



Spring 2011

ALSO

At Once/Off Price

DATE: August 24 & 25, 2010

WHO: THE BEST SURF/ACTIVE, SKATE, STREET AND SWIM REPS. 120+ 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. 23rd - 5:00-8:00 p.m
Aug. 24th- 6:30am- 8:30am

SHOW HOURS: 9:00-6:00 both days. NO EARLY BREAKDOWN PLEASE

Booth COST: \$350.00 (6' table, 9 X 9 space, chairs)
(Early pay discount ends Sept /5/08)

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.

Complimentary lunch is served to registered reps and retailers only.

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) Ramada Limited - 831 423-7737
Super 8 Motel - 831 426-3707 Riverside Inn - 831 426-2899
Econo Lodge - 831 426-3626 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
Aug. 24, 25, 2010

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)	\$350.00	\$ _____
_____ Late booth	(If paid after Aug 16)	\$400.00	\$ _____

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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