



Spring 2012

ALSO

At Once/Off Price

- DATE:** August 17th & 18th, 2011
- WHO:** THE BEST SURF/ACTIVE, SKATE, STREET AND SWIM REPS. 110+ RETAILERS
- LOCATION:** COCOANUT GROVE 400 BEACH ST. SANTA CRUZ, CA 95060
(Shipping Address) Attn. California Rep Shows Cocoanut Grove ph. (831) 423-5676
- DIRECTIONS:** From either hwy. 1, or 17: Exit Ocean Street. Follow signs to Boardwalk, then Cocoanut Grove. Unload at entrance B. Retailers enter under marquee.
- SHOW SET UP:** Aug. 16th - 5:00pm - 8:00pm
Aug. 17th - 6:30am - 8:30am
- SHOW HOURS:** 9:00-6:00 both days. NO EARLY BREAKDOWN PLEASE
- Booth COST:** \$250.00 (6' table, 9 X 9 space, chairs, double booth \$350)
(Early pay discount ends July 25th)

IMPORTANT: Rep registration includes up to two lunches daily. Rep associate name must be filled out to receive more than one lunch daily. Additional lunches are not available.

Booth includes a 9X 9 space, 6' table/cloth / 3 chairs. A typical "booth" should consist of rolling racks, some grid for display, and signage. A good "booth" should take about 15 minutes to set up. Sorry, Easy-up tents are not allowed.

Booths are available on a first come basis

SEND REGISTRATION TO: CALIFORNIA REP SHOWS 4525 OPAL CLIFF DR. SANTA CRUZ CA 95062
Ph (831) 462-6746 john@calrepshows.com www.calrepshows.com

ACCOMMODATIONS

Ocean Pacific Lodge - 831 457-1234 (special rates)
Super 8 Motel - 831 426-3707
Econo Lodge - 831 426-3626

Ramada Limited - 831 423-7737
Riverside Inn - 831 426-2899
Budget Inn - 831 426-2828

All accommodations are within two blocks from the Coconut Grove.

NOTE: IF YOU CANNOT ATTEND THIS SHOW, BUT WOULD LIKE TO BE INCLUDED IN FUTURE MAILINGS, PLEASE FILL OUT AND RETURN THIS FORM.

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SANTA CRUZ REGISTRATION INFORMATION

Company(s) Representing: _____

Rep Name: _____

Associate Name: _____

Address: _____ City _____ State _____ Zip _____

Phone: _____ Fax: _____ email _____

Amount enclosed:

SORRY, NO CREDIT CARDS ACCEPTED.

		Cost	Total
_____ Booth	(early pay discount)	\$250.00	\$ _____
_____ Late booth	(If paid after July 25th)	\$300.00	\$ _____

All checks must be accompanied by a rep registration

PLEASE MAKE ALL CHECKS PAYABLE TO CALIFORNIA REP SHOWS. Total \$ _____

_____ I won't be attending this show, but please send me info on future California Rep Shows.

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