



June, 2009

Dear Friend,

President
Fred Leighton

Vice President
Paul Santelle

Secretary
Bill Hendrickson

Treasurer
Juan Negrin

Director
Kenneth Friedman

Director
Bruce Hamilton

Executive Director
Joseph De Sanctis

The New Jersey Liquor Store Alliance (NJLSA) is pleased to announce the Fourth Annual Holiday Package Tradeshow on Wednesday, October 21, 2009 at the New Jersey Convention & Expo Center at Raritan Center, Edison, Central Jersey's premiere exhibition facility. If you were among the thousands who attended last year's show, you already know that this event is a statewide showcase representing beer, wine and spirits. If this is the first year you will attend our show, we can assure you that it will be the largest show we have put on to date. We are inviting the AARA, NJLBA and NJRA to participate in this year's show.

This event creates a unique environment for supplier and retailer interaction that is designed to showcase new products and vintages as well as create some promotional planning opportunities for the upcoming Holiday season. We are anticipating over 2,000 license attendees at this year's show. Whether you are a supplier, importer, wholesale distributor, brewery or winery, this show will represent one of your best, as well as your last, opportunity to showcase your products, before the busy end of year selling season starts. We are asking you to support the NJLSA and participate in the show by purchasing exhibiting space to showcase your product(s) and/or services. Our success is important to your business!

The NJLSA is an organization that is dedicated to protecting and defending the livelihoods of our fellow retail licenses as well as supporting what we feel is in the best interest of the State's alcohol industry. The current year has been an extremely challenging year with the NJLSA working tirelessly to preserve the State's Two-License Limitation Law, oppose a wholesale alcohol tax increase on wine & spirits as well as address in-state concerns relating to an out-of-state sponsored internet shipping bill.

Enclosed you will find the registration form/invoice needed to confirm your participation in this year's show. Please complete and return the reservation form. Booth space will be assigned on a first-come, first-served basis. Send in your contract early to secure prime space. (The registration form is also your remittance invoice). If you have any questions, or require additional information, please do not hesitate to contact Patricia Brewer at the NJLSA Trenton headquarters office at (609) 396-1980 Ext.1133.

Fred Leighton
President
NJ Liquor Store Alliance

Paul Santelle
Conference Chair/Vice President
NJ Liquor Store Alliance

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NJ LIQUOR STORE ALLIANCE ANNUAL HOLIDAY PACKAGE TRADE SHOW

Wednesday, OCTOBER 21, 2009

New Jersey Convention & Expo Center at Raritan Center, Edison

This show is open to Trade ONLY including both off-premise and on-premise licenses.

Platinum Food Area Hospitality Lounge Sponsorships \$7500 -- All Inclusive Package; Contact NJLSA for details.

Ballroom space for private meetings, tastings and seminars is available. Contact NJLSA for details.

Vendor Hospitality Lounge -- \$5,000

20' x 20' space -- 400 square foot area that will be completely carpeted & draped, cocktail table at each entrance for the company reps usage, 4 high top tables w/three tall bar stools at each, an electrical outlet, signage for the lounge at each entrance, sponsor acknowledgement and full page advertisement in the program.

Spirits/Beer Booth -- \$1290: Additional Booths -- \$1200

10' x 10' booth w/pipe & drape, 8 foot decorated front table, 6 foot decorated back table, two chairs, waste basket, identification sign, ice, spittoon, glass ware for attendees, registration for two company representatives.

Wine Booth -- \$1290: Additional Booths -- \$1200

10' x 10' booth w/pipe & drape, 8 foot decorated front table, 6 foot decorated back table, two chairs, waste basket, identification sign, ice, spittoon, glass ware for attendees, registration for two company representatives.

Boutique Table -- \$645

Includes a 4 foot decorated table, one chair, waste basket, identification sign, ice, spittoon, glass ware for attendees, registration for one company representative. ***This display category is limited to companies that produce fewer than 50,000 cases and restricted to small importers/brokers only.***

