



ARRL Southwestern Division Convention 2010

September 17th to 19th 2010

Sponsored by: San Diego County Amateur Radio Council

P.O. BOX 151531, San Diego, CA, 92175-1531

Dear Exhibitor,

We wish to welcome you as an exhibitor for the ARRL Southwestern Division Convention, September 17, 18 and 19, 2010 in San Diego, California at the Four Points Hotel Sheraton, San Diego 8110 Aero Dr., San Diego. This Exhibitor's Package contains the following information:

- 1. Exhibit Hall Layout:** This is a preliminary layout and subject to change. If you need to change your location, please contact me and we will do the best to accommodate that request (Pg4).
- 2. Program Book Advertising:** This form includes information regarding the Program Book, advertisement specifications, pricing and contact person (Pg4).
- 3. Exhibitor's Badge Form:** Please fill out the form and furnish the names of the people who will be manning your booth. Please mail with your payment (Pg 5).
- 4. Company Profile Form:** This form requests information about your company or firm, which will be printed in the program book. It is designed to help you reach convention attendees by profiling your existing products as well as new products. It also provides customers with information to contact your company after the convention (Pg 5).
- 5. Contract:** Enclosed is one original contract and one copy. Please sign the original and mail it back with your deposit check. Keep the one marked "copy" for your records. Enclose your check for the deposit and make it payable to "SANDARC, INC." (Pages 6&7)
- 6. Prize Form:** Please fill in the appropriate information regarding the donation of prizes and the available products which can be purchased at a discount for the prize drawings (Pg 8).
- 7. Resale Permit and Collection of Sales Tax:** This form provides necessary sales tax information. Please fill out the bottom portion of this form and return it as soon as possible. A *California Seller's Permit Application* (BOE-400-SPA) may be obtained at www.boe.ca.gov or by calling 800-400-7115 (Pg 9).
- 8. Registration Form:** As an exhibitor, YOU ARE NOT REQUIRED TO REGISTER FOR THE CONVENTION. However, if you desire to attend the DX Breakfast, the Luncheon or the Dinner Banquet, you will need to complete the Registration form, pay appropriate fees, etc. and mail it to the person listed on the bottom of the form. You will be eligible for prize drawings only when registered for the convention.
- 9. Booth Decorations:** A Booth Decoration Package is included in your booth fee. This includes draping, one 6-foot table and (2) chairs. Please make separate arrangements with SANDARC for electrical service for your booth. Additional items may be rented separately and additional electrical service is available at the expense of the exhibitor. For further information regarding booth decoration, please contact Paul Rios, Exhibits Chair, 12207 Valhalla Drive, Lakeside CA, 92040, (619) 593-9445 kc6qls@cox.net You must notify us of your Power needs and requirements.
- 10. Booth Signs:** The convention will provide each exhibitor with one identification sign measuring 7 inches by 44 inches (one line only). Exhibitors may display banners or signs as long as they fit within the given booth space and are made of a non-flammable material.
- 11. Hotel Accommodations:** The Hotel has rooms priced from \$135, Single/Double, Triple/Quads rate is \$135.00 plus \$16.87 (12.5% tax) for the two beds, king size with rollaway is additional \$15.00. All room rates are quoted exclusive of applicable state and local taxes, currently 10.5%. This rate is net non – commissionable.

Parking is free and antenna friendly. The "cut-off date" for accepting reservations into this room block is **August 24, 2010**. Reservations requests received after 5:00 p.m. local time at the Hotel on the cut-off date will be accepted on a space and rate availability basis.

12. Reservation Method:

Reservations will be made by individual call – in basis. To obtain the group rate, please ask your attendees to call our direct toll free number (800) 992-1441, request for "IN- HOUSE" RESERVATIONS and mention **(San Diego County Amateur Council, Inc.)** The group block will be held until, **August 24, 2010**.

13. Transportation: The convention site is right next to Montgomery Field Airport and Freeway close to the San Diego International Airport. We *will not* be providing a shuttle service to the convention site. Therefore, transportation arrangements will need to be made through rental car companies.

14. Dial 9 for Credit Card Machine and 110 Power The hotel is charging \$65.00 per day (the convention is a 3 day run), per Dial 9 line. 110 Power is addable for \$50.00 per day (the convention is a 3 day run), Please make note on your form that you wish to have power or "dial 9" installed at your booth.

