



Arizona Self-Storage Conference & Trade Show
May 16-18, 2011
Phoenix Marriott Mesa

January 18, 2011

Dear Self-Storage Vendor:

On behalf of self-storage owners and operators across the state of Arizona, we invite you to the Thirteenth Annual Arizona Self-Storage Conference and Trade show, scheduled for May 16-18, 2011 at the Phoenix Marriott Mesa. One of the most successful state shows in the country, the AZSA conference offers exhibitors one convenient location where you can meet and do business with self-storage professionals from throughout the Southwest.

AZSA's 2011 show will provide you with quality networking opportunities, including an exclusive operator-only trade show preview, Golf Tournament, and vendor-led Round Table discussions. The AZSA show will continue to provide exceptional educational programs and top-notch speakers.

AZSA has maintained its very affordable exhibit fee structure, **however, we are limiting our show floor to just over 50 vendors, and tabletops will be assigned on a first-come, first-served basis.** Please let us know if you have any questions or if we can provide any assistance.

Best regards and we look forward to seeing you at the show!

Diane

Diane Gibson
Exhibitor Liaison
602-694-1032

Enc.



Arizona Self-Storage Conference & Trade Show

May 16-18, 2011, Phoenix Marriott Mesa

Arizona

Exhibitor Information

Make plans NOW to exhibit at the Thirteenth Annual *Arizona Self-Storage Conference & Trade Show* presented by the Arizona Self-Storage Association.

Attendees

Owners/operators and managers of self-storage facilities throughout the Southwest. Leading edge seminar topics and national speakers are offered to attract conference attendees.

Location-Hotel

The Phoenix Marriott Mesa, 200 Centennial Way, Mesa, is only 12 miles from Phoenix Sky Harbor airport. **Make hotel reservations early** by calling 800-835-9873 (ask for the "AZ Self-Storage Assn" group rate), or go online at www.marriott.com/phxmm and enter the group code asaasaa. Reserve your room before April 15 and reference AZSA to receive the discounted \$90 room rate.

Conference and Trade Show Schedule

Monday, May 16, 2011:

Golf Tournament & BBQ Lunch

Tuesday, May 17, 2011:

9:00 a.m. – 3 p.m. Exhibitor Set-Up

9:00 a.m. – 5 p.m. Registration

Noon – 3:30 p.m. Facility Tours

5:00 p.m. – 6:30 p.m. Trade Show Open

5:00 p.m. – 6:30 p.m. Kick-Off Reception

Wednesday, May 18, 2011:

7:30 a.m. – 8:30 a.m. Registration & Breakfast

8:40 a.m. – Noon Educational Sessions

Noon – 1:15 p.m. Lunch & Speaker

1:30 p.m. – 3:30 p.m. Trade Show Open

3:30 p.m. – 5 p.m. Roundtable Discussions

Exhibit Information and Early Bird Price

AZSA Members & Exhibitors last year \$275

AZSA Members \$300

Non-Members (\$250 for Membership) \$550

Exhibit cost includes draped 6' x 30" table, 2 chairs, and registration for 2 representatives with

additional personnel at \$99 each. Registration includes attendance at all seminars, kick-off reception, lunch, and mixer.

Space Assignment Policy

Booth assignments will not be made without full payment. Priority of booth assignment will be given according to receipt date of application, prior exhibit history, and AZSA membership. Deadline March 31. Assignment of booths, April 8. Exhibitors will receive confirmation of their application upon receipt of full payment. They will be notified of their assigned tabletop number in writing after April 8.

Restrictions of Space

Exhibitors are not permitted to sublet, assign, or share any part of the space allocated to them without the written consent of AZSA. Exhibits, signs, and displays are also prohibited in any of the public areas or elsewhere on the premises of the facilities. Any company not assigned exhibit space is prohibited from hosting hospitality suites or displaying materials at the hotel.

Electric/Audio Visual Information

Premier Audio Visual is the preferred provider of audio-visual, interfaces, computer equipment, and electric for the hotel. Complete information on costs and available items will be enclosed with exhibitor confirmation. Arrangements at the Marriott will be handled by Beth Pascarello (480-464-5082).

