Group  
Pro Lok  
Robert Skeels & Company  
STRATTEC Security Corp  
Townsteel Inc.  
U.S. Lock

**Thank You For Your Continued Support !!!**



**CLA Is Quality Education  
CLA Is Fellowship  
CLA Is A Voice in the Industry  
CLA Is A Statewide Non-Profit Corporation Composed of Locksmiths and  
Security Professionals Who Have Associated  
Themselves Together for The Mutual Benefit Of All Members.**

# TRADE SHOW EXHIBITOR APPLICATION 2009 CALIFORNIA LOCKSMITHS ASSOCIATION



**Contracting Corporate Name:**

**No Cal: Show Site Contact Name:**

\_\_\_\_\_

\_\_\_\_\_

**Contact Name:**

Phone: \_\_\_\_\_

\_\_\_\_\_

Please list Show Specials: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

FAX \_\_\_\_\_

Website \_\_\_\_\_

E-Mail \_\_\_\_\_

**So Cal Show Site Contact Name:**

\_\_\_\_\_

Phone: \_\_\_\_\_

Please list Show Specials: \_\_\_\_\_

## EXHIBIT SPACE RESERVATION:

If you would like to reserve demonstration space, please contact the CLA office at (562) 458-2702. These will be assigned on a first-come, first served basis. No exhibit space will be assigned until a signed exhibitor contract is on file with the CLA office and payment has been processed.

In line                       Corner

Please indicate companies you DO NOT wish to be adjacent to or across the aisle from: \_\_\_\_\_

Please indicate companies you DO wish to be adjacent to or across the aisle from: \_\_\_\_\_

## SHOW OPTIONS:

**Booth Deposit:** A minimum deposit of 50% is necessary to confirm the space requested above by January 31, 2009 . Full payment must be made by March 15, 2009.

No Cal Show          CLA Member Booth(s) \_\_\_\_\_ @ \$450 = \$ \_\_\_\_\_     Non-Member Booth(s) \_\_\_\_\_ @ \$550 = \$ \_\_\_\_\_

So Cal Show          CLA Member Booth(s) \_\_\_\_\_ @ \$750 = \$ \_\_\_\_\_     Non-Member Booth(s) \_\_\_\_\_ @ \$900 = \$ \_\_\_\_\_

Both Shows          CLA Member Booth(s) \_\_\_\_\_ @ 1050 = \$ \_\_\_\_\_     Non-Member Booth(s) \_\_\_\_\_ @ \$1350 = \$ \_\_\_\_\_

## PAYMENT INFORMATION:

We agree to abide by the rules set forth by Show Management.

Name \_\_\_\_\_ Title \_\_\_\_\_ Signature \_\_\_\_\_

My check, Payable to CLA, is enclosed

Please charge my Visa, MasterCard, or American Express.

Account # \_\_\_\_\_ Expiration Date \_\_\_\_\_ CV2 Code \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Do not write below this line - Office Use Only**

Space(s) Assigned \_\_\_\_\_

Deposit - Amount Recieved \$ \_\_\_\_\_

Date Received \_\_\_\_\_

Check # \_\_\_\_\_

Balance due by 3/15/2009 \$ \_\_\_\_\_

Date Received \_\_\_\_\_

Check # \_\_\_\_\_

Total Amount Received \$ \_\_\_\_\_

**Please return completed form to:**

California Locksmiths Association, PO Box 512, Fullerton, CA 92836  
Phone: (562) 458-2702 \* Fax: (800) 768-3106

# 2009 CLA Trade Show Contract Agreement

**MANAGEMENT:** The exhibition will be conducted under the direction of THE California Locksmiths Association, which for convenience of the document will be referred to as MANAGEMENT. All correspondence should be directed to PO Box 512, Fullerton, CA 92836.

