

October 6 2009

**NYSCC Suppliers' Day
May 11 & 12, 2010
Registration Instructions
Registration Deadline is January 1st, 2010**

Dear Exhibitor:

The time has come to register for the annual Society of Cosmetic Chemists Suppliers' Day sponsored by the NY Chapter of The Society of Cosmetic Chemists. This 2-day event in May 2010 is your opportunity to present your newest products and discuss the latest innovations with technical, marketing, and business associates from around the world. The NYSCC Suppliers' Day is one of the largest events of its kind in the world! We will be actively promoting this show during the year to your customers and prospects.

The show will take place on **Tuesday, May 11th** and **Wednesday, May 12th, 2010** at the **New Jersey Convention and Expo Center in Edison, NJ**. The exhibition will run from 9:00 am to 4:00 pm each day. Attendees must be at least 18 years old. No one under the age of 18 will be admitted. Vendor set-up day is Monday, May 10th from 9:00am to 6:00pm.

Once again, we will provide a **fully** carpeted exhibit floor. Booth spaces are 10 x 10 ft and will include:

- Standard carpet that is throughout the show
- 8' high background drape
- 3' high side rail
- 6' skirted table
- 2 chairs
- 1 electrical outlet
- 1 exhibitor ID sign
- Badges for booth personnel

Booth registration begins online via the NYSCC Suppliers' Day website on October 6, 2009, at 9:00am! **Friday, January 1st, 2010 is the registration deadline. Booth registration after January 1st, 2010 will be on-line only and payment may be made by credit card only. Any company registering after January 1, 2010 cannot be guaranteed a definite booth and/or specific location. You will be assessed a late fee after February 1, 2010, so please register early!**

Booth selection is done on a first **paid**, first served basis. **This year you have the option of booth registration on-line and payment via credit card. Please see details for this method of registration and payment on the website, www.NYSCC.org** (click on the Suppliers' Day link).

As in the past, there will be a maximum allowance of six booth spaces per corporation. This six space allowance will encompass all of a corporation's affiliated companies, divisions, exclusive distributors, partners, and joint ventures. There will be a **limited number of islands available to accommodate the four and six space block requests**, so please make sure to specify your booth configuration accurately (i.e. six spaces in a row or six spaces as an island). See diagrams on the registration form.

All exhibits are subject to the approval of the Suppliers' Day Committee and must be in accordance with the New Jersey Convention and Expo Center's floor plan. The New Jersey Convention and Expo Center has an 18' height limitation. All booths, banners, balloons, etc. are not allowed to exceed this limit. **An exception to the 18' height will be any end caps and all peninsulas. Peninsulas will have a 10' height limitation maximum. This rule needed to be implemented so exhibitors placed in end caps and peninsulas will not obstruct the view of neighboring companies.** Large and non-transparent walls may not be used in your booth configuration if it will in any way obstruct the view of neighboring booth displays. As you consider booth themes, please remember that the NYSCC prides itself on providing technical information in a **professional manner**. It is at the Suppliers' Day Committee's discretion to determine if any display and/or entertainment are deemed inappropriate, and if so, you will be asked to discontinue the entertainment for the duration of the show. To avoid any last minute changes to your displays and presentations, please consult with the Committee far ahead of the show dates.

Included on the www.NYSCC.org website is a floor plan of the New Jersey Convention and Expo Center (click on the Suppliers' Day link). Please indicate which area you would like your booth to be placed on your application, **A, B or C**. Upon receipt of your registration form and **full** payment, we will make every effort to accommodate your booth location request. If a request comes in from a company asking to have another company's booth located next to theirs, this request will be honored to the best of our ability, but the location will be based on the date of the **last** payment received. **It is recommended that both payments arrive together so that all companies involved can have their requests honored fairly.**

A complimentary buffet lunch will be provided on both days of the show. There will be several beverage stations and an espresso bar available to all those exhibiting and attending. **Exhibitors are reminded that they are prohibited from serving alcohol in any form during the event.**

The NYSCC will not be accepting any donated prizes from the exhibitors. The NY Chapter will be giving away prizes drawn from pre-registered exhibitors and attendees. There is also a day-of raffle for National SCC Continuing Education Course certificates and Center for Professional Advancement courses. Individual suppliers may still choose to have their own prize(s) at their booth space. Each supplier is limited to prize(s) totaling a **\$500 maximum for the 2-day event**. Suppliers will be responsible for distributing their booth prizes to the winners.

