



Meet thousands of students in attendance  
from over 100 Empire Schools across the U.S.

**May 20 & 21, 2012**  
HERSHEY LODGE AND  
CONVENTION CENTER

# WELCOME

The *nation's largest* student competition and trade show event



## EXHIBITOR UPDATE DECEMBER 2011

Dear Exhibitor,

**Join us for Future Professionals Expo May 20 & 21, 2012— with over 2,500 students in attendance!**

### **New key information you need to know about**

We are now over 60% sold out of trade show floor booth spaces, so if you have not yet sent us your agreement contract and deposit, please hurry, in order to get the booth of your choice and take advantage of the special pricing good through December 31, 2011 (See website for booth spaces still available)

### **New Show Setup Day & Show Floor Times**

Trade Show and Network Café Booth setup will start on

- Saturday, May 19th Noon - 8 pm

### **New Trade Show Floor & Network Café Exhibit Hours**

- Sunday, May 20th 8:30 am - 5 pm
- Monday, May 21th 9:30 am - 1 pm

**Take advantage of the VERY SPECIAL PRICING OFFER  
good only until DEC 31, 2011** on trade show floor and Network Café booth spaces.

Contact any of the **Future Professionals Expo Show Team** listed below at **888.429.4340** or at [www.futureproexpo.com](http://www.futureproexpo.com) or fax your Exhibitor Contract to us at **570.429.4252**.

### **Visit the website for the following items:**

- Future Professionals Expo Exhibitor Brochure
- Exhibitor Agreement Contract
- Sponsorship Opportunities Form
- Meal Ticket and Hersheypark Passes Request Form
- All Lodging, Logistics and Exhibitor Booth Support Forms are located on the website

We look forward to you joining us on May 20 & 21, 2012. Thanks!

Show Director – John Mascarini **570.429.4321 x2159** / [jmascarini@empire.edu](mailto:jmascarini@empire.edu)

Show Consultant – Frankie Cacciato **630.742.2169** / [frank@katherinefrank.com](mailto:frank@katherinefrank.com)

Network Café Coordinator – Dottie Soressi **917.579.6479** / [dsoressi@empire.edu](mailto:dsoressi@empire.edu)



## YOUR INVESTMENTS

	BEFORE DEC 31, 2011	AFTER JAN 1, 2012
<b>SINGLE BOOTH</b>		
8' x 10' booth	<b>\$1,200</b>	\$1,400
<b>DOUBLE BOOTH</b>		
8' x 20' booth	<b>\$2,000</b>	\$2,200
<b>ISLAND BOOTH</b>		
4 booths	<b>\$3,000</b>	\$3,200
6 booths	<b>\$4,000</b>	\$4,200
8 booths	<b>\$5,000</b>	\$5,200

**Order booth space today and SAVE!**

# ADVERTISING

## Sponsorship Opportunities

### CLASSROOMS (\$7,500)

- Free Silver Sponsorship

### GOLD SPONSORSHIP (\$4,000)

- One full page (8.5" x 11"), full color ad in the Future Professionals Expo Brochure distributed to all attendees
- Feature banner listing Company Logo as a Gold Level Sponsor at entrances to the show, in the show brochure and in food area
- If media is provided, in-room TV infomercial running during the two day show
- If item is provided, room drop to all attendees staying at the Hershey Lodge (Sunday)
- One free double booth space at no cost

### SILVER SPONSORSHIP (\$3,000)

- One half page (5.5" x 8.5"), full color ad in the Future Professionals Expo Brochure distributed to all attendees
- Feature banner listing Company Logo as a Silver Level Sponsor at entrances to the show, in the show brochure and in food area
- If media is provided, in-room TV infomercial running during the two day show
- If item is provided, room drop to all attendees staying at the Hershey Lodge (Sunday)
- One free single booth space at no cost

### BRONZE SPONSORSHIP (\$2,000)

- One half page (5.5" x 8.5"), full color ad in the Future Professionals Expo Brochure distributed to all attendees
- Feature banner listing Company Logo as a Bronze Level Sponsor at entrances to the show, in the show brochure and in food area
- If media is provided, in-room TV infomercial running during the two day show
- 25% off single booth cost

