



ANNUAL CONVENTION

IN CONJUNCTION
WITH



2016 Registration Packet

OCTOBER 25th-28rd Tuesday-Friday
MCCORMICK PLACE, CHICAGO IL
REGISTRATION DEADLINE: August 31, 2016

THE ONE SHOW FOR THE CLEANING INDUSTRY

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CETA ANNUAL CONVENTION 2016

CETA'S Annual Trade Show and Educational Conference

October 24th - 28th- Monday - Friday

MCCORMICK PLACE AND
WYNDHAM GRAND RIVERFRONT

The Board of Directors and Staff of the Cleaning Equipment Trade Association invite you to exhibit and attend this year's CETA Annual Trade Show 2016, being held at McCormick Place in Chicago. We are co-locating with ISSA this year. No other trade show brings such a wide range of resources related to the cleaning industry under one roof. Come see what's new in equipment and products, network with peers, plus participate in many other activities, education seminars, top-notch Keynote Speakers made available by ISSA, CETA's Annual Business meeting, CETA's Opening Reception, Women of CETA and more. You can't afford to miss this event! Exhibit space is going quickly!

CETA's host hotel will be The Wyndham Grand Riverfront in Chicago, IL. You also will have a choice between several different hotels to stay.

We're pleased to offer all Exhibitors one (1) complimentary badge per 10x10 booth and one per CETA member. Exhibitors will be sent registration information to be completed online. CETA is offering one (1) complimentary badge with your paid CETA membership. All other badges for Attendees will only be \$50 this year. This will include entrance to the trade show, and access to Keynote Speakers. For only \$149 you can attend all Education Seminars offered. This is a great savings to you this year. Don't delay...review the enclosed documents carefully and return your registration information no later than August 31, 2016 to be included.

CETA'S ANNUAL TRADE SHOW 2016,

Best regards,

The CETA Staff and Board of Directors

IT'S NOT AN EXPENSE.....IT'S AN INVESTMENT!

Director

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October 24-28, 2016 | Exhibits: October 26-28, 2016

McCormick Place South Hall

Chicago, IL USA

Schedule-at-a-Glance

Monday, October 24th

- Exhibitor Registration at McCormick Place Opens – 7:30am – 12:00pm
- Women of CETA 8th Annual Meeting – 10Pin Bowling Lounge – 2:00pm – 4:00pm

Tuesday, October 25th

- Exhibitor & Attendee Registration, McCormick Place Opens – CETA Registration Desk – 7:30am – 4:00pm
- CETA Ed. Class – Motivational Speaker – Dr. Barry Lawrence – 8:30am – 9:40am – S504BC
- CETA Ed. Class – What's in YOUR Employee Manual – Beth Borrego – 9:50am – 10:30am – S504BC
- CETA Ed. Class – Building a Stronger Business – Jim O'Connell – 10:40am – 11:20am – S504BC
- CETA Ed. Class – Lunch with CETA Manufacturers – 11:30am – 12:30pm – S504A
- CETA Ed. Class – CETA Technical Update and Industry Trends – Dr. Marlo Dean – 12:40pm – 1:20pm – S504BC
- CETA Ed. Class – Round Table Discussions – 1:30pm – 2:40pm – S504A
- CETA Ed. Class – Tour of US Cellular Field – Transportation provided – 3:00pm – 5:00pm
- CETA Business Meeting – The Penthouse @ The Wyndham Riverfront Grand – 6:30pm – 7:30pm
- CETA Annual Opening Reception – The Penthouse @ The Wyndham Riverfront Grand – 7:30pm – 9:30pm

Wednesday, October 26th

- Exhibitor & Attendee Registration – McCormick Place – CETA Registration Desk – 7:30am – 5:00pm
- Keynote Speaker – Rob O'Neil – 8:00am
- CETA Annual Trade Show – Exhibit hours 9:00am – 5:00pm

Thursday, October 27th

- Exhibitor & Attendee Registration – McCormick Place – CETA Registration Desk – 7:30am – 5:00pm
- Keynote Speaker, Dennis Miller – 8:00am
- CETA Annual Trade Show – Exhibit hours – 9:00am – 5:00pm
- Theater Speaker from CETA – 3:00pm – 3:50pm – Beth Borrego – Hiring and Evaluating Employees
- Great Diamond Give-A-Way announced – 4:00pm – CETA Education Booth #TBA

Friday, October 28th

- Exhibitor & Attendee Registration – McCormick Place – CETA Registration Booth 8:00am – 10:00am
- CETA Exhibit hours 9:00am – 1:00pm
- ISSA Taste of Chicago with Closing Keynote Speaker Steve Wozniak – 1:00pm – 2:00pm.

