



Dear Prospective Northeast Market Center Exhibitor:

BREAK THE MOLD! Come join our family at the Northeast Market Center in Billerica, MA. Following up on the incredible success of our "January Premiere Show", we would like to invite you to our Spring Preview Show **March 7th – 9th**. Experience our NEW consolidated facility which boasts over 2,000 unique product lines, a state-of-the-art café, easy-access from major highways, free parking and complimentary valet parking, and area discounted hotels-some with shuttle service.

Why should you participate in this Show? Unlike other regional trade marts, our shows are exceptionally successful:

1. Our retailer traffic is vigorous! Our customers know that by shopping the NEMC, they will get personalized customer service without the hassle or expense to go elsewhere. In our January 2010 show, showrooms boasted substantial sales increases and it being the best show in a couple of years!
2. During the show we host seminars featuring nationally recognized speakers and entertainment.
3. We have an unusually high rate of "key account buyers" from the Northeast who shop our building before going to any other show.
4. We target invitations to specific retailer categories and have vastly diversified our customer base. Our customers include garden and nursery centers, florists, women's apparel and accessories, boutiques, toy stores, interior designers, furniture galleries, jewelry stores, kitchen and gourmet, bath and body stores, inspirational and bookstores, pet stores, collectible galleries, as well as gift shops. We encourage you to invite your customers as well!

Why wouldn't you participate in our Show???

Mark your calendar – reserve your space **NOW** to be part of **our 2010 Spring Preview Show!** In addition to our permanent showrooms and long-time association members, we are now offering over 16,000 square feet of new exhibit space during each of our seasonal shows. We invite you become an Exhibitor and partner with us in this new venture. Your name will be included in all invitational mailings and email blasts distributed to over 10,000 retailers in 7 states. You will be included on our website at **www.northeastmarketcenter.com**. A directory of Exhibitors will be distributed throughout the show.

Booth Assignment and Fees: The Exhibit Space Agreement is enclosed. Exhibit Fees for this show are \$500 for a 10'x10' and \$300 for a 8'x6' booth space. There are various booth spaces available as well as a 10%+ discount for multiple booth space. Setup and dismantle dates are discussed in the enclosed application. All spaces are ceiling lit; any additional lighting must be provided by the exhibitor according to fire code. Our building holds 2 elevators, two loading dock areas, wide hallways for easy access to your fully-carpeted booth space. We also afford comfortable temperatures, no charge for electricity nor extra drayage charge and we are union-free. Please fill out, sign and return the attached application with your deposit. An approved copy will be returned to you. A 50% deposit is due by **February 15th 2010** or upon signing, whichever is later and final payment is due by **March 1st 2010**. You will be placed on a first-come, first-served basis. Late applications accepted if space is available.

Come join in on this opportunity and celebrate this year at an exciting new venue! We look forward to working with you on the upcoming and future shows.

Sincerely,

Julia Ripa, Director, NEMC
(P) 800.435.2775, 978.670.6363, (F) 978.670.6364, admin@thegiftcenter.com



THE NORTHEAST MARKET CENTER SPRING PREVIEW SHOW
Sunday March 7th – Tuesday March 9th

Setup Times & Dates ONLY: March 5th and 6th, HOURS 9am-6pm

Dismantle Times & Dates ONLY: March 9th AFTER 4:00, March 10th 9am-6pm

Setup/access to the building is allowed ONLY during these hours – NO EXCEPTIONS!

1. CONTACT INFORMATION:

Firm: _____
Contact: _____
Address: _____
City: _____ State: _____ Zip: _____ Country: _____
Phone: _____ Ext: _____ Fax: _____ CELL: _____
Email: _____
Website: _____

2. BILLING INFORMATION (IF DIFFERENT FROM ABOVE):

Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Ext: _____ Fax: _____

3. PRODUCT DESCRIPTION FOR BOOTH PLACEMENT AND DIRECTORY LISTING

Category: General Gift Handcrafted Jewelry Seasonal Other _____

Lines: _____

Any line exhibited by permanent showroom MAY NOT BE exhibited by new exhibitor without prior authorization from that showroom!

4. BOOTH PACKAGE: 1 Draped table, 2 chairs, wastebasket, sign, pipe & drape, on-site drayage & electric, directory

PRICING: \$500 per 10' x 10' booth, Booths #2-7 5% discount, Booth #8+ 10% discount. Variable sizes available (e.g., 8'x6'=\$300 minimum)

Number and Size of Booth(s)/Showroom Requested _____

Additional: Tables 6'x30"x30" unskirted \$15ea ___ skirted \$50ea ___ **Chair** \$5ea ___ **Riser** \$20ea ___

Invitations (call for detail) Other _____

The Center mails postcards/invites to over 10,000 customers. WE HIGHLY RECOMMEND THAT YOU INVITE YOUR CUSTOMERS!