# THE AGENDA

## SATURDAY – MAY 19, 2012

12:00 pm - 8:00 pm      Setup

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## SUNDAY – MAY 20, 2012

8:30 am - 5:00 pm	Show Floor Opens
11:00 am - 4:15 pm	Classrooms Open
5:00 pm - 6:00 pm	Competition
6:00 pm - 7:00 pm	Judging of Competition
8:00 pm - 12:00 am	Social Event at Hersheypark

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## MONDAY – MAY 21, 2012

8:30 am - 9:30 am	Special Presentation by Nick Arrojo
9:30 am - 1:00 pm	Show Floor Open
9:30 am - 12:45 pm	Classrooms Open
1:00 pm - 4:00 pm	Awards Ceremony





# Exhibit Space Contract

Future Professionals Expo 2012

Sunday, May 20 - Monday, May 21, 2012

HERSHEY LODGE & CONVENTION CENTER

West Chocolate Ave. • Hershey, PA 17033

In order for this application to be accepted for exhibit space at the Future Professionals Expo, the following must be completed in full (please print or type):

Name of Company (legal) _____	Brand Name to be listed on signage, brochures, etc. _____	
Phone _____ Fax _____	Type of Product or Service (check off box below):	
Address _____	<input type="checkbox"/> Hair Products & Accessories	<input type="checkbox"/> Nail Products & Accessories
City _____ State _____ Zip _____	<input type="checkbox"/> Skin Care Products & Accessories	<input type="checkbox"/> Hair Tools (electrical, brushes and cutlery)
E-Mail _____	<input type="checkbox"/> Nail Tools	<input type="checkbox"/> Skin Care Tools
Web Site _____	<input type="checkbox"/> Other (please be descriptive) _____	
Contact Name _____	# of Exhibitor Badges needed _____	

Exhibitors may purchase space according to the following schedule. Space is available on a first-come, first-served basis. Each 8' x 10' booth is equipped with 2 chairs, 2 draped 6' tables, pipe/drape and sign. Classroom space is limited. All requested classrooms will be approved and assigned at the discretion of EEG. A 50% deposit is required at submission of this application. The remaining balance must be paid in full no later than March 1, 2012.

Order Booth Space Early and Save!			
<b>SINGLE BOOTH</b>			
<input type="checkbox"/> 8' x 10' booth	Before December 31, 2011 \$1,200	After January 1, 2012 \$1,400	\$_____
<b>DOUBLE BOOTH</b>			
<input type="checkbox"/> 8' x 20' booth	\$2,000	\$2,200	\$_____
<b>ISLAND BOOTH</b>			
<input type="checkbox"/> 4 booths	\$3,000	\$3,200	\$_____
<input type="checkbox"/> 6 booths	\$4,000	\$4,200	\$_____
<input type="checkbox"/> 8 booths	\$5,000	\$5,200	\$_____

CLASSROOM	
<input type="checkbox"/> \$7,500.00 (Includes FREE Silver Sponsorship)	\$_____
<b>ADVERTISING SPONSORSHIP</b>	
<input type="checkbox"/> GOLD @ \$4,000.00	\$_____
<input type="checkbox"/> SILVER @ \$3,000.00	\$_____
<input type="checkbox"/> BRONZE @ \$2,000.00	\$_____
<b>TOTAL DUE (MUST BE PAID IN FULL BY 3/1/2012):</b>	
<b>DEPOSIT (50% OF TOTAL DUE WITH SUBMISSION OF APPLICATION):</b>	(\$_____)
<b>BALANCE DUE (TOTAL DUE LESS DEPOSIT):</b>	\$_____

If purchasing booth space, indicate your location preference:\*

1<sup>st</sup> choice \_\_\_\_\_ 2<sup>nd</sup> choice \_\_\_\_\_

\*Adjustments will need the approval of the fire marshal, and pending available space.