For complete show details, please visit www.ceta.org or Cleaner Times Oct. Issue

Trade Show & Seminars:

McCormick Place | South Hall | 2301 S. Martin Luther King Dr. | Chicago, IL 60616

CETA Host Hotel – Opening Reception & Business Meeting:

The Wyndham Grand Riverfront Chicago | 71 E. Wacker Dr. | Chicago, IL 60601

CETA Annual Convention

GUEST SPEAKERS

October 24-28, 2016 | Exhibits: October 25-28, 2016
McCormick Place South Hall, Chicago, IL

Dr. Barry Lawrence

CETA Opening Speaker

TUESDAY, OCTOBER 25th, 2016

McCormick Center South Hall

8:30 a.m. - 11:15 a.m. (Room TBA)

“Leading Growth through Service Innovation.”



The traditional role of the distributor is changing. Customer service expectations are rising and new service models are being introduced across multiple distribution channels. Texas A&M's Global Supply Chain Laboratory has been conducting multiple research consortia on the opportunities and challenges associated with the new service environment. Dr. Lawrence will introduce how distributors are enhancing existing distribution services and innovating new ones. He will use case study examples from extensive studies with many firms to illustrate how services are created, enhanced, and, most importantly, monetized by best in class distributors.

ABOUT THE SPEAKER

Dr. Barry Lawrence holds the Leonard and Valerie Bruce Leadership Chair, the Program Coordinator of the Industrial Distribution Program, Director of the Thomas and Joan Read Center, and Director of the Global Supply Chain Laboratory at Texas A&M University.

As a faculty member of the Industrial Distribution Program he is involved in graduate, undergraduate, and professional continuing education, teaching activities surround classes in manufacturer/distributor relationships, Supply Chain Management, distributor profitability, and distribution strategy. He is a frequent speaker for the distribution associations, buying groups and companies on topics ranging from distributor profitability, distribution growth and market share, pricing optimizations, inventory asset, management, sales and marketing optimization, global distribution, and numerous other topics.

Dr. Lawrence is a fellow of the National Association of Wholesaler Distributors (NAW) institute and the author of five books on distributor competitiveness. Dr. Lawrence holds a Ph.D. in Information and Operations Management from Texas A&M University, and MBA from Texas State University and a BBA in finance from University of Texas at Austin. He has more than 10 years of industry experience in sales and retail business before joining Texas A&M.

CETA Annual Convention

GUEST SPEAKERS

October 24-28, 2016 | Exhibits: October 25-28, 2016
McCormick Place South Hall, Chicago, IL

KEYNOTE SPEAKER:

ROB O'NEILL

WEDNESDAY, OCTOBER 26th, 2016

McCormick Center South Hall
8:00 a.m. (Room TBA)

Keynote: “NEVER QUIT”



Join Rob O'Neill, a former Navy Seal and one of legends of our nation's military, as he translates his elite team training into high-impact, actionable insights on leadership, decision-making, and operating in uncertain environments. Learn the ingredients to a successful mission: the right people, preparedness, decision making under pressure, and, above all, a commitment to never quit – because failure is not an option.

About Rob O'Neill

A highly decorated combat veteran, Rob O'Neill has served America as a Seal, team leader, and senior chief petty officer at Naval Special Development Group in some of the most challenging, storied, clandestine military roles of our time. He has deployed more than a dozen times and held leadership roles in more than 400 combat missions in four different theaters of war. Since leaving active duty, O'Neill co-founded Your Grateful nation, which provides transition support for Special Operations heroes, and their families. He is also a contributor to Fox News.

CETA Annual Convention

GUEST SPEAKERS

October 24-28, 2016 | Exhibits: October 25-28, 2016
McCormick Place South Hall, Chicago, IL

KEYNOTE SPEAKER:

Dennis Miller

THURSDAY, OCTOBER 27TH, 2016

McCormick Center South Hall
8:00 a.m. (Room TBA)

Keynote: “The Big Speech”

A Unique Take on Politics, Celebrity, and Society’s
Most Idiotic Foibles



Maybe you’ve seen him on “The O’Reilly Factor” or listened to his syndicated radio show. Perhaps you remember him from his days as anchor of the “Weekend Update” segment on “Saturday Night Live.” Now, you have a once-in-a-lifetime opportunity to see the idiosyncratic, award-winning Dennis Miller and experience for yourself what critics call “topical, scathing brilliance.”

