



# Application for SMM USA Pavilion Exhibit Space

**Sept. 7-10, 2010, Hamburg, Germany**



**Organizer:** McNabb Marketing Resources  
P.O. Box 418  
Rockport, ME 04856 USA  
Tel: 207-236-6196  
Fax: 207-236-0369

**Contacts:** David Jackson  
djackson@mcnabbmarketing.com  
Bruce Cole  
bcole@mcnabbmarketing.com

**APPLICATION DEADLINE: FEBRUARY 15, 2010**

<b>Exhibitor:</b>			
<b>Street address/POB:</b>			
<b>City, State Zip:</b>		<b>Country:</b>	
<b>Contact person:</b>		<b>Contact's email:</b>	
<b>Tel:</b>		<b>Fax:</b>	
<b>General co. email:</b>		<b>Website:</b>	
<i>Company name as you want it to appear on fascia board:</i>			

**Pricing:** The price for a complete, turnkey exhibit is **665 Euros** per square meter. Please use current exchange rates when making payment.

**Space requirements:**

<b>We apply for the following range of square meters of exhibit space (circle one):</b>				
<b>12 – 15</b>	<b>15 – 18</b>	<b>18 – 21</b>	<b>21 – 24</b>	<b>_____ (other)</b>
<input type="checkbox"/>	<b>We are also interested in sponsorship opportunities.</b>			

Every attempt will be made to provide applicants with a stand in the size range requested. In some cases, we may alter the requested space to be larger, smaller, or in different dimensions so it will fit the configuration of the pavilion as specified by the show organizers. Applicants will be given the opportunity to accept or reject the revised footprint and, if accepted, will be billed only for the space it occupies. Stand locations will be determined on the basis of stand size and date of registration. An exhibitor service manual and all details of participation will be distributed to all applicants after Feb. 1, 2010. Exhibits are subject to SMM 2010 conditions of participation.

**Terms of payment:**

- A deposit of **\$500 (USD) per square meter** reserved is due within 10 days of the application. Checks should be made out to *McNabb Marketing Resources, Inc.*
- You will be invoiced 90 days before the event for the entire exhibit area, based on the currency exchange at that time, minus your deposit.
- Cancellation policy: Prior to Feb. 1, 2010, cancellation of exhibit space ordered is subject to a fee equal to 25% of the value of space under contract. **AFTER FEB. 1, 2010, NO REFUNDS WILL BE ISSUED.**

**Return this application to:**

McNabb Marketing Resources, P.O. Box 418, Rockport, ME 04856 USA; Tel: 207-236-6196; Fax: 207-236-0369; Email: djackson@mcnabbmarketing.com or bcole@mcnabbmarketing.com.

**EXHIBITOR SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_



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**Total amount enclosed:** \$ \_\_\_\_\_

**Form of Payment:**

- Please invoice my company.
- I will send a wire transfer. *(Please call the McNabb office 207-236-6196 for details.)*
- My check, made out to **McNabb Marketing Resources**, is enclosed.  
*(U.S. funds please; check must be drawn on a U.S. bank in U.S. dollars)*
- Please charge my credit card:      Visa       MasterCard       Amex   
*(check one)*

Credit Card #: \_\_\_\_\_

Exp. date (month/year): \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Card ID Number\*: \_\_\_\_\_

*\*The Card ID Number is the 3-digit number located on the back of your Visa or MasterCard, usually at the top of the signature strip. For American Express cards, look for the 4-digit number printed on the front of your card. You'll find this number in small type above your credit card's main number on either the left or right side.*

**Return this completed application with required payment to:**

McNabb Marketing Resources  
P.O. Box 418  
Rockport, ME 04856

Tel: (207) 236-6196  
Fax: (207) 236-0369