Please indicate any special requirements you may have:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If interested in purchasing classroom space, pending approval by FPE, please list topic of presentation:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please indicate any special requirements you may have:

FUTURE PROFESSIONALS EXPO USE ONLY (Do not write in this area)	
Booth # assigned	Classroom assigned
Price of space	\$_____
Deposit received	\$_____
Balance Due	\$_____

**REMITTANCE:** To process this application, attach a check or complete information below: **PLEASE MAKE CHECKS PAYABLE TO EEG, INC.**

AMOUNT DUE: \$_____	Check # _____	or	CHARGE MY <input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD
CARD NO: <input type="text" value="_____"/>		EXPIRATION DATE: _____ / _____	
SECURITY CODE (on back of card) _____ (AMEX on front of card)		CARDHOLDER'S NAME: _____	
SIGNATURE: _____			

This contract is subject to the Exhibitor's Rules on the reverse side of this form and by your signature below, you agree to abide by these rules. Exhibitor space assignments will be based on the date your contract is received.

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

Return this form with payment to:

Future Professionals Expo • 396 Pottsville-St. Clair Hwy. • PO Box 2002 • Pottsville, PA 17901  
Phone: 800.223.3271 Fax: 570.429.4252

# Exhibit Regulations and Contract for: Future Professionals Expo

Produced by Empire Beauty Schools & Empire Education Group

The term "Event" means FUTURE PROFESSIONALS EXPO, currently scheduled to be held on May 20 and May 21, 2012 (the "Event Dates") at the Hershey Lodge & Convention Center, Hershey, PA (the "Exhibit Facility"). The Event is owned, sponsored, organized and managed by EEG, Inc. ("EEG"). As used hereinafter, the term "EEG" means, collectively, Empire Education Group and each of [its/their respective] officers, directors, employees and assigns, unless the context requires otherwise. The term "Exhibitor" means, collectively, (i) the company or person that applied for exhibit space rental and agreed into this contract upon acceptance by EEG in the manner stated below and (ii) each of its officers, directors, shareholders, employees, contractors, agents, representatives and/or invitees, as applicable.

This application/contract is to reserve, for the Exhibitor, a booth and/or classroom space for the display of products at the Event. The Exhibitor agrees to take and use such space subject to the rules and regulations of the Event. If this reservation is accepted, the Exhibitor agrees to pay the balance of the rental for the space reserved on or before March 1, 2012. In the event of failure to pay such balance, EEG is authorized to re-let the reserved space and retain the Exhibitor's deposit, or at its option, to charge against the Exhibitor any deficiency resulting from such failure, which the Exhibitor will hereby pay on demand.

The Exhibitor is advised that the Event may be videotaped, photographed and/or recorded by any other means. It is understood that, for the benefit of all Exhibitors, all exhibits, demonstrations, lectures, etc., will be confined to the main exhibition hall, unless otherwise specifically agreed to in writing.

As an Exhibitor, you also agree that you WILL NOT DIRECTLY, OR INDIRECTLY, HOLD ANY EXHIBITS, DEMONSTRATIONS, LECTURES, OR SIMILAR ACTIVITIES IN OR WITHIN HERSHEY, PA, EXCEPT IN THE SPACE RENTED DURING MAY, 2012. The Exhibitor agrees not to, in any manner, sublet exhibit space without the prior written permission of EEG.

**NOTE:** Show hours shall commence on Sunday, May 20, 2012 at 11:00am - 5:00pm, and 9:00am - 1:00pm on Monday, May 21, 2012. Load-in and set-up times to be determined. You will be notified in advance of the Event as to load-in and set-up times. Exhibitor badges and model passes will be available at set-up. Scalping or discounting of tickets or badges, on or off premises, is strictly forbidden. EEG reserves the right to revoke all permissions for any offending participant.

It is stipulated that each Exhibitor subscribe to the following stipulations and that his or her representatives will comply:

## 1. MANAGEMENT

The Event will be conducted under the direction of EEG. Complete information as to load-in time and display set-up time will be sent to each exhibitor well in advance of the event. The following general procedures will govern.

## 2. APPLICATION FOR AND ASSIGNMENT OF EXHIBIT SPACE

A diagram has been provided showing exhibit space layout. All exhibit space is assigned on a first come, first served basis.