For Additional Information, call:

602-374-7184

AZSA Exhibit Rules And Regulations
Arizona Self-Storage Conference & Trade Show
May 16-18, 2011
Phoenix Marriott Mesa, Mesa

1. **APPLICATION FOR SPACE:** Application for space must be made in writing on the Arizona Self-Storage Conference & Tradeshow Application and Contract. No telephone reservations will be accepted.
2. **SPACE ASSIGNMENT POLICY:** Booth assignments will not be made without full payment. Priority of booth assignment will be given according to receipt date of application. Priority will be given to AZSA members and participation in last year's trade show. Deadline is March 31. Assignment of booths is April 8.
3. **CANCELLATION:** AZSA must be notified in writing in the event of cancellation or space reduction. Refunds of booth fees, less a \$25 administrative fee, will be made only in the event that AZSA is able to resell the space.
4. **ACCEPTABILITY OF EXHIBITS:** All exhibits shall serve the interests of the members of AZSA and shall be operated in a way that will not detract from other exhibits or from the trade show as a whole. AZSA determines acceptability of persons, things, conduct, and/or printed matter and reserves the right to require the immediate withdrawal of any exhibit, which is believed to be injurious to the purpose of the Association. In the event of such restriction or eviction, AZSA is not liable for any refund of exhibit fees, or any other exhibit-related expense.
5. **RESTRICTIONS OF SPACE:** Exhibitors are not permitted to sublet, assign, or share any part of the space allocated to them without the written consent of AZSA. Exhibits, signs, and displays are also prohibited in any of the public areas or elsewhere on the premises of the facilities. Any company not assigned exhibit space is prohibited from soliciting business, hosting hospitality suites, or displaying materials at the hotel.
6. **CANCELLATION OF CONFERENCE AND TRADE SHOW:** If AZSA should be prevented from holding the trade show by reason of any cause beyond its control (such as, but not limited to, damage to buildings, riots, acts of government or acts of God) or it cannot permit the exhibitor to occupy the space due to causes beyond its control, then AZSA has the right to cancel the trade show with no further liability to the exhibitor other than a refund of space rental less a proportionate share of trade show expenses.
7. **EXHIBIT MATERIALS:** All displays utilized in an assigned exhibit space shall be contained within the 6-foot area of the table provided. All materials used for exhibit purposes must be flameproof. All electrical equipment must be UL-approved. Local fire regulations relating to exhibits will be strictly enforced.
8. **LIABILITY:** The exhibitor assumes all responsibility for any and all loss, theft, damages and claims arising out of injury or damage to the exhibitor, exhibitor's display, equipment and other property while on the premises, and shall indemnify and hold harmless AZSA and the hotel arising from such injury, loss, theft or damage. It is the sole responsibility of the exhibitor to obtain insurance insuring any losses by the exhibitor.
9. **COMPLIANCE:** The exhibitor agrees to abide by and comply with the Rules and Regulations including any amendments that AZSA may make. Exhibitor further assumes all responsibility for compliance with all laws, ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety, and health as well as the rules and regulations of the operators of and/or owners of the property.