Show information and requirements

- Show hours are 4:00 to 8:00 p.m., Wednesday, October 21, 2009. Upon return of the contract to Reservation Form, a package of materials will be sent to you by E-mail from Metropolitan Expo, the official show company.
- Display materials and exhibit products must be delivered to your exhibit space at the Expo Center on Tuesday, October 20th between 11 AM and 5 PM OR between 9 AM and 2 PM on Wednesday, October 21st. **All materials must be in your exhibit space by 2 PM on Wednesday for set up.** You can also ship your display materials in advance by contacting Metropolitan Expo for rates and shipping instructions. Shipping, storage and delivery costs are not included.
- Exhibit setup hours are Tuesday, October 20th from 11 to 5 PM and Wednesday, October 20th from 9 AM to 2 PM. Exhibit breakdown begins immediately at the close of the show. All materials must be removed by 11 PM, Wednesday, October 21st.
- Show aisles are carpeted. Carpeting inside the display area is not included but can be arranged for purchase through Metropolitan Expo.
- Electric is not included. Should your set up require electric service, please fill out the form to purchase electric service and return it to the Expo Center by September 18th. Purchase of electric after this time carries late fees.
- Exhibit location will be assigned on a first-come, first-served basis according to the layout of the floor plan. NJLSA reserves the right to alter the floor plan to enhance the show, meet fire code and/or exhibit center regulations.
- Exhibitor agrees to abide by all rules and regulations of the Expo Center.
- Neither NJLSA nor the Expo Center are responsible for Exhibitor materials left on site after 11:59 PM on Wednesday, October 21st.
- NJLSA reserves the right to alter these vendor requirements between now and the time of the show.
- Wine and Liquor vendors are Limited to 8 products per booth/tabletop; 6 bottles of each product.
- Beer is limited to 8 products; 2 cases of each product.
- We recommend that exhibitors have price sheets on their products available at their booth or display

INSURANCE REQUIREMENTS:

- **All vendors are required to carry Comprehensive General Liability** Insurance in the amount of one million dollars with respect to a single occurrence and three million dollar multiple person occurrence. Every alcohol product exhibitor is required to carry minimum **Liquor Liability** Insurance for the event in the amount of \$1 million. Exhibitor assumes responsibility and agrees to indemnify and defend the NJ Liquor Store Alliance and their respective staff members and agents against any claims or expenses arising out of their participation in this event and the use of the exhibition premises. Exhibitor is responsible to provide the proper documentation of insurance policy(s) to NJLSA by **September 14, 2009**.
- The Exhibitor understands that the NJ Liquor Store Alliance does NOT maintain insurance covering loss or damage to the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance and hold NJLSA harmless with regard to any claim for such loss.

ABC PERMIT REQUIREMENTS:

- **Exhibitors are responsible to attain an ABC Merchandising Show Permit and provide proof of proper documentation to NJLSA by September 14th.** The booth rate/fee does not include the ABC Merchandising Permit fees (which is mandatory for all exhibitors) and must be paid by the vendor direct to ABC.





Prime booth configurations are available for vendor lounges and multiple booth purchases of 3 or more booths. Contact Patricia at the NJLSA office to reserve your space today!

NEW JERSEY CONVENTION & EXPOSITION CENTER RULES & REGULATIONS

1. A schedule containing the details, staging and timing of the move-in and move-out and also containing the person or persons who will supervise same and the vehicles and/or material handling equipment which will be utilized in connection therewith shall be coordinated and agreed to in advance by Licensor and Licensee and said schedule shall be strictly adhered to.
2. The Space shall not be used for sleeping or lodging purposes nor, except for authorized concessions, be used for cooking without Licensor's prior, express, written consent.
3. All vehicles and/or material handling equipment supplied by or for Licensee for use in the Building shall be equipped with wheels which do not mark or mar the floor surface.
4. No vehicles or other equipment or displays which exceed the Hall floor load shall be brought or placed in the Building.
5. Licensee and its exhibitors and the public shall promptly and courteously comply with the directions of any security personnel employed or used by Licensor or local authorities.
6. No advertisements, signs, handbills, or other visual media devices shall be placed outside of or attached to the exterior of the Building without Licensor's prior, express, written consent. In particular, no handbill or the like shall be placed on the windshields of any cars, wherever located within Raritan Center, before, during or after any Event. In addition to flyers, charitable solicitation is prohibited.
7. Adhesive badges are prohibited. All identification badges shall be of a nature that they do not adhere to floor, wall or other surfaces of the Hall and surrounding areas.
8. Licensee shall arrange and pay for any emergency and/or medical services and attendants necessary or desirable for the Event.
9. Admission of the public to the Event shall only be allowed through designated entrance and corridors.
10. Vehicles not otherwise permitted in the Hall as part of the Event or the Move-In and/or Move-Out and animals shall not be allowed in the Hall except with Licensor's prior, express, written consent.
11. Licensee shall not obstruct or interfere with other tenants, occupants and users of and/or visitors to the building wherein the Hall is located.
12. Floor, wall and roof load limits shall not be exceeded.
13. In the interest of public safety, Licensor may modify any terms or conditions of the License Agreement or these Rules and Regulations and Licensee and all exhibitors shall comply with such modification.
14. Gambling is prohibited.

Register today! Booth space assigned on a first-come, first-served basis, with assignments made by Sept. 1, 2009. Late reservations will be accommodated based on availability.

For more information on NJLSA, visit our website at WWW.NJLSA.COM



Fourth Annual Holiday Package Trade Show



October 21, 2009

New Jersey Convention & Expo Center
at Raritan Center, Edison



