



February 15th, 2007

Dear Supplier,

The Society of Cosmetic Chemists - Southern California Chapter would like to announce the "2007 Suppliers' Day Exhibition" will be a two day event. This year, suppliers day will be held on Tuesday October 2nd & Wednesday October 3rd, 2007 at the Long Beach Convention Center, 300 East Ocean Blvd, Long Beach, California. Exhibition hours will be from 10:00 am to 5:00 p.m. on Tuesday and 10:00 am to 3:00 pm on Wednesday.

The California Chapters Suppliers' Day in 2005 was host to over 250 suppliers with over 1,000 attendees. This event has steadily increased and become the first and foremost West Coast event for the personal care industry.

This year we plan to sell out quickly. Please make sure you register early this year since the best locations are assigned on a first come - first served basis. We will have the floor plan on the website. **New this year is online registration.** **Payment of credit card will be accepted for booth registration.** Your booth selection date will be sent via e-mail to your designated exhibitor contact on your registration form. No reservations will be accepted without completed registration forms and payment!

The cost for a 10' x 10' booth is \$1,200.00 (including two complimentary supplier lunch tickets per booth, per day). A complimentary hot luncheon buffet will be served from 12:00 noon to 2:30 p.m. Additional lunch tickets are \$10.00 per person, per day (See Booth Registration Form). Cash bars and refreshment stations will be available during the luncheon. Exhibitor prizes can be raffled from your booths.

A block of rooms have been reserved at the Hyatt Hotel which is located adjacent to the convention center at 200 South Pine Avenue, Long Beach, CA 90802. Reservations can be made by calling 1-800-233-1234 or direct at 562-491-1234. In doing so, please ask for the *Society of Cosmetic Chemists group rate*. The following special group rates will apply Single/Double rooms \$203.00. SDC will be the official service contractor. Each draped booth will include:

- 8' high back wall
- 3' high side-rail
- 1 - 6' draped table
- 2 - bucket chairs
- 1 - wastebasket
- 1 - 7" x 44" one line exhibitor ID sign (31 characters including spaces)
- 1 - 15 amp 120 volt electrical outlet



Exhibitor's Service Kit from SDC will be available online an, which will contain an electrical form to facilitate additional electrical requirements. SDC is located at 6858 E. Acco Street, Los Angeles, CA 90040 Phone: 323-888-9855 Fax: 323-888-1799 Web: www.shepdec.com.

Suppliers are prohibited from serving alcoholic beverages at their booth unless arrangements have been made with the Long Beach Convention Center. SMG Catering at 562-499-7560 if you are planning to serve pastries and/or any type of hors d' oeuvres at your booth.

Set up time for your booth will be from Monday, October 1st, 3:00 p.m. to 9:00 p.m and 7:00 am – 10:00 am on Tuesday 10/2/2007. Tear down will begin immediately following the Exhibition from 3:00 p.m. to 11:00 p.m.

Cancellation Policy- Any cancellations before June 30th, 2006 will only be refunded 100%. 50 % refund for cancellations on or before August 30th, NO REFUND for cancellations on or after September 1st, 2007.

A email confirmation will be sent to the main contact after payment has been received. There will be a Supplier's information Booth located at the Main entrance of the Exhibit hall on Monday 10/1/07 during the set up hours. **Registration Packets and badges will be mailed to the Exhibitor contact in September.** For more information please call our Suppliers Day information line at 310-214-0043 ext 132. Please conduct all correspondence by E-MAIL to aminouye@bioscreen.com, if possible. All voice mail messages will be answered once a week. We look forward to seeing everyone in LA for another great Show and lots of fun.

Regards,

Brad Rope

Bradford L. Rope
2007 Suppliers' Day Chairman

Angie Inouye

Angie Inouye
2007 Suppliers Day Co-Chair