## 3. PAYMENT

All checks must be made payable to EEG, Inc. and must be delivered or mailed to the corporate office located at P.O. Box 2002, Pottsville, PA 17901. Payment for 50% of the desired exhibit space must accompany the contract and reservation. The balance of the total price must be paid no later than March 1, 2012. Any exhibit space remaining unpaid after March 1, 2012 will be subject to automatic cancellation without prior notice to the exhibitor. In the event of such automatic cancellation, it is agreed that the initial deposit on the booth by the Exhibitor shall serve as liquidated damages and not as a penalty sum, but as a sum which represents a reasonable endeavor by the parties hereto to estimate a fair compensation for the foreseeable losses that might result from such a breach by the Exhibitor.

## 4. CANCELLATION BY EXHIBITOR

In the event an Exhibitor desires to cancel his/her/its reservation of booth space, a written notice of Request for Cancellation must be submitted to EEG at its corporate office located at P.O. Box 2002, Pottsville, PA 17901, by certified mail, return receipt requested, and postmarked no later than 45 days prior to the event date. If approved by EEG, the Exhibitor shall receive in return all funds received by EEG in excess of the cancelling Exhibitors fee, with the 50% deposit to be retained by EEG as liquidation damages and not as a penalty sum, with such sum representing a reasonable endeavor by the parties hereto to estimate a fair compensation for the foreseeable losses that might result from such cancellation.

## 5. INSTALLATION AND REMOVAL OF EXHIBIT

All exhibit space regardless of location, may be open only during the hours assigned by EEG. Set-up time will be announced prior to Event. Official Contractor for drayage and rigging, electrical, plumbing and custom cleaning will be announced. For other services, Exhibitors desiring

contractors other than those officially appointed by EEG must advise EEG and submit the necessary certificates of insurance in advance so that permission may be secured for said contractor to operate. Electricians, carpenters, common laborers, and porters necessary in the unpacking and erection of displays, as well as dismantling and packaging, will be furnished at prevailing rates by the official convention service contractor, if available. It is suggested that arrangements be made in advance with the official convention service contractor. The official convention service contractor has available tables, draping, carpeting, etc., and decorating service to all Exhibitors on a rental basis. Detailed information and other forms for decorations, furniture, electricity, signs and other services will be sent to the Exhibitor in advance of the Event dates. No combustible material, including, but not limited to, the like of crepe paper, tissue paper, cardboard, corrugated paper, etc., shall be used at any time for construction or decoration. "Fire-proofed" paper is not considered non-combustible under regulations as interpreted by fire inspectors. All muslin, velvet, silk, or any other cloth decorations must stand a flame proof test as prescribed by local fire ordinance. All containers and fluid which are flammable must be kept in safety containers. All displays, exhibit equipment and merchandise to be displayed must conform to the requirements of the local fire department. Exhibitors are required by the Exhibit Facility to observe the following regulations for setting up their exhibits:

- a. Nothing will be tacked, screwed or otherwise attached to the columns, walls, floors, furniture or other properties of the building. Anything in conjunction therewith necessary or proper for the protection of building equipment will be at the expense of the Exhibitor.
- b. It is mutually agreed that it is the duty and responsibility of each Exhibitor to install his/her/its exhibit into place before the opening of the show and to dismantle and remove such exhibit immediately after the close of the show. All property shipped to or from the convention drayage firm or the Exhibit Facility by the Exhibitor for installation or display at the Event is at the sole risk of the Exhibitor.
- c. All badges and promotional items for distribution must be materials other than gummed stickers or labels. Use of gummed stickers or labels is strictly prohibited.
- d. The aisles, passageways and overhead spaces remain strictly under the control of EEG and the Exhibit Facility. Presentations must be so arranged that aisles are not blocked.

Exhibitors expressly agree that no packaging or dismantling of exhibits will commence until the official closing hour of the exhibition. The Exhibitor shall, at its own expense, within 4 hours after the close of the exhibition, remove the exhibit and all of Exhibitor's property from the premises. The space shall be left broom clean and in the same condition as when first occupied by the Exhibitor. No property or material shall be removed prior to the close of the exhibition without the express prior written consent of EEG.