**BOOTH INFORMATION:** Minimum booth size is 7 ft. deep by 10 ft. wide. 8 ft. high draped backgrounds and 36 in. side dividers are included. Electrical service will be available from the convention center. Booth assignment is on a first come-first serve basis. Space application forms which provide for choices in order of preference will be respected so far as possible. In the event that none of the spaces requested are available, MANAGEMENT will assign what is to be considered best available space.

**PAYMENT:** 50% to total booth space rental must accompany the application for space. Remainder is due March 15, 2009 or the space will be reassigned. No Exhibitor will be allowed to exhibit unless paid in full. Checks should be made payable to- California Locksmiths Association.

**CANCELLATION:** Cancellation of booth space prior to 60 days of show: In the event that a cancellation in writing is received by MANAGEMENT, postmarked no later than 60 days prior to the opening of the exhibit, MANAGEMENT shall refund all amounts received in excess of 50% of the exhibit fee for such booth space, remainder to be retained by MANAGEMENT in full settlement and satisfaction of any claim or loss or damage sustained as result of cancellation.

**Cancellation of booth space within 60 days of opening of show:** Cancellation within 60 days period to the opening of the exhibit obligates the exhibitor to full payment of the rental. No refund will be made after this date unless space has been resold, in which case the exhibitor will be entitled to a refund of the amounts received in excess of 50% of the exhibit fee for such booth space.

**Failure to occupy space:** Space not occupied by the close of the exhibit installation period as specified will be forfeited by the exhibitor. His space may be resold, reassigned or used by MANAGEMENT without refund.

**Cancellation of show:** In the event that fire, strike or other circumstances beyond the control of MANAGEMENT causes the exhibit to be cancelled or postponed, it shall be the option of the exhibitor to either: (a) request the return of funds paid for exhibit space, less 50% for initial cost and promotion, or (b) direct MANAGEMENT to hold such funds in escrow until another date has been set.

**RESTRICTION ON USE OF SPACE:** Assignment: No exhibitor shall sublet, assign or share any part of the space allocated to him, nor exhibit therein any other goods than those manufactured or sold in the regular course of the exhibitor's business, without written consent of MANAGEMENT.

**Subletting:** If exhibit space is used by more than one company (only allowable with the permission of MANAGEMENT) the exhibit fee for that space will be increased 50% of the full price of single occupancy for each additional firm. If permission has been obtained from MANAGEMENT to sublet, the initial contracting exhibitor shall be liable for the additional booth fees (equal to an additional 50% of full price of the space for each additional firm) under the terms and conditions of this Contract as it applies to single occupancy. The occupants are then free to apportion the cost of the space between themselves as they see fit.

**EXHIBIT RESTRICTIONS:** Booth arrangements: Exhibits shall be arranged so as not to obstruct the view of other exhibits. The full height of the back walls may extend from back of booth one-half of booth depth. Side rails separating booths may not exceed 36 in. in height. Pre-built displays are permitted. Any exhibitor desiring to use other than standard booth equipment, signs, decorations or arrangements of display materials, conflicting in any way with those rules must submit a detailed sketch or a proposed layout, at least 60 days in advance of the show and receive written approval from MANAGEMENT. Display material exposing an unfinished surface to neighboring booths is strictly prohibited

**Signs:** Uniform signs bearing the exhibitor name and booth number will be furnished, and may be attached to the top of the back wall of booths. No other signs will be permitted at a height above these. Other signs, including large cloth or canvas display, considered by MANAGEMENT to be objectionable to other exhibitors, will not be permitted.

**Aisles:** Show cases or counters next to the aisle must be set back at least one foot from the aisle line in order to avoid aisle congestion. Solicitations or demonstrations by exhibitors must be confined within the bounds

of their respective booths. Aisle space should not be used for exhibit purposes, display signs, solicitations, or distribution of promotional material, unless 'REQUEST FOR EXHIBIT VARIANCE' has been submitted and approved by MANAGEMENT. Application for exhibit space at "CLA Trade Show" indicates the applicant's willingness to abide by all the following terms and conditions and general regulations, as well as such additional rules and regulations Show Management deems necessary to the success of the exhibition. plays are also prohibited in any part of the public space or elsewhere on the premises of the exhibition, or in any hallways of the hotels unless approved by MANAGEMENT and the convention center.