15. Exhibitor's Hours

Friday, September 17, 2010 –

12:00 p.m. Exhibit Hall is open for set up only. Only exhibitors and set up persons are allowed in the hall at this time. All exhibitors should have their booths ready and assembled before 4:00 p.m.

4:00 p.m. Exhibit Hall opens for all convention attendees.

7:00 p.m. Exhibit Hall closes for the evening. *All Exhibits and Customer must be out by 7:00 p.m.*

Saturday, September 18, 2010 –

8:30 a.m. Exhibit Hall opens for exhibitors only. You must have an exhibitor's badge to be admitted to the Exhibit Hall.

9:00 a.m. Exhibit Hall opens for all convention attendees.

5:00 p.m. Exhibit Hall closes for the evening. *Exhibits and Customer must be out by 5:00 p.m.*

Sunday, September 18, 2010 –

8:30 a.m. Exhibit Hall opens for exhibitors only. You must have an exhibitor's badge to be admitted to the Exhibit Hall.

9:00 a.m. Exhibit Hall opens to all convention attendees.

12:00 p.m. Exhibit Hall closes. *Exhibitors can begin booth disassembly and tear down.*

Grand Prize drawing will be held outside the Exhibit Hall immediately after closing.

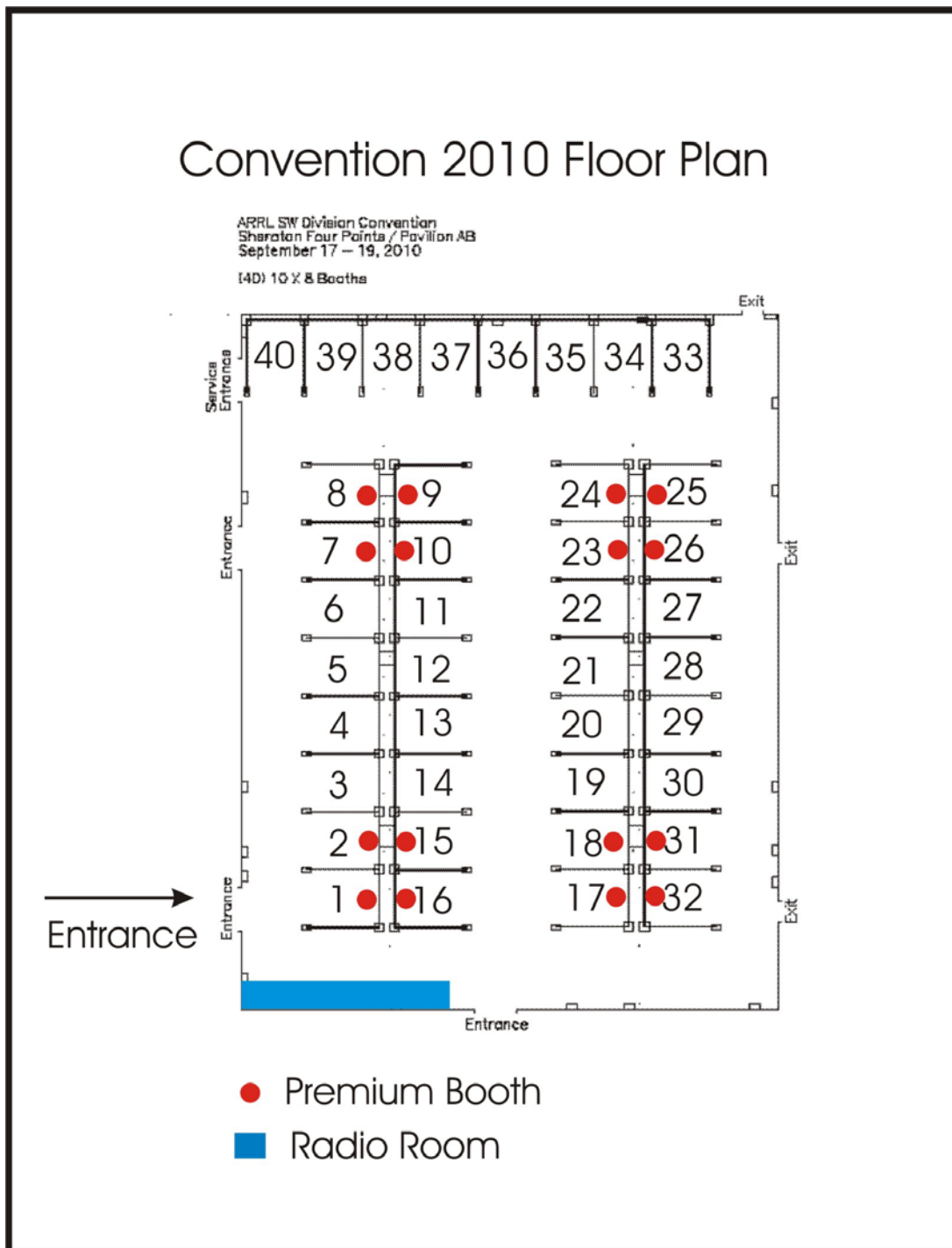
Once we have received your signed contract, down payment and other required information, we will forward a confirmation to you. Other information regarding the convention will be mailed to you at that time.