About Dennis Miller

A regular contributor for “The O’Reilly Factor” on the FOX News Channel, Dennis Miller is also an award-winning comedian, talk-show host, sports commentator, actor, author, and radio and television personality. After captivating audiences on “Saturday Night Live” from 1985 to 1991, he went on to earn five Emmy and three Writers Guild of America awards for his critically acclaimed talk show, “Dennis Miller Live.” Miller is also the author of the *New York Times* best sellers *The Rants*; *Ranting Again*; *I Rant, Therefore I Am*; and *The Rant Zone*.

CETA Annual Convention

GUEST SPEAKERS

October 24-28, 2016 | Exhibits: October 25-28, 2016
McCormick Place South Hall, Chicago, IL

STEVE WOZNIAK

ISSA Taste of Chicago featuring Steve Wozniak

Friday, October 28th, 2016

McCormick Center South Hall

1:00 p.m. (Room TBA)

Silicon Valley Icon

Going for Great: A Moderated Q&A with The Woz



You won't want to miss this opportunity to hear Apple co-founder Steve Wozniak's inspiring stories of entrepreneurship innovation, and creativity. Learn about his personal vision for the future of technology – and how it applies to the facility solutions industry. Plus, discover his secrets to taking the initiative to ensure that you are always going for great. The talk will include a moderated question-and-answer session.

BIO:

Steve “The Woz” Wozniak is the co-founder of Apple, a philanthropist for more than 30 years, and a Silicon Valley icon. A passionately innovative and creative thinker, he helped shape the computing industry with his design of Apple's first line of products and greatly influenced the popular Macintosh. Combining entrepreneurship with his personal vision for the future of technology, he is chief scientist at Primary Data and author of the New York Times best-selling autobiography, *iWoz: From Computer Geek to Cult Icon*.



2016 CETA ANNUAL CONVENTION



Sponsorship Registration Form

Chicago, IL • October 24th - 28th 2016

Sponsorship Programs for 2016

Select your Sponsorships

Amount

	Women of CETA	Recognition at the Women of CETA's 8 th Annual Meeting. – Specify Amount.....	\$
	CETA Registration Desk	Sponsor will receive signage placed at the CETA Registration Desk & at the Annual Business Meeting.	\$ 500
	Seminar Refreshments	Sponsor will receive signage placed at the Refreshment Tables during CETA Seminars.	\$ 350
	US Cellular Field Trip	Sponsor will receive recognition in Cleaner Times Show Guide Issue, CETA's Newsletter and signage at the CETA Seminars.	\$ 650
	BRONZE	Sponsor will receive recognition from the podium at the Annual Business Meeting.	\$ 100
	SILVER	Sponsor will receive Bronze above, plus recognition with signage at the Annual Convention.	\$ 500
	GOLD	Sponsor will receive Bronze & Silver above, plus recognition in Cleaner Times Magazine.	\$ 1,000
	PLATINUM	Sponsor will receive Bronze, Silver, & Gold above, plus your Company Logo* on the CETA Website Banner displayed through the end of the year.	\$ 1,500
ANNUAL BUSINESS MEETING & OPENING RECEPTION SPONSORSHIPS:			
	Business Meeting	Sponsor will receive Banner with Company Logo* on the CETA Website, customized signage at the event and in all publications.	\$ 1,250
	KEY SPONSOR 	Lead Sponsor for CETA's Annual Opening Reception. Banner with Company Logo* on the CETA Website, customized signage at the event and in all publications.	\$ 7,500 
	CO-SPONSOR	Along with CETA–This Sponsor will Co-Sponsor with the Key Sponsor for CETA's Annual Opening Reception. Sponsor will receive Banner with Company Logo* on the CETA Website, customized signage at the event and in all publications.	\$ 5,000
	THE DARK KNIGHT	Sponsor will receive customized signage at the Annual Opening Reception (penthouse ballroom at the Wyndham Grand Riverfront Chicago, used as Bruce Wayne's/Batman's penthouse in The Dark Knight), including logo on backdrop at red carpet entrance, Banner with Company Logo* on the CETA Website, and in all publications.	\$ 2,500

*be sure to send the Logo with registration.

