



**EXHIBITOR, ADVERTISER, & VENDOR
HOTEL, BOOTH RENTAL, & REGISTRATION FORM**
Pennsylvania State Association of Township Supervisors'
88th Annual Educational Conference & Trade Show
April 18-21, 2010, Hershey Lodge, Hershey, PA



Use a separate form for each room reservation, except for hospitality suites. Copy this form as needed. Print or type.

INSTRUCTIONS FOR COMPLETING THIS FORM ARE ON THE BACK →

Company Name _____
 Contact Person _____
 Address _____ E-mail _____
 City _____ State _____ Zip _____ Phone (____) _____
 Name of Person Setting up Booth _____ CELL PHONE of Person Setting up Booth (____) _____

SECTION I. ROOM RESERVATIONS (complete only if requesting a room). Please see hotel room assignment policy on the back.

Person in Whose Name Room Should Be Reserved _____
 Address _____
 City _____ State _____ Zip _____
 Arrival Date _____ Departure Date _____
 Other Room Occupants (Names) _____
Room Type: 1 Bed 2 Beds Wheelchair-accessible room (enclose form) Smoking room (if available)
 Parlor & sleeper (hospitality suite) = \$200 deposit (Indicate suite room numbers if you have a preference: _____)

SECTION II. HOTEL PREFERENCE. Please rank your top 10 hotel choices (1 being most preferred) below. The numbers after each name correspond to the hotels' location on the enclosed map. **All hotel requests will be assigned by lottery. Deadline to be included in the lottery is January 22, 2010.** If none of your preferences are available, may we book you at any available hotel? Yes No

- | | | |
|---------------------------------|---------------------------------------|---|
| _____ BEST WESTERN INN (1) | _____ HILTON GARDEN INN HERSHEY (8) | _____ QUALITY INN & SUITES (15) |
| _____ CHOCOLATETOWN MOTEL (2) | _____ HOLIDAY INN EXPRESS (9) | _____ RODEWAY INN (16) |
| _____ COMFORT INN (3) | _____ HOLIDAY INN GRANTVILLE (10) | _____ SIMMONS MOTEL (17) |
| _____ DAYS INN HERSHEY (4) | _____ HOMEWOOD SUITES by HILTON (11) | _____ SPRING HILL SUITES by MARRIOTT (18) |
| _____ HAMPTON INN (5) | _____ HOTEL HERSHEY (12) | _____ WHITE ROSE MOTEL (19) |
| _____ HERSHEY LODGE (6) | _____ HOWARD JOHNSON INN HERSHEY (13) | |
| _____ HILTON GARDEN INN HBG (7) | _____ MAIN STAY SUITES (14) | |

SECTION III. BOOTH RESERVATION AND FEE SUMMARY. If reserving more than one room and therefore submitting more than one form, complete Section III only once. The exhibit rates below are the same for both indoor and outdoor spaces.

A. Booth Rentals

	Pa Township News Advertiser		Non-Advertiser	
	Through Jan. 22	After Jan. 22	Through Jan. 22	After Jan. 22
One Space:	\$1,365	\$1,575	\$1,890	\$2,100
Two Spaces:	\$2,730	\$3,150	\$3,780	\$4,200
Three Spaces*:	\$3,685	\$4,250	\$5,100	\$5,670
Four Spaces*:	\$4,910	\$5,670	\$6,800	\$7,560
Five Spaces*:	\$6,140	\$7,085	\$8,505	\$9,450

Please note the special early-bird rates (through Jan. 22)

How Many Spaces Are You Reserving?
 _____ Indoor Space(s)
 _____ Outdoor Space(s)
 _____ **Total Number of Spaces**

NOTE: The advertiser rate applies to those who advertise in the PA Township News magazine, not the conference program book. PTN advertisers must have run an ad two times in 2009 or must schedule an ad for two times in 2010 to qualify for this rate.

B. Choice of Space:

Indicate by number (see diagram) your first 3 choices for booth location (no guarantee): _____/_____/_____

C. Name on Sign — How do you want your company, assn. or agency name to appear on the booth sign (**name, town, & state**)?