Notification of booth assignments will be available early April 2010. You will receive a copy of the floor plan with your booth location. Badge registration will be available by Internet only on www.NYSCC.org (click on the Suppliers' Day link). Exhibitor badges of all those who pre-register for badges by March 01, 2010 will be mailed to the designated **Contact** person. Badges will also be available at the front registration desk during set up on Monday, May 10th. We strongly encourage exhibitors to bring their badges with them or to pick up replacement badges on Monday, May 10 during set-up to avoid creating long lines for the attendees during show hours. You will receive the Exhibitor Services Kit under separate cover from the New Jersey Convention and Expo Center.

The booth cost for the 2010 show will be \$1,800.00 per 10 X 10 booth space for the two days. All booth spaces will be sold on a 2-day basis only.

Special Note #1: Six booth spaces as an island take up 10 (10'x10') spaces; therefore a six-booth island will cost \$18,000. Four booth islands require 8 booth spaces (4 spaces for aisles) and will be charged \$14,400. No booth space will be assigned until full payment has been received and cleared. **Please note that any peninsulas of 2, 4 or 6 will be subject to a 10' height restriction so as not to block exhibitors behind them.**

Special Note #2: There will be a penalty fee for registrations received after February 1st, 2010. Booth registrations received after this date will be assessed a late fee equivalent to **\$400.00 per booth**. This would bring the total charges for one 10 x 10 booth space @ \$2,400.00 per booth. Each exhibitor has three months to register, with the deadline stated very clearly.

Special Note #3: Hospitality suites at neighboring hotels are encouraged by the SCC. However, any supplier, who demonstrates new products or new technology in their hospitality suite during show hours (9am to 5pm), will be banned from participating in any future NYSCC Suppliers' Day.

Special Note #4: In an effort to be fair to all exhibitors and their displays, booths may not employ the use of large solid walls that will obstruct the view of any neighboring booths **regardless of height**. Any company found to be in violation of this rule will be asked to remove the obstructing display and be subject to exclusion of participation from all future Suppliers' Day shows. Any questions regarding this rule should be addressed to Carolyn Curtin.

Curtin Creative Productions will be handling registration and the production for the 2010 show. If you have any questions, please feel free to contact Carolyn Curtin by e-mail at cc@curtinproductions.com and suppliersday@nyscc.org. Phone 800-455-0445.

If you have not opted for on-line booth registration and credit card payment, please send a **completed booth registration form (www.nyscc.org) and full payment by check to:**

NYSCC Suppliers' Day Committee
C/o Carolyn Curtin
Curtin Creative Productions
2 Jessie Road
Eastport, New York 11941-1330

Please note that all reservations will not be confirmed and locked into a specific date until payment is received (on-line or via check). The registration form can be found on the NYSCC website at www.NYSCC.org, (click on the Suppliers' Day link).

All checks are to be made payable to the NY Chapter SCC only. Absolutely no reservations will be accepted by telephone or fax. There will be a 50% cancellation fee assessed after 2/15/10. There will be no refunds after 3/15/10.

Several press releases via E-mail blast will be sent out throughout the year. They will include information regarding new additions/services to improve the show. Make note that many opted to ignore e-mails last year and thereby lost out on important updates. Please make every effort to open and read any e-mail from nyscc.org or curtinproductions.com. **If you would like to receive these press releases, be sure to provide your E-mail address on the registration form or on the contact info update form at www.NYSCC.org, (click on the Suppliers' Day link).**

On behalf of myself and the Suppliers' Day Committee I would like to thank you all for your continued support of the show.

Best regards,

A handwritten signature in black ink that reads "Brian D. Hom" followed by a horizontal line.

Brian D. Hom
Suppliers' Day 2010 Chair