## 6. RULES REGARDING SALE AND DELIVERY OF MERCHANDISE

The Exhibitor agrees as a condition of the granting of Exhibit space to it by EEG that it, its officers, salesmen, sales representatives, and any other employees, shall abide by the guidelines which shall be established for the sale and delivery of merchandise by the Exhibitor during the Event.

## 7. DISTRIBUTION OF PRINTED MATERIAL, SOUVENIRS, SAMPLES

Distribution by Exhibitors of any printed material, souvenirs, samples or other articles shall be restricted to the space occupied by their exhibit.

## 8. RULES GOVERNING EXHIBITORS

Exhibitors shall not serve any alcoholic beverages in exhibit areas. Violation of this rule will result in the closure of the Exhibit booth for the remainder of the Event. Booth attendants, manufacturers, salesmen or representatives, including models or other support personnel, must remain with the space assigned to the Exhibitor. Neither EEG nor the Exhibit Facility is liable to any Exhibitor for the loss or damage of his/her/its property (See liability clause). Therefore, the Exhibitor shall take all steps which are deemed necessary, reasonable and advisable to protect merchandise or equipment which they may have on display in their exhibit. EEG shall have full power in the interpretation and enforcement of all rules and regulations governing Exhibitors. Any exhibit which in the opinion of EEG detracts from the general character of the Event as a whole may be prohibited or evicted. Should any Exhibitor misrepresent any product or article displayed in the booth, EEG may forthwith and without liability whatsoever terminate this contract for such booth and require the Exhibitor to remove from the premises all his products, equipment and furniture. The Exhibitor shall comply with all terms and provisions of all union or other contracts in effect at the time of the show affecting any phase of its conduct construction, or relating to the building or premises of the show.

## 9. CONDUCT OF EXHIBITOR

Exhibitor shall not utilize any scheme or devise that is illegal, in bad taste, or detrimental to the hair and beauty trade or industry, or to the advertising industry. EEG reserves the right to require cessation of any such activity. The Exhibitor shall not cause any apparatus or devise to be placed in the exhibit that will produce undue noise or light or in any way interfere with, or be objectionable to any other Exhibitor. EEG may require the removal of any such apparatus, light or devise.

## 10. MAINTENANCE

The Exhibitor shall be responsible for all maintenance of the exhibit. At all times, including the hours during which the exhibition is open to the public, Exhibitors shall maintain the exhibit in a clean and orderly manner, and shall take any steps that may be necessary to prevent injury or damage to any person or exhibit on the premises.

## 11. INSURANCE AND LIABILITY

The Exhibitor shall indemnify and hold EEG and the Exhibit Facility harmless, and at its own expense, obtain a liability insurance policy against claims, demands, and liabilities for personal injuries or property damage that may be caused by the installation, maintenance or conduct of the Event. That policy shall be obtained from a reputable insurance carrier and shall be in a minimum of \$1,000,000.00 for each occurrence. EEG and the Exhibit Facility shall not be responsible or liable for the loss of, or damage to, any of the property of the Exhibitor. The Exhibitor shall, at its own expense, obtain the necessary insurance coverage with respect to loss by fire, theft, accident or other cause, if that type of protection is desired.

## 12. SECURITY

EEG will endeavor to protect exhibitors' materials by providing security during the closed hours of the Event. Exhibitors are urged to insure property against fire and theft. Cartons containing valuables should not indicate contents from the outside. During closed hours, Exhibitors must be prepared to provide proper identification for Exhibit access. The Exhibitor shall require that all persons obey the reasonable requests and directives of any and all security personnel. The Exhibitor shall supply EEG with a list of employees and other personnel who will be entitled to access to the Event, and EEG shall issue identification passes to those personnel. No more than 5 identification passes shall be issued per booth unless otherwise agreed to by EEG. No other persons will be permitted to enter the premises during the hours when the Event is closed to the public. This restriction shall be strictly enforced.

## 13. RISK OF LOSS

The Exhibitor shall bear all risk of loss or damage to any goods or property while in transit to and from the Exhibit Facility, or while in the Exhibit Facility. The Exhibitor shall, at its own discretion, obtain any and all insurance coverage it deems necessary to insure against such risk of loss.