Please return the following items in the pre-addressed envelope provided:

1. Exhibitor's Badge Form (Pg 5)
2. Company Profile (Pg 5)
3. Signed contract with deposit check made payable to "SANDARC, INC." (Pgs 6&7)
4. Prize Form (Pg 8)
5. Resale Tax information (Pg 9)
6. Registration Form (only for breakfast, luncheon or dinner) (Pg 10)
7. Any Ad Copy

If you have any questions or comments, I may be reached by phone at (619) 593-9445 or e-mail at kc6qls@cox.net. Thank you for your participation.

Sincerely,
Paul Rios, KC6QLS Exhibits Chair
Steve Weed, KO4QT Vice-Exhibits Chair



Premium Booths cost \$300, all others cost \$250.

Booths sold or Reserved: 1, 2 HRO San Diego; 3, 4, 5 ICOM; 6 QLS Engraving; 12 RF Parts Co. ; 13, 14, Diamond Antenna; 39 Hi-Tech Liquidators

Dial 9 for Credit Card Machine and 110 Power The hotel is charging \$65.00 per day (the convention is a 3 day run), per Dial 9 line. 110 Power is addable for \$50.00 per day (the convention is a 3 day run) Please make note on your form that you wish to have one installed at your booth.

Please visit www.sandarc.org click on Convention button for the latest updates.

Program Book Ad Prices:

The Program Book will be a standard 8-1/2 x 11 page format.

Front and Back covers are "full" pages only, and are color capable

Inside Front Cover -

Outside (rear) Back Cover (full page) - \$300

Inside Back Cover (full page) - \$250

Ads within the program book (except front or rear cover sheet) are all black and white.

Full page within the program book - \$250

Half page within the program book - \$130

Quarter page within the program book - \$75

Business card size within the program book - \$45

Ads must be accompanied by full payment.

Ad media must be camera ready. For digital formats, JPEG and TIF files will be accepted on 3-1/2 floppy or CD-ROM disks, or by email to: KC6QLS@cox.net

Ads must be sent to the SANDARC, P.O. Box 151531, San Diego, CA, 92175-1531.

Receipt for publish deadline is July 1st, 2010.

Remove existing ad deadline is August 1st, 2010.

**ARRL S.W. DIVISION CONVENTION
SAN DIEGO, CALIFORNIA
SEPTEMBER 17-19, 2010**

EXHIBITOR'S BADGES

Please furnish below the names of the members of your staff for whom Exhibitor's Badges will be required for identification on the floor of the Exhibit Area. Please limit this list to those who will be manning your booth.

Name

Name

Also enclosed is a registration form. Please use this for the Banquet, DX Breakfast or Luncheon if you desire to attend those events. EXHIBITORS MANNING THEIR BOOTH DO NOT HAVE TO REGISTER FOR THE CONVENTION. However, *ONLY* registered exhibitors will be eligible for prizes from the prize drawing.

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COMPANY PROFILE

Please provide the following information, so that we may list your company in the program book. Purpose: Attendees will have a reference guide to the products and services your company offers.