Total Sponsorship Amount \$ _____

Note: Green/Golf Sponsorship will not be offered this year, as there will not be a golf tournament.

Name: _____ **Email:** _____

Company: _____ **Tel:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Check Enclosed

MasterCard

VISA

AMEX

Credit Card # _____ **Exp Date:** _____ **CVV2:** _____

Name on Card (printed): _____

Authorized Signature: _____



8th ANNUAL MEETING

Join us for a

Bowling for Bra's!

Monday October 24, 2016 – 2:00pm – 4:00pm
At 10pin Bowling Lounge, Chicago, IL

Come join the Women of **CETA** for its 8th Annual Meeting. It's a forum where we can visit, enjoy fellowship, and have fun!

*This year's event will be **Bowling for Bra's!** To celebrate Breast Cancer Awareness month, the Women of CETA will be donating ticket monies collected to the CETA Education Foundation in honor of all our Women of CETA that have survived Cancer. There will be food and drinks, while exploring your Expert Bowling techniques within! Door Prizes too! Everything you need will be provided.*

We hope you will come join in the fun!



YES – I plan on attending:

Name: _____

YES – I plan on bringing a friend:

Name: _____

YES – I will Sponsor the event in the amount of \$_____

YES – I will donate a gift for Door Prizes.

If you choose to sponsor or donate, the CETA Office will be in contact with you.

You're invited to join us!

Tuesday, October 25th, 2016



MAKE PLANS TO ATTEND

CETA's Annual Business Meeting & OPENING RECEPTION

Wyndham Grand Riverfront Chicago - Penthouse

TUESDAY, OCTOBER 25th, 2016

Business Meeting @ 6:30pm to 7:30pm

Annual Opening Reception @ 7:30pm to 9:30pm

The **CETA** Board of Directors and Staff invite you to attend the **CETA** Business Meeting, followed by the **CETA** Annual Opening Reception sponsored by **CETA** and



This year's theme:



Batman and the Dark Knight



Sponsored by



The **CETA Annual Business Meeting** will be held atop the Wyndham Riverfront Grand Chicago in the Penthouse. Don't miss this meeting. The 2016 Lifetime Achievement Award and the Community Service Award will be given to the recipients. Also, free 2017 membership, plus two free nights for the 2017 Annual Convention and Trade show. Immediately following will be **CETA's Opening Reception**, ideal for those wanting to relax and socialize and just have fun in the very room that served as Bruce Wayne's apartment in the film "The Dark Knight". Walk the red carpet, have your picture taken then enjoy all the fun!

CETA's 2015-2016 Board of Directors



Mr. Ralph Notch
2015–LIFETIME
Achievement Recipient



CETA Annual Convention

EDUCATION SEMINARS

October 25-28, 2016 | Seminars: October 25, 2016
McCormick Place South Hall, Chicago, IL

October 25th, 2016 - Tuesday

● 8:30am–9:40am

"Leading Growth through Service Innovation"- CETA's OPENING SPEAKER

Presented by: **Dr. Barry Lawrence**

Dr. Barry Lawrence holds the Leonard and Valerie Bruce Leadership Chair, the Program Coordinator of the Industrial Distribution Program, Director of the Thomas and Joan Read Center, and Director of the Global Supply Chain Laboratory at Texas A&M University.

As a faculty member of the Industrial Distribution Program he is involved in graduate, undergraduate, and professional continuing education teaching activities, funded research projects, publications and industry presentations. His teaching activities surround classes in manufacturer/distributor relationships, Supply Chain Management, distributor profitability, and distribution strategy. He is a frequent speaker for distribution associations, buying groups and pricing optimization, inventory assets management, sales and marketing optimization, global distribution, and numerous other topics.

Dr. Lawrence is a fellow of the National Association of Wholesaler Distributors (NAW) institute and the author of five books on distributor competitiveness. Dr. Lawrence holds a Ph.D. in Information and Operations Management from Texas A&M University, an M.B.A. from Texas State University and a B.B.A. in Finance from University of Texas at Austin. He has more than 10 years of industry experience in sales and retail business before joining Texas A&M.