## 14. PENALTIES

EEG reserves the right to require the immediate removal of an exhibit or an offending Exhibitor in violation of these regulations. Upon such reasonable removal, the Exhibitor agrees that it shall forfeit all further right to exhibit during the Event, together with all fees and rentals paid by it. EEG may lease any space so forfeited to another Exhibitor.

## 15. COMPLIANCE WITH LAW AND CONTRACT

In addition to the terms expressly set forth in these regulations, the Exhibitor agrees to be bound by any and all rules issued by the Exhibit Facility concerning the exhibition and the exhibit which are currently or hereafter in effect. In addition, the Exhibitor agrees to obey all laws, statutes, ordinances, orders, regulations, and directives which may be imposed by Federal, State or local governments.

## 16. FORCE MAJEURE

In the event the premises in which the exhibition is to be held is destroyed or damaged by fire, the elements, other calamity, or other cause beyond the control of EEG, so that the exhibition cannot be held, EEG shall not be liable to the Exhibitor except to the extent of returning any payment previously made by the Exhibitor to EEG pursuant to the contract. In the event the exhibition commences and cannot continue because of any circumstances beyond the control of EEG, EEG shall not be liable except to the extent of returning to the Exhibitor the difference between the total cost of the space referred to herein and the costs of the space for the period the exhibition was open to the public. The latter cost shall be calculated by dividing the total cost of the space provided for hereunder by the number of hours the exhibition was scheduled to run, and multiplying by the number of hours the exhibition was actually open.

## 17. HOLD HARMLESS CLAUSE

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save EEG, the Exhibit Facility and its employees and agents harmless against all claims, losses and damages to persons and property, governmental charges or fines and attorneys fees arising out of or caused by Exhibitors installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding any such liability caused by the sole negligence of the Exhibit Facility, and its employees and agents.

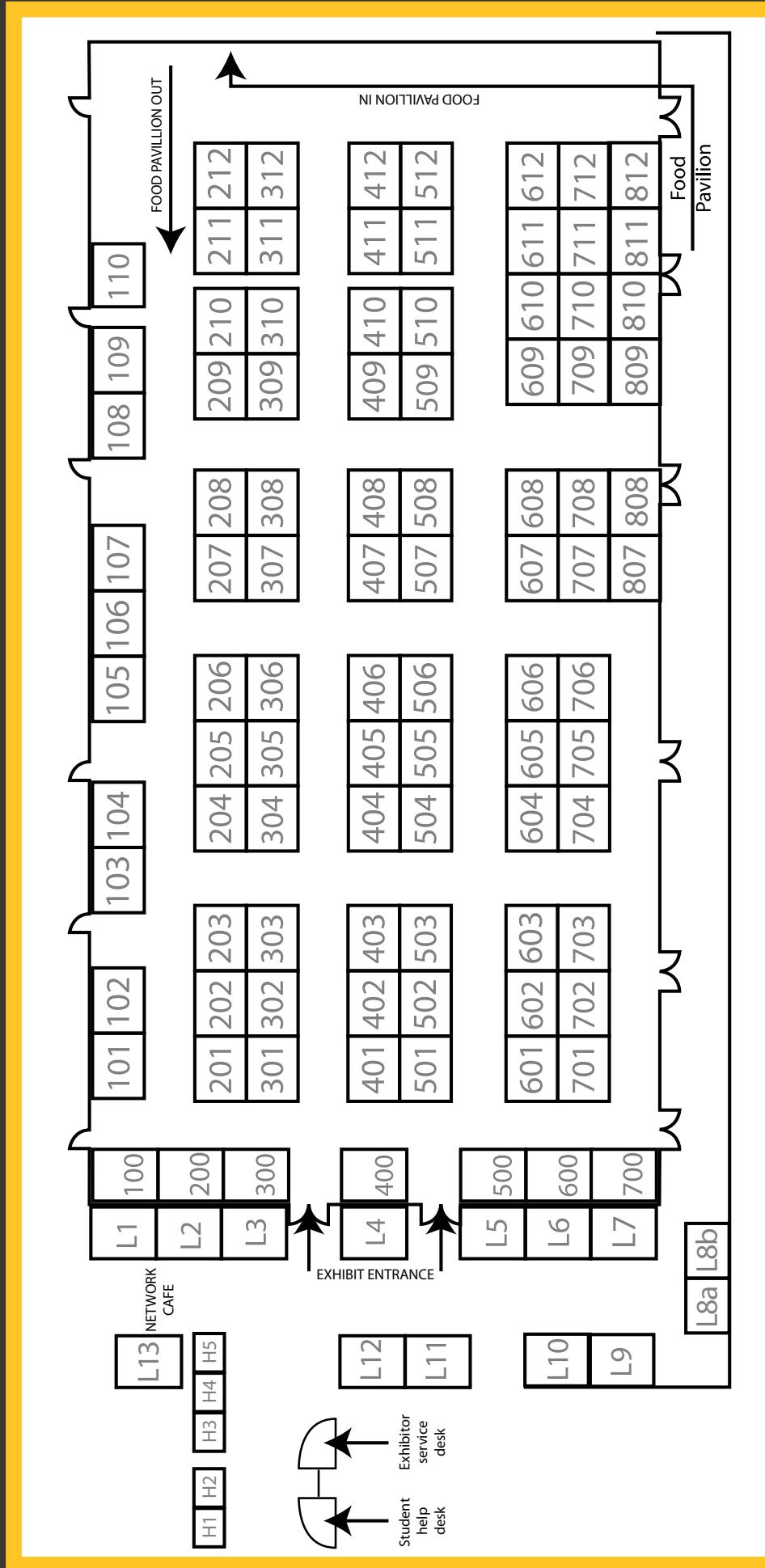
In addition, Exhibitor acknowledges that EEG, nor the Exhibit Facility, does not maintain insurance covering Exhibitors property in that it is the sole responsibility of Exhibitor to obtain business interruption and property damage and/or insurance covering such losses by Exhibitor.

