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World Market Center, Building C1350

SSA CO-OP SHOWROOM
February 9 - 13, 2009
Las Vegas, NV

Dear Exhibitor

Congratulations to all of us – we have a new home in Las Vegas!

Are you interested in joining us for Winter Market? We may have some space for you... Previous exhibitors have first right-of-refusal on their spaces. Their deadline for renewal is August 31. We can begin re-assigning space the first week of September.

Take a look at the showroom floor plan also in this section of the website. Many of the companies in our showroom will remain in the spaces they occupied at the Summer Market. Some of the companies are interested in changing sizes and/or locations. Some of the companies may not be returning.

The lease terms are for 2, 4, or 5 shows. Prices are per show within specified categories. The best rates are for the peripheral booths at a 6-show term. Each exhibitor/tenant will have additional Common Area Maintenance (CAM) fees per the WMC rates. These fees have been set at \$8.00 psf for the first 2 shows. *Future increases may apply, as per WMC. Delivery of samples from loading areas to the showroom is the responsibility of each individual exhibitor/tenant. The World Market Center has staff for this and their contact information will be available to you.

SSA Member Rates

<u>Price PSF Per Show</u>	<u>5 shows</u>	<u>4 shows</u>	<u>2 shows</u>	<u>CAM fees additional</u>
Largest Spaces	\$17 psf	\$17.50	\$18 psf	\$8 psf*
Standard Spaces	\$18 psf	\$18.50	\$19 psf	\$8 psf*
Special Spaces	\$19 psf	\$19.50	\$20 psf	\$8 psf*

Payment will be as in past markets, with the exception that a security deposit will be required for 4 or 5 show lease terms. Your 50% Booth Deposit must accompany the signed lease. Your balance payment is due on or before January 5, 2009.

Booth Reservations will be held NO LONGER THAN 48 HOURS while waiting for payment and signed lease documents.

These are exciting times indeed for the Specialty Sleep Association. **WE ARE MAKING HISTORY...!!!** Our new SHOWROOM was a great success at the Summer Market. We are looking forward to more of the same in February.

Contact us with your questions,

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