"Leading Growth through Service Innovation"- The traditional role of the distributor is changing. Customer service expectations are rising and new service models are being introduced across multiple distribution channels. Texas A&M's Global Supply Chain Laboratory has been conducting multiple research consortia on the opportunities and challenges associated with the new service environment. Dr. Lawrence will introduce how distributors are enhancing existing distribution services and innovating new ones. He will use case study examples from extensive studies with many firms to illustrate how services are created, enhanced, and, most importantly, monetized by best in class distributors.

● 9:50am–10:30am

What's in YOUR Employee Manual?

Presented by: **Beth Borrego**

Beth Borrego is a small business owner, and the co-founder of See Dirt Run! Inc. based in Germantown, Maryland. See Dirt Run! Inc. specializes in wood care and restoration, with an emphasis on wood restoration and maintenance for log and cedar homes, and decks.

Beth Borrego is also a freelance writer for Cleaner Times Magazine, and has been writing for them since 2006. She wrote the marketing and business portions of The Pressure Washers Guidebook published in 2015 Cleaner Times. She has also written for other publications, including Blas Master Magazine (no longer in print), and Country's Best Cabins. She's been passionate about writing since she was a child.

In college, Beth majored in marketing. She has built websites for many companies over the years and assisted with SEO. Anyone who meets her, quickly sees how extremely enthusiastic about helping people to succeed! Borrego has spoken on various topics at past numerous PWNA conventions and round table events, and at the CETA/ISSA join convention, she spoke at The Huge Convention in 2015, and will be speaking at both PWNA and CETA in 2016. She has also spoken at home shows as a featured speaker numerous times. Beth is a former PWNA Board of Director.

See Dirt Run! Owns and operates a successful BBS called <http://www.the.grimescene.com>. Beth's for hire as both a business consultant and an s a public speaker. Our company is a member of the PWRA, PWNA, PDCA, and BBB.

"What's in Your Employee Manual?"- Every small business needs to have an employee manual. It's a vital document that clearly outlines all important company policies as well as compensation and benefit information. Is your manual up to date? What have you missed? Don't miss this topic!

October 25th, 2016 - Tuesday (Continued)

• 10:40am–11:20pm

“BUILDING A STRONGER BUSINESS”

Presented by: **Jim O’Connell – President, Hotsy Pacific**

In 1991 when Jim O’Connell purchased Hotsy Pacific, annual sales consisted of \$250,000. Today, Hotsy Pacific exceeds \$4.2 million in annual sales and has been the top Hotsy distributor for the West Coast for the last ten years. They also rank number 15 in the nation out of 160 distributors for Hotsy. In addition to hot water pressure washers they also sell and service automatic parts washers, waste water treatment equipment as well as dry ice blasting equipment and steam cleaners.

Mr. O’Connell has been married for 29 years and has two children and two grandchildren. He has served as president of the local affiliate of the Institute of Supply Management (ISM) for the past 14 years. He has also served as the president for one of the local high school athletic booster clubs for three years. Currently Mr. O’Connell is the secretary for the CETA organization. He believes in giving back to the community which has helped foster the growth of the business. To that end they support many high schools and veterans associations throughout their region. In his free time he enjoys boating and camping with his family. He is truly passionate about his business and loves what he does. He is also passionate about our country and our veterans and feel we need to continue to support and promote both of them.

He also believes we need to be proactive within our industry to promote integrity and uniformity to help promote the industry as one in which we care about the environment and their customers as well as helping others to succeed in business. He is a member of a mastermind group of about twenty successful business owners in the pressure washer industry. They have monthly teleconferences and share their financial information as well as their best practices within their companies. Their goal is to help each other to not only run their businesses more efficiently but also to be profitable at it at the same time. He strongly believes that continuing to benchmark against other companies is what has helped him to grow his business.

“Building a Better Business”- What does that mean to you? Come hear what it means to one business owner in the pressure washer equipment sales and service business. Is it all about profit, or is it all about production? How do you measure success? What does it mean to you to have a better business? Owning a business is a personal journey that is affected by many things and also affects many things in your life. What are some of the key metrics to look for when evaluating your business performance? How do you compare to other business within the same industry? These questions and more will be addressed by the speaker and also by you with interactive discussion.

• 11:30am–12:30pm

Lunch with CETA Manufacturers - Room S504-A



Enjoy lunch provided by CETA Manufacturers and have the opportunity to meet them on a personal level without the hustle and bustle of the trade show floor Wednesday through Friday.