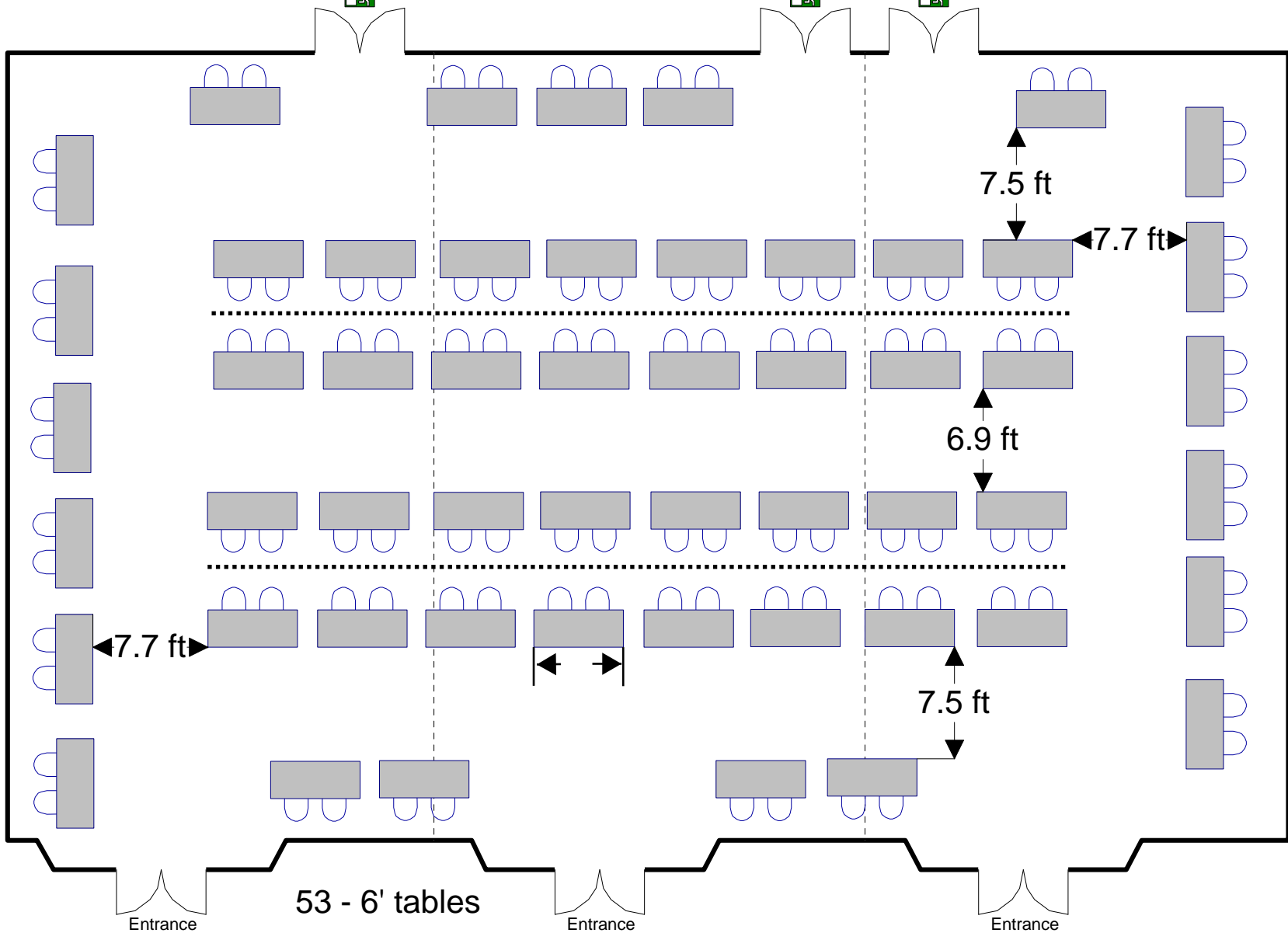


Palo Verde Ballroom

Palo Verde I

Palo Verde II

Palo Verde III



53 - 6' tables

Entrance

Entrance

Entrance



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May 16-18, 2011
Phoenix Marriott Mesa, Arizona

Tabletop Exhibit Application/Reservation

Company AZSA ID
Contact Name & Title
Address
City State Zip Code
Phone Fax E-Mail
Products, services, or programs to be exhibited

Preferred Exhibit Space: 1st Choice 2nd Choice 3rd Choice (See attached floor plan)

EARLY BIRD SPECIAL PRICE FOR TABLETOP EXHIBIT:

(Includes 6' x 30" draped table and registration for two persons. Prices increase after March 31, 2011.)

- AZSA Member AND Exhibitor last year: \$275
AZSA Member: \$300
Non-Member: \$550 (\$250 pays 2011 AZSA membership)

EXHIBITOR PERSONNEL: Two people per exhibit area included. Additional personnel \$99 each.

Name (to appear on badge)
Name (to appear on badge)
Name (to appear on badge)

PAYMENT: Payment must accompany reservation form.

- A check for \$ is enclosed.
Charge my credit card in the amount of \$: MasterCard VISA
Account # Exp. Date: Sec. Code
Name of Cardholder: Signature:
Cardholder Billing Address:
City: State Zip

AUTHORIZATION:

The undersigned hereby authorizes the Arizona Self-Storage Association to reserve exhibit space for use by the above company. The undersigned hereby acknowledges receipt of and agrees to abide by the Exhibit Rules and Regulations enclosed.

Authorized Signature Date Name (print or type) Date

Deadline for Early Bird Exhibitor Registration is March 31, 2011

Return This Form With Payment To:
Arizona Self-Storage Association
PO Box 44031
Phoenix, AZ 85064

For Internal Use Only:
Date Received DB
Confirmation Date
Exhibit # Notification