5. PAYMENT SCHEDULE:

Deposit (50%): due by February 15th 2010 or upon signing, whichever is later

Final payment: due by March 1st 2010. Full payment due on contracts submitted after this date.

Mail Payments to: Northeast Market Center 1000 Technology Park Drive, Suite 300 Billerica MA 01821
Attn: Julia Ripa -- Please make checks payable to Northeast Market Center

A cancellation fee of 50% of the total exhibit space will be applied for cancellations 90 days or more prior to the show opening. A cancellation fee of 100% of the total exhibit space will be applied for cancellations less than 90 days prior to the show. Exhibit space assignment cannot be made without the required payment. Exhibit space reservation cannot be guaranteed if payment schedule is not maintained. By signing the exhibitor agrees to receive fax and email correspondence from the Northeast Market Center. A \$35 service charge will be assessed on all returned checks – NO EXCEPTIONS.

Signature: _____

(See "Rules and Regulations"/"Terms and Conditions" on reverse side)

Date: _____

INTERESTED IN OUR '10 Summer Holiday Show (7/10-7/14)? A \$100 deposit assures your space!

PLEASE RETURN THIS CONTRACT TO Julia Ripa at:

FAX: 978.670.6364, **EMAIL:** admin@northeastmarketcenter.com or julia@northeastmarketcenter.com,

Phone: 800.435.2775

MAIL: 1000 Technology Park Drive, Suite 300 Billerica MA 01821

RULES AND REGULATIONS

BOOTH HEIGHT GUIDELINES: All booths will be limited to 8 feet in height on all sides and the interior of the booth. Booths will be draped with 8-foot tall drape on the back of the booth and with 8-foot drapes on the sides between exhibitors. All exhibitors must abide by the booth height regulations. The specifications will be rigidly enforced.

AISLES: The Billerica Fire Department require all aisles be kept clear and unobstructed by chairs, tables, exhibit structures, display merchandise, etc. Tables, chairs, etc. which are set in the aisles by anyone other than show management will be subject to removal. Exhibitors are not allowed to use aisles to solicit buyers, conduct business, or use as a lounge area.

BOOTH SET UP: Booth set up will contain curtains, draped tables, chair, wastepaper basket and sign. Special walls and exhibit structures will need special consent from the Northeast Market Center Show office prior to Set-up.

BOOTH ASSIGNMENT: The Northeast Market Center management will make all booth assignments. No exhibitor has the authority to assign his booth to another exhibitor.

SUBLETTING OF SPACE: Subletting, licensing or sharing of space by any exhibitor, or the use of space assigned to exhibitor by anyone other than the exhibitor is prohibited. Violation of these terms will result in immediate dismissal from the current show and exclusion from participation in future shows. No refund of exhibit fees will be made. No exhibitor shall permit another exhibitor to display a line or lines in a booth other than the booth assigned.

CANCELLATION OR DEFAULT: In the event of cancellation by exhibitor, the Northeast Market Center, at its discretion, reassigns exhibit space originally assigned to exhibitor without any obligation or refund to exhibitor. Failure on the part of the exhibitor to meet payment deadlines as required shall entitle the Northeast Market Center the right to terminate exhibitor's contract and retain all fees previously paid to the Northeast Market Center.

BUSINESS HOURS: The advertised show hours must be observed! All booths must remain open and manned during the show hours. No exhibitor will be allowed to leave before market is over. Failure to abide by this rule will result in the exhibitor's exclusion from participation in future shows. In emergency situations, special permission to leave early must be granted by the Northeast Market Center management.

CAMERAS: NO cameras of any type are allowed at market. Pictures of your own booth may be taken with prior approval by Show Management.

ETHICAL AND MATURE BEHAVIOR: The Northeast Market Center expects all persons to conduct themselves with professionalism. Anyone acting in an offensive or undesirable manner will be asked to leave by Show Management. If you are interested in visiting another booth or permanent showroom, ask permission to enter. DO NOT browse without an invitation. Do not solicit customers in any hallway of the Northeast Market Center building including aisles within the Temporary Show areas.

FREIGHT INFORMATION: All freight must be marked appropriately. Freight will be accepted at the Northeast Market Center loading dock – however, not before **eight days prior to show start date**. Delivery may also be by the exhibitor. Return freight may be shipped out prepaid or COD by the exhibitor or with special permission by the show office. PLEASE CLEARLY MARK YOUR FREIGHT AS "TEMPORARY EXHIBITOR".