D. Nature of Product or Service — To help us list your company, assn., or agency in the right category in the conference program, please indicate the nature of your product or service: _____

E. Table & Chairs for Outdoor Spaces — If you have reserved an outdoor space, please indicate whether you will need a table and/or chairs (place a check next to items needed): _____ One Table _____ One Chair _____ Two Chairs

F. Name Badge Information — Enter the information for each person who will be attending the conference. List names as they should appear on their name badge. **Note: There is a limit of three free registrations per booth space.** The fee for additional registrants is \$25 per person. Please list meal choice for Sunday dinner (see flyer) if applicable.

(print clearly — attach additional names if not enough room)	Sun. Dinner Choice (additional charge; see item I. below)
First Name	Last Name
1) _____	_____
2) _____	_____
3) _____	_____
4) _____	_____
5) _____	_____

Send completed form(s) and payment to:
PSATS, 4855 Woodland Drive,
Enola, PA, 17025.
Phone: (717) 763-0930 Fax: (717) 763-9732
 Visa and MasterCard accepted (see below).
 WHITE (TOP) — PSATS
 YELLOW (MIDDLE) — PSATS
 PINK (BOTTOM) — YOUR COPY

G. Registration Fees (per person for entire conference unless otherwise noted)

Exhibitors	No charge up to three people per booth	
Exhibitors (additional registrants)	_____ Person(s) @ \$25 ea.	\$ _____
Twp. News advertisers who do not exhibit	_____ Person(s) @ \$100 ea.	\$ _____
Non-advertising, non-exhibiting vendors	_____ Person(s) @ \$150 ea.	\$ _____
Guests (spouses, children, etc.)	_____ Person(s) @ \$85 ea.	\$ _____
Guests registered AFTER JAN. 22	_____ Person(s) @ \$95 ea.	\$ _____

Deadline: The sooner you register, the better your chance of getting exhibit space. See the back of this form for more details about the room reservation deadline and room assignment policy (Section II).

H. Conference Program Book Advertisement (see rates & details on enclosed form)..... \$ _____

I. Sunday Evening Dinner & Social _____ Person(s) @ \$45 ea. \$ _____
 Indicate dinner choices in F. above: C = chicken, P = pork, H = halibut.

J. Booth Reservation Fees (Mark "PAID" if you paid during Advance Sales Promotion) \$ _____

K. Room Deposit Fees Room(s) @ \$100/room \$ _____
 Suite @ \$200/suite \$ _____

L. Total Enclosed for All Fees (one check only for all fees made payable to "PSATS") \$ _____

Cancellation Policy: All booth cancellations through April 13 are subject to a \$140 administrative fee. No booth, room, meal, or event refunds will be granted after April 13. From March 19 through April 13, full room deposits for cancellations will be refunded only if PSATS can resell the room. No-shows and early departures at the Hershey Lodge and Hotel Hershey are responsible for full payment of reservation.

SECTION IV. PAYMENT INFORMATION.

Check enclosed **We do NOT accept American Express.** Card Number: _____
 Valid Through: ____ / ____ / ____ **Please fax this form ONLY if paying with a credit card.**
 Name on Card: _____
 Billing Address: _____
 Cardholder's Signature: _____ Fax: (____) _____

INSTRUCTIONS FOR COMPLETING THIS FORM

Section I. Room Reservations (*complete only if room is needed - please type or print*). Use a separate form for each room reservation (*copy as needed*), except for a hospitality suite. All room reservations must be made through PSATS using this form. A \$100 deposit is required for EACH ROOM reserved; \$200 for a suite, which counts as two rooms. All reservations must be made on this official form. **Cancellation Policy:** To cancel a hotel reservation, call PSATS directly. Cancellations received after March 19 and through April 13 forfeit the full room deposit if the room is not resold. Cancellations received after April 13 forfeit the full room deposit. No-shows and early departures at the Hershey Lodge and the Hotel Hershey are responsible for payment of the full reservation.

Section II. Hotel Preference (*See enclosed hotel information and map.*)

Beside the names of the hotels, enter the numbers 1-10 to indicate your preference for choice of hotel. Please be sure to list your top 10 choices. Read below for more information on how many rooms you may be eligible for at the Hershey Lodge and how PSATS will assign these rooms. Deadline to be included in the hotel lottery is January 22, 2010.