# reserve your space today for 2012



## MAY 20 - 21, 2012

Hershey Lodge and Convention Center, Hershey, PA



# EMPIRE'S FUTURE PROFESSIONALS EXPO MAY 20 & 21, 2012

## Hershey Lodge and Convention Center, Hershey, PA

- Exhibitors Meal Ticket and Hersheypark Special Sunday Evening Ticket Reservation Form
- Meal Ticket Sunday May 20 in the Food Pavilion includes: Breakfast Buffet 8am to 10am and Anytime Lunch Buffet 11am to 3pm
- Meal Ticket Monday May 21 in the Food Pavilion includes: Anytime Brunch Buffet 9am to 12pm
- Hersheypark Sunday Evening May 20 (8pm-12am) Ticket for Admission into Hersheypark. (Parking and Transportation not included)



	<b>SUNDAY</b> Credit Card Number: # of Meal Tickets \$50pp	<b>MONDAY</b> # of Meal Tickets \$30pp	<b>SUNDAY &amp; MONDAY</b> # of Meal Tickets \$75pp	<b>SUNDAY EVENING</b> # of Hersheypark Tickets \$25pp
Your Name:				
Company Name as printed on badges:				
Address:				
Exp. Date:				
City:				
State:				
Zip:				
Email:				
Phone: (      ) -      )				
Fax: (      ) -      )				
Contact Person (if different from above)				
Signature Required:				
Company Website:	X			

All above tickets will be handed out in the Exhibitor Packet at the show during Exhibitor set up.

Please FAX this form to: Future Professionals Expo Team at (570)-429-4252. Your credit card will show on your statement a charge from EEG (Empire Education Group).



## FUTURE PROFESSIONALS EXPO MAY 20 & 21, 2012

### 2012 Hotel Lodging options in and around Hershey, PA.

Please note that due to over 2,500 Empire students and 300 instructors expected to attend, we are forced to ask of our vendors and their support staff to stay at other area hotels, as the Hershey Lodge will be 100% reserved for our students. This is due to their limited number of rooms available.