**Facilities:** Nothing shall be posted on, tacked, screwed or other wise attached to any part of the building or furniture, and anything in connection therewith necessary for the protection of the building, furniture or equipment will be at exhibitor's expense. Exhibitors shall not do, nor permit to be done, anything which may interfere with the effectiveness or accessibility of utility, heating, ventilation or air conditioning systems in the exhibit hall, nor permit anything which may interfere with free access any passage thereof, or to public areas adjacent thereto. **Distraction:** Exhibitors permitted by MANAGEMENT to utilize an open sound system within their exhibit area cannot have sound leakage interfering with any other exhibitor. No objectionable lights or noises will be permitted in exhibitor's booths. MANAGEMENT reserves the right to take necessary corrective action should violations of these types occur. **Safety, Fire and Health:** Exhibitors shall assume and bear full responsibility for the compliance with any and all local, city and state safety, fire and health laws, ordinances and regulations regarding the installation and operation of the exhibit. All decoration must be fireproofed and electrical wiring must meet the safety requirement of all building and city code. No combustible material shall be stored in or around exhibit booths. All flammable materials or fluids must be kept in safety containers.

**INSTALLATION & DISMANTLING OF EXHIBITS:** It is mutually agreed that it is the duty and responsibility of each exhibitor to install his exhibit in place before the opening of the show and to dismantle and remove his exhibit immediately after the close of the show. Exhibitors expressly agree that complete installation be finished by the official opening of the show, and that packing or dismantling of the exhibits is not begun until after the official closing hour of the exhibition. All exhibit space, regardless of location, may be open only during the hours assigned by MANAGEMENT. Security will be on duty during all hours the exhibit is not opened, but the furnishing of such service shall not be construed to be any assumption of obligation or duty with respect to the protection of the property of the exhibitors, which shall at all times remain in the sole possession and custody of each exhibitor and shall be the sole responsibility of each exhibitor. Exhibit materials arriving after the opening of the exhibit can be brought into the exhibit only before or after specified show hours. During closed hours, an exhibitor must present proper identification and credentials to security to gain entry. In order that security may be maintained, all persons wishing to remove equipment from the exhibit floor prior to official dismantling must obtain a release pass from MANAGEMENT. **SELLING & PROMOTION:** Samples, promotional items and drawings are permitted, however **NO FOOD OR BEVERAGE MAY SOLD AT ANY-TIME.**

**IRREGULAR ACTIVITIES:** No person, firm or organization not having contracted with MANAGEMENT for the occupancy of space in the exhibit hall will be permitted to display or demonstrate any products or services solicit orders, distribute surveys or advertising material at the exhibit. MANAGEMENT reserves the right to refuse admittance to and eject from the facility any objectionable or undesirable person or persons.

**LIABILITY: MANAGEMENT** does not guarantee exhibitors against loss, damage or theft of any kind. Insurance and liability are the full responsibility of the exhibitor. Exhibitors shall indemnify and hold harmless MANAGEMENT, the exhibit facility, and any other agents contracted with by MANAGEMENT, from any cause or claim whatsoever, made by any person, including but not limited to, claims by or against employees, individual members, agents or assigns, or by or against third persons.

**INTERPRETATION & ENFORCEMENT OF RULES:** MANAGEMENT shall have full power in the interpretation and enforcement of all rules contained herein and the power to make such amendments thereto and such further rules and regulations as it considers necessary for the proper conduct of the exhibitor. Failure on the part of any exhibitor to comply with these or any other Rules and Regulations, will be sufficient cause for MANAGEMENT to require immediate removal of the exhibit of the offending exhibitor, who will forfeit further right to exhibit during the exhibition, together with all fees and rentals paid.