• 12:40pm–1:20pm

CETA Technical Update & Industry Trends

Presented by: **The CETA Technical Committee with Dr. Marlo Dean**

This session will cover all the latest technical updates and Industry Trends. Impact of changes with the harmonized safety standard UL 60335-2-79 from the old UL-1776. Discuss the CETA Performance and Efficiency Standards. What our Industry is facing in the future.

October 25th, 2016 - Tuesday (Continued)

● 1:30pm–2:40pm **ROUND TABLE DISCUSSIONS**

Participants can choose any three tables they want, with each session lasting 15 minutes:

1. Business Succession Planning
2. Documenting Pressure Washer Safety for Employees and Customers
3. Successful Preventative Maintenance Programs
4. Building a Profitable Rental Business
5. Finding and Keeping Good Employees

● 3:00pm–5:00pm

TOUR OF US CELLULAR FIELD - Transportation will be provided by: **KARCHER** makes a difference

Board a bus leaving at 3:00pm from McCormick Place Convention Center to US Cellular Field, home of the Chicago White Sox.

There we will take a tour of the field, and listen to a presentation in their meeting room. We will learn how they manage cleaning of such a large facility on a daily basis, and what equipment they are using. You will also learn what they value in their pressure washer supplier. We will talk with the Senior Director of Stadium Operations and see what is most important to him in his daily job and gain some insight into how to build relationships with operations of their size. This tour is included in your seminar package however, you must sign up for it to attend.

We will depart their facility at 4:40 and go back to the convention center where we started and also to the Wyndham Hotel, CETA's host hotel, and location of the evening's business meeting and opening reception.

October 27th, 2016 - Thursday

● 3:00pm–3:50pm

ISSA EDUCATION THEATER *(on the show floor)*

Hiring & Evaluating Employees: Your Do's, Don'ts and Responsibilities

Presented by: **Beth Borrego**

Synopsis: This seminar outlines what you may and may not ask when interviewing, and also covers evaluating your employees. It's a must for all business owners!



ANNUAL CONVENTION IN CONJUNCTION WITH



Attendee Registration Form

OCTOBER 24-28, 2016 (Monday-Friday)

McCormick Place | South Hall, Chicago, IL

REGISTRATION DEADLINE: AUGUST 31, 2016

THE ONE SHOW FOR THE CLEANING INDUSTRY

WAYS TO REGISTER!

FAX this form with payment to 704-635-7363

EMAIL this form and payment info to info@ceta.org

MAIL this form with payment to:

11450 US Hwy 380, Suite 130-289
Cross Roads, TX 76227

Conditions of Participation: (see complete list on page 2)

- This signed registration form is an offer. CETA reserves the right to accept or reject the offer based on the registrant's eligibility.
- Non-Member Distributors - must include a onetime fee of \$745 to register Attendees.
- Manufacturer & Supplier CETA Members not Exhibiting - must include a one time Company fee of \$2,690 to register Attendees, plus \$50 per Attendee Badge.
- Only Member's full time employees may register to attend.
- No cameras are allowed on the trade show floor.
- Replacement Badges for lost badges = \$50.

Registrant Information (Photocopy for additional registrants)

First Name	Last Name
Title	
Personal Email (required for badge confirmation)	
Job Function: <input type="checkbox"/> President/CEO <input type="checkbox"/> Operations <input type="checkbox"/> Purchasing <input type="checkbox"/> Owner <input type="checkbox"/> Sales <input type="checkbox"/> Director <input type="checkbox"/> Other	
Please register me for: (check the applicable boxes)	
<input type="checkbox"/> Trade Show (includes keynotes speakers)..... \$ 50	
<input type="checkbox"/> CETA Annual Business Meeting <input type="checkbox"/> Women of CETA Event	
<input type="checkbox"/> Opening Reception - follows the Business Meeting	
<input type="checkbox"/> CETA and ISSA Education Seminars..... \$ 149	
Count me in on attending the cleaning tour at US Cellular Ballpark	
ISSA Excellence Awards & Taste of Chicago, featuring Steve Wozniak, co-founder of Apple, on Friday October 28 th . (RSVP required!)	
<input type="checkbox"/> YES, I'M ATTENDING	
SUBTOTAL: -	

Company Information

Company: _____
Address: _____
City/State/Zip: _____
Phone/Fax: _____
Website: _____

Payment Information

- Incomplete registration forms will not be processed.
- Payment must be received with form.
- Non-Member Distributor-must include the onetime fee of \$745 to register Attendees.
- CETA Manufacturer & Supplier Members not Exhibiting must include the onetime fee of \$2,690 to register Attendees.