PRIZES AND/OR SOUVENIRS: Exhibitors planning give-a-ways of any nature must make arrangements well in advance with show management. All requests should be made in writing. The Northeast Market Center reserves the right to prohibit the distribution of anything, which, in its opinion, is not in keeping with the character of best image of the show.

DEMONSTRATIONS: All demonstrations, promotional activities or solicitations must be confined within the exhibitor's assigned booth space. No signs or placards may be displayed on persons, or otherwise outside exhibit space. Distribution of the exhibitor of any printed matter, samples, or other articles shall be restricted to within the confines of the exhibitor's booth.

TERMS AND CONDITIONS

LIABILITY: The Northeast Market Center will not be responsible or liable for injury to the person or property of exhibitors, invitees, employees or agents. Furthermore, the exhibitor agrees to hold harmless or defend Show Management, and or The Northeast Market Center, from any liability of personal injury and loss or damage to property. Exhibitors should insure against such contingencies.

FIRE REGULATIONS: All exhibitors must comply with the ordinance and regulations in the National Fire Prevention Code. All fabrics or other material used for decoration or covering tables, walls and risers shall be flameproof. Lighted lanterns, candles and incense are not permitted-NO FLAMES. Cooking is not allowed.

CANCELLATION OF EVENT: In the event of cancellation of the Show, due to fire, strikes, acts of God, government regulations, or any other cause beyond control, Management shall determine an equitable basis for the refund of such portion of any Entrance, Publicity, Directory and Exhibit Fee as is possible, after consideration of expenditures and commitments already made. Fees are not refundable for any other reason. Neither show management or The Northeast Market Center and its Association shall be liable for any damages incurred by Exhibitor by reason of such cancellation.

HOLD HARMLESS: Exhibitor agrees to indemnify and hold harmless The Northeast Market Center, sponsoring organizations, exhibit facilities, or any officer or member of these organizations or the subcontractors, or any agent or servant of the foregoing, from and against losses, damage or injury to person or property sustained by exhibitor, or any other person, and resulting from any cause whatsoever, including but without limitation, fire, theft, water, or accidents of any kind or nature. Upon receipt of notice of claim of any such loss, exhibitor agrees to defend said persons or organizations at Exhibitors sole expense with counsel, satisfactory to Management and the Northeast Market Center. Exhibitor hereby releases and waives all rights and claims against them, their agents and servants with respect thereto.

LIMITATION OF BUYERS: Exhibitor understands and agrees that all buyers will be screened before admission to the Show and only qualified buyers will be admitted upon presentation of proper identification.

COMPLIANCE BY EXHIBITOR: Exhibitor hereby agrees to abide by all Rules & Regulations, and Terms & Conditions as hereinafter set forth. Acceptance of this contract binds Exhibitor to the amount and manner of payments as set forth above. Exhibitor further agrees that it will not engage in any conduct or activity, which would be detrimental to the interest of the show. Exhibitor understands and agrees that Management of the Show and The Northeast Market Center reserves the right to: (a) reject any and all applications for space regardless of cause; (b) re-allot space; and (c) demand release of space for failure of Exhibitor or its representatives to observe all Rules and Regulations, and Terms & Conditions.

THE NORTHEAST MARKET CENTER IS NOT RESPONSIBLE FOR SAMPLES LEFT UNATTENDED.

BREACH OF ANY OF THE FOREGOING RULES will subject exhibitor to suspension or expulsion from The Northeast Market Center. This or any disciplinary action will be at the discretion of The Northeast Market Center and their Association.



**NORTHEAST MARKET CENTER –BLUE POD-- Billerica Massachusetts
SPRING PREVIEW SHOW – PRICING CAN'T BE BEAT!**

March 7th - 9th; 9:30am-5: 30pm Daily

**The ONLY permanent, wholesale showroom for the following trades in the Northeast:
Gift, Jewelry, Apparel, Souvenir, Garden, Decorative Accessories, and Made in New
England/International Exhibits**

**Temporary Booth opportunities are now being leased for this Major Market. 100+
Temporary Spaces**

New Exhibitor Show Structure for show:

\$500 per 10' x 10' space

\$300 8' x 6' Booth

5% Discount on Booths 2-7; 10% Discount on Booths 8+ 10%

**Various sizes available/some with prefabricated booth spaces/showroom suites
Each booth includes: No charge electricity, full carpeting, free drayage, free parking, free
booth signage, and free directory listing.**

**Other significant show amenities: Local hotel discounts with shuttle service, nationally
recognized industry speakers, highest buyer traffic in the Northeast, full marketing
support to 15,000 buyers in 7 states.**

You should invite your customers too!