We have secured a "Show Rate" of \$139.00 per night at the Hilton Garden Inn (Exhibitor Host Hotel). We will also be arranging a shuttle from the Hilton Garden Inn to the Hershey Lodge and back at the end of the day for all our exhibitors. We encourage you to make your reservations at the Hilton Garden Inn to insure hassle free transportation. The "Show Rate" is only good on reservations made **BEFORE April 13, 2012**. After that date, we cannot guarantee the "Show Rate". The "Show Rate" is good for the nights of May 18, 19, 20 and 21, 2012.

#### Hilton Garden Inn, Hershey

(Future Pro Expo Exhibitor Host Hotel)

550 East Main Street  
Hummelstown, PA 17055

Phone: 717-566-9292  
Fax: 717-566-9934

Please mention "Empire Future Professionals Expo Show Rate" when reserving your room.

Of course, if you would rather stay at a different area hotel, please feel free to do so. However, shuttle service will not be provided. We have assembled a list of area hotels for your convenience.

#### Hotels in Hershey:

Days Inn Hershey	717-534-2162
Comfort Inn Hershey*	717-566-2050
Rodeway Inn and Suites Hershey	717-533-7054
Howard Johnson Inn Hershey	717-533-9157
Hampton Inn Hershey	717-533-8400
The Hershey Hotel*	717-272-6400

#### Hotels in nearby Hummelstown:

Holiday Inn Express	717-583-0500
Hilton Garden Inn	717-566-9292

#### Hotels in nearby Grantville: Note this is near the Hollywood Casino at Penn National

Main Stay Suites	717-469-1051
Holiday Inn Grantville	717-469-0661



Due to limited space all vendors, exhibitors, sponsors and support teams will need to make their accommodations at other hotels. See list on reverse page.



## Pennsylvania's Largest Convention Resort

At *Hershey Lodge*, your stay is as special as the rest of your visit to Hershey, ensuring your convenience and comfort goes into everything we do.

### DINING

- At *The Forebay*, enjoy a wide selection of flavorful steaks, seafood and pasta dishes in an intimate dining atmosphere
- *Hershey Grill* showcases innovative dishes served in a contemporary setting
- *The Bears' Den* is a sports-themed restaurant featuring traditional favorites and a wide range of domestic and imported beers
- Named after M.S. Hershey's life-long friend, *Lebbie Lebkicher's* offers casual dining
- Specialty coffees, Hershey's hot chocolate, gourmet pastries and signature soups, salads and sandwiches are available at the *Cocoa Beanery*



## MEETING SPACE

- Over 100,000 square feet of meeting space, 35 breakout rooms accommodating 10 to 2,000 people
- 3 Ballrooms
- Maximum booth capacity: 210 8x10 booths
- Largest function room, Great American Hall, is 32,000 square feet
- Wireless Internet access available
- Onsite audio/visual team

## ACTIVITIES IN HERSHEY

- Golf at Hershey Golf Collection, featuring 4 distinctive courses
- The spa at The Hotel Hershey, featuring signature chocolate and Cuban-themed treatments
- Tennis court; lesson available
- Hersheypark
- Hershey Gardens
- Hershey Museum
- Outlet shopping available in Hershey and Lancaster
- Fitness center (private classes available)
- 1 indoor & 2 outdoor pools
- Whirlpool

## ACCOLADES

- Meetings & Conventions Gold Key Award
- Successful Meetings Pinnacle Award
- Certified by J.D. Power and Associates for "An Outstanding Meeting Planning Experience" and "An Outstanding Guest Experience"





# CONTACT US



May 20 & 21, 2012

HERSHEY LODGE AND  
CONVENTION CENTER,  
HERSHEY, PA

[futureproexpo.com](http://futureproexpo.com)

**Phone**  
(888) 429-4340

**Fax**  
(570) 429-4252

**John Mascarini**  
*Show Director*  
[jmascarini@empire.edu](mailto:jmascarini@empire.edu)  
(570) 429.4321 x2159

**Frankie Cacciato**  
*Show Consultant*  
[frank@katherinefrank.com](mailto:frank@katherinefrank.com)  
(630) 742-2169

**Dottie McKinley-Soressi**  
*Show Coordinator*  
[dsoressi@empire.edu](mailto:dsoressi@empire.edu)  
(917) 579-6479



[futureproexpo.com](http://futureproexpo.com)