Conditions of Participation (see above & page 2 in Registration Packet)

I hereby certify that all listed registrants are paid employees of our firm and agree to fully abide by the Conditions of Participation shown on page 2.

SubTotal for Attendee Badges & Seminars: \$ _____

Non-Member Distributor Company Registration Fee of \$745 \$ _____

CETA Manufacturer/Supplier NonExhibiting Member Registration Fee of \$2,690 \$ _____

Total Payment Amount: \$ _____

Payment Method: ☐ Check enclosed (made payable to CETA)
☐ MasterCard ☐ VISA ☐ AMEX ☐ Discover

Card Number: _____

Exp Date (mm/yy): _____ CVV2 Code: _____

Name on Card (print): _____

Company Name: _____

Authorized Signature: _____

Print Name

Signature



**ANNUAL
CONVENTION**
IN CONJUNCTION WITH

Attendee Registration Form

OCTOBER 24-28, 2016 (Monday-Friday)
McCormick Place South Hall, Chicago, IL



REGISTRATION DEADLINE: AUGUST 31, 2016

THE ONE SHOW FOR THE CLEANING INDUSTRY

Company Profile: (it is important to complete this section for CETA to best serve you)

A. Member Type: ☐ Manufacturer ☐ Supplier ☐ Distributor ☐ Associate

B. How did you hear about CETA Annual Convention?

- ☐ Direct mail ☐ E-mail ☐ Telemarketing ☐ Online
☐ Print Ad ☐ Online Ad ☐ Word of Mouth ☐ Other _____

Hotel Information:

CETA's Host Hotel for the 2016 Annual Convention will be the Wyndham Grand Riverfront Chicago.

Several events, including CETA's Annual Business Meeting and the Opening Reception will be held at the Wyndham Grand Riverfront Chicago, but CETA members are welcome to stay where they prefer. Visit [Onpeak](#) to view options and choose where to stay.

Registration Acceptance:

Please note that registration for the CETA Annual Convention in conjunction with ISSA 2016 is at the sole discretion of CETA show management. We reserve the right to accept or reject registrations and cancel any previously accepted registration at any time.

Name Changes/Registration Cancellation Policy:

Name changes and replacement of lost badges will be available for a \$50 fee. Cancellation requests must be received in writing to CETA by September 20, 2016 to receive a full credit. A credit will be issued at the close of the trade show. Please fax requests to 704-635-7363, or email to info@ceta.org.

Conditions of Participation:

- This signed registration form is an offer. CETA reserves the right to accept or reject the offer based on the registrant's eligibility.
- Non-Member Distributors must include a one-time fee of \$745 to register Attendees, plus \$50 per Badge.
- Manufacturer & Supplier CETA Members not Exhibiting must include a one-time fee of \$2,690 to register Attendees, plus \$50 per Badge.
- Complimentary Badge requires Membership Dues paid before due date, and a completed Attendee Registration.
- No cameras are allowed on the trade show floor.
- Replacement Badges for lost badges = \$50.
- Registration of individuals may only include a Company's full time employee.
- The minimum age for admittance on the trade show floor is 12 years old.

Friendly Reminders:

- Attendees staying in the official CETA Annual Convention hotel block receive complimentary shuttle bus service. Additional passes can be purchased for \$30.
- Registration deadline is August 31, 2016.
- Download the official ISSA Annual Convention show App prior to your visit.
- Attend each of the Keynote Speakers, locations TBA.
- Visit www.ceta.org for the most current information.

FREQUENTLY ASKED QUESTIONS

October 25-28, 2016 | Exhibits: October 26-28, 2016
McCormick Place South Hall, Chicago, IL

General Trade Show Questions

- Where is the CETA Annual Convention co-locating with ISSA/INTERCLEAN North America 2016 being held?
- Do I have to be a member of CETA or ISSA to attend?
- How much does it cost to register?
- How can I register?
- I received an email saying my registration is in process. What does this mean?
- If I lose my badge at the show, can I have one re-printed?
- I have registered, but forgot to add the Convention Seminars. How can I add these?
- Do I have to register with a company, in order to attend?
- Can I register someone from a different company under my company name?
- Is there a deadline to register for the trade show or seminars?
- What are the registration hours?
- What are the trade show hours?
- How do I make hotel arrangements?