Contact Julia Ripa; 800-435-2775; fax: 978-670-6364;

E-mail: admin@thegiftcenter.com or julia@northeastmarketcenter.com

For Hotel/Transportation & Restaurant information visit our website

www.northeastmarketcenter.com

Sampling of some of our previous exhibitors:

DEMCO, Ohio Wholesale, Kennedy Country Collection, Upper Deck, Nova Scotia Showcase (10 Canadian vendors – including Amos Pewter, Burnt Out Solutions, Photographs by Ernest Cadegan), Richard Cohen, Creative Marketing Resources, Van Otis Chocolates, Christopher Radko, Bruce Sullivan Marketing, Carmen Pastore, Brian & Company, Pen & Inc., Aurora, Wee Forest Folk, Accessories & Beyond, Allivan Marketing, Communication Accessories, Crossroads Trading, New England Gift Associates, Dalina, Ethnic Pride Marketing, Kennebec Collections Inc, That's Different Chocolate, The Extra Mile, Gift Shops of America.com, Grace Essentials, The Hudson-Neva Exchange, Joseph C. Sullivan Assoc., MS Sales, New England Mix, Pienkiblieu, Splash, The Yoga Mat Plus, Alfred H. Gledhill, Aston Sutton, Betty K Designs, Classic Calligraphy, Frangelique Designs, Great Bay Pottery, Historic Map Works, J & X International, Jolly Farmer Products, JUDEART, The Magic Scarf Company, North Woods Animal Treats, Sarci Bags, SML Apparel Group, Style America Merchandising, Sundae Publications and 7th Son, ACES Group, Baby Gear Junkie, Brian & Company, Casco Bay Studios, The Carson Group, Classic Calligraphy, Colrain Mountain Candleworks, Darling Mummy, Essential Accessories, GSZ Corporation (dba Gabriella's Gifts), Giftcraft, Grace Direct, Hugo, Jilly Bean Bags, Himalayan Salt Company, Lion Ribbon, Lisart, Prospect Harbor Soap, Stellabella Collections, Tropical Enterprises, Batiz Jewelry, Earth Echoes, Liora Manne/Trans-Ocean Import Co, Laminates Afield, L.F. Fashion Co., Mabrouk Imports, Melissa & Doug, N.T.T. Fashion, NY Chocolate by Design, One World Kidz, Buxton Company, Gift Box Corporation of America, My Beach Designs, Hark LLC, Himala Imports Limited, Island Chocolates, Jillian and Me/According to Angels, Kacy Enterprises, Red Bicycle Brands, Rose Cottage Wholesale Gallery, Supah Fans, Woodland Marketing, Avon Custom Embroidery, McDermott Glass Studio, Miche Bag of NH, Milk'EZ, Nuart Jewelry, Oreck Vacuum, Over the Moon Studios, Reflections by Claudia, Sand and Water Creations in Glass, Shoreart Gifts, Sweet Bites, North East Specialty Foods, Karen Miller, Hua Xi Trading, New Hampshire Bowl and Board, Sweet Tots, Valeria Roncoli Studio, August Ceramics, East Cloud, Eric Andrew Collection, From the Blue Bag, BPS Productions, Grand Illusions, Lazuli Jewelry, Mariem Bencheikh Jewelry, Skagen Designs, DA Woodworks, Excel Handicrafts, Harris Musical Products, HD Merrimack, Mountain Weavers, Pod Petalers, Sleazeballs, Bacci Chocolate Design Inc, Carpe Diem, DS Creations, Four Points, From the Blue Bag LLC, Hua Xi Trading, Indiago, Kingdom Ventures, Makin' A Difference, Polish Pottery Plus, Gabriella's Gifts, Belle Pearl, Buldain Aromatics, Champlain Collection, Decoupage Designs by Toni, Don Thomas Music, ENESCO, Hancock Baskets, Hundelrut Studio, Lime Tree Cove, Barbara Davies, No R Lifestyle, Owens Corning, Pahdon My Jahgon, The Boston Sports Apparel Company, The Gerson Company, Universal Providence, **New England Artisan Gallery: Artzeestuff, Becky Tinker, Canoe Cove Studio, Oak Studio, Pam Clark Design, Paula's By Design, Turtledance Arts and Umberto Centofante; **OFFSITE MEMBERS: ESP SALES and HOOTSTEIN ASSOCIATES.****