Company Name: _____

Company Address (for literature & product requests): _____

Nearest West Coast location (if any): _____

Telephone () _____

Fax: () _____

Email (requests for literature or product information): _____

Web site address (if any) _____

Please state in two sentences or less the products or services that your company provides:

Please advise what new products or services will be available from your company this year:

Other information (please note that space is limited):

Company profiles must be received no later than **July 1st, 2010**. *This is a Firm Deadline.*

AMERICAN RADIO RELAY LEAGUE - SOUTHWESTERN DIVISION CONVENTION - September 17, 18 & 19, 2010
CONTRACT FOR EXHIBIT SPACE

Agreement dated this _____ day of _____, 2010 by and between

____ (hereinafter called "Exhibitor") and SANDARC, INC. (hereinafter called "Management").

FOR GOOD AND VALUABLE CONSIDERATION, it is mutually agreed as follows:

1. Exhibitor agrees to take, lease and properly occupy Exhibit Booth(s) No. _____ (hereinafter called the "Space") designated by Management on the official diagram for the 2010 ARRL Southwestern Division Convention (hereinafter called the "Show") to be held in the Four Points Hotel Sheraton, San Diego 8110 Aero Dr., San Diego California, for the exhibition of the product(s) hereinafter designated only, and Management agrees to hold and reserve the Space in the Show for Exhibitor upon and after due acceptance of this Agreement by Management, except as hereinafter set forth. Please add Power \$50.00 per day Dial 9 Line for Credit Card \$65.00 per day.

2. Exhibitor shall pay for the Space and Management shall accept the sum of \$ _____ (see floor plan) payable one-half (1/2) upon execution of this Agreement and the balance on or before _____. No refunds after June 1, 2010, except as described in paragraph 5, below.

Note: Program Book information, any Ad Copy, and Company Profile must be received by July 1, 2010 to be included in the Program Book.

3. If Exhibitor does not exhibit the designated product(s) in the Space or otherwise fails to comply with any of the terms of this Agreement, Management shall have the right, without notice to Exhibitor, to sell or offer the Space at public or private sale and Exhibitor shall pay to Management any deficiency, loss or damage suffered by Management by reason thereof, including the reasonable expenses and costs incurred. Occupancy of the Space is of the essence of this Agreement and should Management be unable to effect a sale of the Space as herein provided, it shall have the right to occupy or cause the Space to be occupied in such manner as it may deem in the best interests of the Show or cause Exhibitor's name to be placed on the sign board over the Space, all without releasing Exhibitor from any liability hereunder.

4. Exhibitor shall not assign or sublet any part of the Space without the written consent of Management. All exhibits shall be subject to the approval of Management. Only the name of Exhibitor may be used on signs over or in the Space or may be included in the printed list of exhibitors and program of the Show.

5. In case the Space shall not be available for the uses herein specified due to war, government action or order, act of God, fire, strikes, labor disputes or any other causes beyond the control of Management, this Agreement shall immediately terminate and, in such event, Exhibitor shall and does hereby waive any claim to damages or any other recovery therefore except the return of the amounts paid as rental for the Space, less the pro-rata share allocable to the Space of the actual expenses incurred by Management in connection with the Show. Should Management, in its sole discretion, consider it inadvisable to hold the Show at the time and place herein provided, Management may, at its option, terminate this Agreement, return the sums paid by Exhibitor for the Space and there shall be no further liability on the part of either party to the other. Upon written notice to Exhibitor, Management shall also have the right to change the date and the place where the Show is to be held.

6. Management will not be responsible for any injury that may arise to Exhibitor, its employees or others, or for the loss, theft or damage to any material from any cause whatsoever while in transit to or from the building or while in the Show whether or not Management furnishes attendants, guards or watchmen. Exhibitor agrees to hold Management harmless from any suits, liability of claim for damage or injury, sustained by any person, arising out of Exhibitor's use of the Space and its activities in connection with the Show.

7. The Rules and Regulations printed on the reverse side hereof are hereby made a part hereof as though fully incorporated herein and Exhibitor shall be bound thereby. Management shall have the right to interpret, amend and enforce said Rules and Regulations. This Agreement may not otherwise be amended except in writing signed by both parties. This Agreement constitutes the entire agreement between the parties.

8. This Agreement is made in and shall be construed in accordance with the laws of the State of California.

9. The designated product(s) of Exhibitor is (are) **COMPUTER OR AMATEUR RADIO RELATED PRODUCTS.**

Accepted by the MANAGEMENT: Firm Name _____
By _____ By _____
Title: **EXHIBITS CHAIRPERSON** Title _____
Date _____ Address _____

Phone _____

Make all checks payable to SANDARC, INC. Mail check and one signed copy of this Agreement to SANDARC, INC., P.O. Box 151531, San Diego, CA 92175-1531 OVER Note - Contracts to be made out in DUPLICATE.