Answers

Q. Where is CETA Annual Convention co-locating with ISSA/INTERCLEAN® 2016 being held?

A. CETA Annual Convention co-locating with ISSA/INTERCLEAN® North America 2016 is in Chicago, IL, October 25th-28th, 2016. The trade show will be held at McCormick Place | South Hall Convention Center. The McCormick Place | South Hall Convention Center is located at 2301 S. King Dr – Chicago, IL 60616

Q. Do I have to be a member of CETA or ISSA to attend?

A. No you do not have to be a member of CETA or ISSA to attend. However, CETA and ISSA members receive reduced rates on their tradeshow registration fees. To learn more about CETA or ISSA membership, please visit for CETA www.Ceta.org or call 1-800-441-0111 or visit ISSA.com.

Q. How much does it cost to register?

A. Trade Show Badge Rates: Member: \$50 per person
Nonmember: \$745 (one time nonmember company fee) plus \$50 (per person)
All trade show badges include entry to Exhibit Floor and General Sessions CETA and ISSA Convention.

Seminars Rates: (note-you must have a Trade Show Badge to attend the Seminars)

Member: \$119 per person
Nonmember: \$299 per person

Q. How can I register?

A. You can register four ways, online at www.ceta.org or email info@ceta.org. Call the CETA office at 1-800-441-0111, fax your form to 704-635-7363. You can also register on-site in Chicago, but please note that you may need to wait in line.

Q. I received an email saying my registration is in process, what does this mean?

A. CETA is a member based association. Non-member attendees must go through a verification process. You will receive an e-mail confirming your registration within approximately 7 days.

Q. If I lose my badge at the show, can I have a new badge reprinted?

A. Yes. A new badge will be \$50 (\$150 for non-exhibiting manufacturers)

FREQUENTLY ASKED QUESTIONS

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Answers

Q. I have registered for the show but forgot to register for the CETA and ISSA Convention Seminars. How can I add these?

A. You can register onsite or call the CETA office.

Q. Do I have to register with a company in order to attend?

A. Yes. CETA Annual Trade Show co-locating with ISSA/INTERCLEAN® is an industry trade show for the cleaning industry. It is not open to the general public.

Q. Can I register someone from a different company under my own company name?

A. No. All attendees must be a full-time employee of the company they are representing.

Q. Is there a deadline to register for the trade show or seminars?

A. No, there is not a deadline for CETA or ISSA members. Non-members must register online before September 23rd 2016. Otherwise, you can register on-site, although you may need to wait in line.

Q. What are the registration hours?

A. Tuesday, October 25: 7:30 am - 5:00 pm
Wednesday, October 26: 7:30 am – 5:00 pm
Thursday, October 27: 7:30 am – 5:00 pm
Friday, October 28: 8:00 am - 1:00 pm

Q. What are the trade show hours?

A. Trade show days are Wednesday-Friday. Hours will be: 9:00am – 5:00pm (Wed. & Thursday) 9:00am - 1:00pm on Friday.

Please note that on Friday at 1:00pm ISSA is providing a “Taste of Chicago with Steve Wozniak “The Woz” as the Guest Speaker. This is offered to CETA members complimentary as long as you pre-register.

Tuesday, October 25th: Convention Seminars; trade show floor not open.

Wednesday, October 26th: 9:00 am-5:00 pm

Thursday, October 27th: 9:00 am-5:00 pm

Friday, October 28th: 9:00 am – 1:00 pm

Q. How do I make hotel arrangements?

A. Please note that if you wish to stay at the host hotel where all CETA events will be held will be at the Wyndham Grand Riverfront. Hotel arrangements can be made here and other places by going to <https://compass.onpeak.com/e/42INA16/>.

Please be aware that CETA by co-locating with ISSA will be able to offer housing deals through ISSA’s official housing partner onPeak. You may be contacted by outside vendors claiming to be the official housing partner for ISSA/ INTERCLEAN® North America 2016.

Didn't find the answers you were looking for? Contact CETA at info@ceta.org or 1-800-441-0111.