Hotel Room Assignment Policy:

• **A room block of 80 rooms** (*10 two-room hospitality suites plus 60 sleeping rooms*) has been reserved for exhibitors and for non-exhibiting *Township News* advertisers who want a hospitality suite — first come, first served.

• **The Association will assign these 80 rooms as follows:**

1) **Exhibitors:** There is a one-room limit at the Lodge per exhibitor unless the exhibitor requests a hospitality suite, in which case the exhibitor may have two rooms. If you request a hospitality suite, it must be used as a hospitality suite and must be open every evening Sunday, Monday and Tuesday, April 18-21, 2010. You will also need to coordinate all food and beverage needs with the Lodge.

Once these 80 rooms have been assigned, all remaining room requests will go into a lottery and will be assigned in the order pulled in the lottery. We will look at your hotel preference order to assign your rooms.

2) **Eligibility for suites:** Only exhibitors and advertisers in the *Pennsylvania Township News* are eligible for the 10 hospitality suites available at the Lodge. Exhibitors will be given preference over non-exhibiting advertisers.

3) **The following are not eligible for any of the 80 reserved rooms at the Hershey Lodge:**

- Non-exhibiting advertisers who do not want a suite;
- Agency exhibitors; and
- Non-advertising, non-exhibiting vendors.

Hotel Assignment Policy: All reservations for hotel rooms received at PSATS by January 22 and not assigned to the Hershey Lodge room block will be allocated according to your hotel preference as best as possible. Room reservations received by PSATS after January 22 will be assigned to available area hotels as space permits.

Section III. Booth Reservation and Fee Summary

A. Booth Reservations

• Indicate how many indoor and how many outdoor spaces you are reserving. You are considered a *Pa. Township News* advertiser if you ran at least two ads in the *Township News* in 2009 or have scheduled at least two ads for 2010.

B. Choice of Space

• Indicate by number your first three choices for booth location both inside and outside. Although we will make every effort to accommodate one of these three choices, we cannot guarantee that you will get any of your choices. **Please note that advertisers in the Pennsylvania Township News receive priority when spaces are assigned.**

C. Name on Sign

- Write exactly how you want your company, association, or agency name to appear on your booth sign, plus town & state.

D. Nature of Product or Service

• To help us list your company, association or agency in the right category in the conference program book, please indicate the nature of your product or service (e.g., road equipment, drainage products, state agency, etc.).

E. Table & Chairs for Outdoor Spaces

• If you are renting outdoor space and need chairs and/or a table, please indicate your needs in this section. Otherwise, your outdoor space will come without a table or chairs.

F. Name Badge Information

• List the names of everyone who will be attending from your company, association, or agency, plus guests. Names will appear on badges as listed here so be sure to list names exactly as you want them to be printed. Also indicate Sunday dinner choice.

G. Registration Fees

• Indicate here what registration fees are enclosed, as applicable. Please note that exhibitors must pay a registration fee of \$25 for each additional person beyond the three free registrations per booth space rented. Exhibitors must also pay the \$85 guest registration fee for all guests. The guest registration fee increases to \$95 after January 22.

H. Conference Program Book Advertisement

• Write in the total amount enclosed for any advertising you plan to do in the conference program book. See the enclosed form for more details.

I. Sunday Evening Dinner & Social

- Write in the total amount enclosed for your Sunday dinner fees and indicate meal choice in **F.** above.

J. Booth Reservation Fees

- Write in the total amount enclosed for your booth fees. If you paid your booth fee already, please write "PAID" on this line.

K. Room Deposit Fees

- Write in the amount due for your room and/or suite deposit fees.

L. Total Enclosed for All Fees — Total all fees due and indicate the method of payment — check, Visa, or MasterCard. We do not accept American Express. If you choose to pay by check, please enclose **one check** made payable to "PSATS" to cover all your fees. Be sure to return the two top copies of the form to PSATS and keep the bottom copy for your records. Please do NOT fax the form if you are sending it with a check. Fax ONLY if paying with a credit card.

Any Questions? Please call Ginni Linn, PSATS Trade Show Coordinator, at (717) 763-0930.