RULES AND REGULATIONS FOR EXHIBIT SPACE

CHARACTER OF EXHIBITS - Management will forbid the installation of any exhibit not approved by it. Exhibitors shall distribute printed matter, souvenirs or other articles only within the Space. Throwing of souvenirs, loud shouting and making of unnecessary noises, whether by human or mechanical means, to attract attention, puppet shows and similar devices will not be permitted. Balloons may not be exhibited or distributed. All aisle spaces belong to the Show, and no exhibits or advertising matter will be allowed to extend beyond the Space.

RECEIPT OF GOODS – All goods must be brought in the day of the show. All exhibits must be ready for the opening of the Show. Management will not allow any moving of exhibits after opening of the Show.

CARE OF EXHIBITS - Management will sweep and clean the aisles, but Exhibitors must, at their own expense, keep their Spaces clean and their exhibits dusted and in good order. Exhibits must remain intact until after closing on the last day of the Show. Exhibitors are requested at all times to cooperate with Management by maintaining their exhibits throughout the Show with respect to material and personnel.

WATCHMEN - Management will provide necessary watchmen for the building during the hours the Show is closed. Exhibitors must have an attendant in charge of exhibits each day during the hours the Show is open.

COMPLIANCE WITH THE LAWS - Exhibitors must comply with all local laws, rules, regulations and ordinances in force.

ELECTRICITY – Exhibitors will arrange and **Add \$50.00 per day to total payment** for the wiring and power usage to the exhibit booth, **Payment to: SANDARC Inc. must be received prior to convention.**

ALL DECORATIONS MUST BE FIRE RESISTANT - All bunting, draperies or other fabrics must be flame retardant. Paper decorations, cut evergreens or branches are not permitted.

REMOVAL OF MATERIAL DURING SHOW – No Exhibitor shall have the right, prior to the closing of the Show to pack or remove articles on exhibit without the Exhibit Chairs written permission and approval before the show opens. The Exhibitor shall provide the purchaser with a sales slip or property pass (with firm name printed thereon) and give a description of the articles sold, to be surrendered on leaving the building. Management may retain as security any exhibits as long as payments due have not been made.

EMPLOYEE PASSES - Passes will be issued upon receipt of a written application from Exhibitors, giving names of employees, after payment for space has been made in full.

EXHIBIT REMOVAL - All exhibits and materials must be dismantled and removed from the building by **4:00PM** after closing of the Show unless such time is extended by the Management.

PAYMENT AND CANCELLATION OF SPACE – All space shall be paid for at the rate of **\$250.00 to \$300** (depending on location in the exhibit hall) for an 8' X 10' area. Fifty percent (50%) of the total amount is required as a down payment at the time the signed contract is submitted. If Exhibitor fails to pay the balance by the date specified on the contract, reservation for a specific booth space may be revoked. Cancellation by the Exhibitor must be in writing. SANDARC will refund fifty percent (50%) of the total rental amount by **June 1, 2010. No refunds will be permitted after June 1, 2010.**

ATTORNEY'S FEES – In any action or proceeding brought to enforce any provision of this contractor to seek damages for breach of any provision hereof, or where any provision hereof is validly asserted as a defense, the successful party shall be entitled to recover reasonable attorney's fees in addition to any other available remedy.

The above is accepted by:

Firm Name (Exhibitor)

By (name of individual representing the firm)

Title

Date

e-mail address

**ARRL SOUTHWESTERN DIVISION CONVENTION
SAN DIEGO, CALIFORNIA
SEPTEMBER 17-19, 2010**

PRIZES

The Prize Committee will obtain all door prizes for the convention from the persons who exhibit. Please list below those prizes which you will be willing to donate gratis. Every effort will be made to credit your company for all prizes furnished by you.

COMPANY _____

ITEMS	VALUE
_____	_____
_____	_____
_____	_____
_____	_____

Please suggest (below) the prizes that you can furnish at a discount and quote prices.

ITEMS	RETAIL PRICE	PRICE TO US
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

We hope that you have noted our efforts to provide an outstanding program for the convention and widespread publicity for a large turnout, and we trust that you will be generous in helping us make this a complete success! Please mail this form, with your signed contract to Paul Rios Exhibits Chair, 12207 Valhalla Drive, Lakeside CA 92040. If you have any questions regarding the prizes, please contact our Prize Chairman, *Paul Rios, KC6QLS*, e-mail: *kc6qls@cox.net*, (619) 593-9445. Thank you!

RESALE PERMIT & COLLECTION OF SALES TAX

Under the state laws of California, it is required that all sellers obtain a valid California Seller's Permit. During the convention, a sales tax of 7.75% (San Diego City) must be collected on all goods sold. Vendors whose business is currently operating in California must provide SANDARC with their Resale Number. Out-of-state vendors must apply for a "Temporary Seller's Permit" through the California State Board of Equalization. This Temporary Permit will be valid for all three days of the convention. Out-of-state vendors must pay the appropriate sales tax that was collected at the convention within 90 days (after the close of the convention) to the Board of Equalization. Forms for obtaining a "Temporary Seller's Permit" can be obtained in two ways: 1) by contacting the Board of Equalization directly (see information in the next paragraph) or 2) requesting the form below and one will be mailed to you.

All seller's resale numbers will be verified with the State Board of Equalization in advance of the convention. Any vendor who has not obtained a resale number or who does not hold a current, valid resale number will not be permitted to exhibit at the ARRL Southwestern Division Convention.

A *California Seller's Permit Application* (BOE-400-SPA) may be obtained at www.boe.ca.gov or by calling 800-400-7115. If you require more information, please contact the California State Board of Equalization, 1350 Front Street, Room 5047, San Diego, CA 92101, phone number (619) 525-4526.

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Please fill out the following information and return this form with your signed contract to Paul Rios Exhibits Chair, 12207 Valhalla Drive, Lakeside CA 92040

Company Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Telephone: () _____ Fax: () _____

California Seller's Permit Number _____

Please check the following that best describes your business:

_____ I / We plan to sell goods at the convention.

_____ I / We demonstrate our goods or services without resale of those items at the show.

_____ I / We are a charitable or non-profit organization without resale at the show.

2010 ARRL Southwestern Division Amateur Radio Convention September 17, 18 & 19 San Diego, California



Four Points, By Sheraton Hotel San Diego

<http://www.sandarc.org/>

8110 Aero Drive, San Diego CA 92123 Phone: (858) 277-8888

Registration Form

Please list additional Attendees - ALL ATTENDEES MUST BE REGISTERED

No charge for Children 16 or under when Accompanied by a Registered Adult

How did you find out about the Convention?

Radio Web search Ham Club News Paper Other _____

Call Sign: _____ Last Name: _____ First Name: _____

Address: _____ City _____

State: _____ Zip Code: _____ E-mail: _____

Kids / Adults Call Sign Name (please print)

Early Bird Dated before May 31, 2010 \$15.00 @ _____ ea. = \$ _____

Convention Pins Included (Limited Supplies)

Pre Registration June 1, to Aug. 22, 2010 \$18.00 @ _____ ea. = \$ _____

At Door Registration \$20.00 @ _____ ea. = \$ _____

Accompanied kids under 16 years Free

DX Breakfast \$23.00 @ _____ ea. = \$ _____

Banquet Tickets Dinner Beef Chicken Vegetable \$43.00 @ _____ ea. = \$ _____

Banquet Speaker: *To Be Announced*

Convention Lunch \$25.00 @ _____ ea. = \$ _____

Lunch Speaker:

2010 Convention Pins \$ 5.00 @ _____ ea. = \$ _____

2006 Convention Pins \$ 3.00 @ _____ ea. = \$ _____

2002 Convention Pins \$ 3.00 @ _____ ea. = \$ _____

OSL Card Checking _____ Totals _____

Make Checks payable to:

PayPal is available on website at <http://www.sandarc.org/convention2010/registration.html>

SANDARC Convention

C/O R. Boehme W2IRI

10340 Everell Pl.

Santee, CA 92071

Web Form ver 1.04

Staff Use Only

Registration	_____
Date	_____
Amount	_____
Check #	_____
# Pins given	_____
Receipt	_____
Signed up	_____
Other	_____
Other	_____