



# RICHMOND KIDS' EXPO • FEB. 25, 2012 EXHIBITOR CONTRACT



We the undersigned, submit our application for the reservation of Exhibit Space for the Richmond Kids' Expo. This agreement is subject to the Terms and Conditions detailed on page 2.

**Company Name, phone number and Web address will be listed in Kids' Expo Exhibitor Listing as stated below.**

**PLEASE PRINT CLEARLY**

**COMPANY NAME:** \_\_\_\_\_ Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_  
 Authorized by: \_\_\_\_\_ Title: \_\_\_\_\_  
 Signature of Authorizing Party \_\_\_\_\_ Date: \_\_\_\_\_  
 Activity that you'll be featuring at your booth: \_\_\_\_\_

## EXHIBITOR PACKAGES AND PRICING

### BASIC PACKAGE: \$395.00

• 10' x 10' Exhibit Space, Piped & Draped • One - 2' x 6' Draped Table & Two Folding Chairs • One - 7" x 44" Booth I.D. • Company Listing in Kids' Expo Exhibitor Directory • 4 Complimentary Admission Tickets

### DELUXE PACKAGE: \$795.00

• 10' x 20' Exhibit Space, Piped and Draped • Two - 2' x 6' Draped Table & Four Folding Chairs • One - 7" x 44" Booth I.D. • Company Listing in Kids' Expo Exhibitor Directory. PLUS: • Event Bag Insert • Web Button on the Kids' Expo Web site with link to your Company's Web site for 3 months. • 8 Complimentary Admission Tickets

### Ask About Our TOTAL EVENT SPONSOR PACKAGE

### CORPORATE SPONSOR: \$1,395.00

• 10' x 20' Exhibit Space, Piped and Draped • Two - 2' x 6' Draped Table & Four Folding Chairs • One - 7" x 44" Booth I.D. • Company Listing in Kids' Expo Exhibitor Directory. PLUS: Official Title of Corporate Sponsor • Premium Placement in Exhibit Hall • Company Name and/or Logo included in all event advertising including print, Radio and TV Advertising • Event Bag Insert • Company Logo with Link on the Kids' Expo Web site under the Corporate Sponsors banner • Web Banner on the Kids' Expo Web site with link to your Company's Web site for 3 months. • 20 Complimentary Admission Tickets

### NON-PROFIT PACKAGE: \$295.00

• Same as Basic Package

*Electricity to your booth is \$35.00 and paid directly to the Richmond Raceway. Electricity Request Forms will be provided 30 days prior to the event.*

### Choose Packages and Options below:

| BOOTH PACKAGE  | PRICE      | TOTAL |
|--|------------|-------|
| <input type="checkbox"/> Basic Package                   | \$395.00   | _____ |
| <input type="checkbox"/> Deluxe Package                  | \$795.00   | _____ |
| <input type="checkbox"/> Corp. Sponsor Package           | \$1,395.00 | _____ |
| <input type="checkbox"/> Non-Profit Package              | \$295.00   | _____ |
| <b>SPECIAL OPTIONS</b>                                   |            |       |
| <input type="checkbox"/> Online Exhibitor Directory Link | \$25.00    | _____ |

Subtotal for Booth Packages: \_\_\_\_\_  
 Early Bird Discount, less 10% : \_\_\_\_\_  
 Special Options : \_\_\_\_\_

**TOTAL FOR THIS CONTRACT:**

### CREDIT CARD PAYMENT OPTION

*(Please use billing Information as it appears on credit card statement)*

Visa     MC     AMEX     Discover  
 CC# \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 V-Code \_\_\_\_\_ (3 digit # imprinted on back of card, front of AMEX)  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_

Note: To receive the 10% discount booth package must be paid for by December 15, 2010. All invoice payments are due and payable upon receipt. Payment must be received by Specialized Expos 30 days prior to the event(s) covered in this agreement. If the event is within 30-day timeframe, payment must be received prior to the event. All contracts must be accompanied with payment if purchased within 30 days of the event(s). Terms and Conditions contained on page 2 are an integral part of this agreement. rev111217



### SEND PAYMENTS TO:

Specialized Expos, Inc.  
 1340-1272 N. Great Neck Rd., Ste. 336  
 Virginia Beach, VA 23454  
 Make checks payable to Specialized Expos.

# Richmond Kids' Expo Exhibitor Terms and Conditions

1. USE OF SPACE
  - a. LIABILITY – The exhibitor is entirely responsible for the space leased and shall not injure, mar or deface the premises and the Exhibitor shall not drive, nor permit to be driven any nails, hooks, tacks or screws in any part of the building. Exhibitor shall not affix to the walls or windows of any building any advertisement, signs, etc., or use Scotch tape, masking tape or any other adhesive-type materials on painted surfaces. The Exhibitor agrees to reimburse the facility and/or decorator, for any loss or damage to the premises or equipment occurring in the space leased to the Exhibitor. Show management and their sponsors shall not be liable for failure to perform its obligations under this contract as a result of strikes, acts of God, or any other causes beyond its control.
  - b. AISLES – Aisles, passageways and overhead spaces remain strictly under the control of the Management. All Exhibits and personnel must remain within the confines of their own spaces and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, disadvantageously affect the display of other Exhibitors. No interference with the light or space of another Exhibitor will be permitted.
  - c. SPACE – The space contracted for is to be used solely for Exhibitor whose name appears on the Contract, and it is agreed that Exhibitor will not sublet or assign any portion of same without written consent of the Management. In the event Exhibitor fails to occupy or use the space, or to have their exhibit completed and in place 1 hour prior to the opening of the show, they shall forfeit their right to the space and all prepaid rents, and upon demand pay any rental balance owing to management. At that point Management may reassign the booth space.
  - d. ALL DEMONSTRATIONS – Or promotional activities must be confined within the limits of the purchased space. Noise resulting from the exhibit space must not interfere with the other exhibitors.
  - e. FOOD ITEMS – No food items or drinks are to be sold for purposes of on-premise consumption. Any items, beverages or samples intended for on-site consumption must conform to a sampling policy and requires written permission from the Show Management and facility concessions.
  - f. BALLOONS – Helium Balloons may be used with a \$25.00 deposit to the convention center.
  - g. RESTRICTIONS – The Management reserves the right to restrict or remove exhibits, without refund that may have been falsely entered or may be deemed by the management unsuitable or objectionable. This restriction applies to noise, P.A. systems, persons, animals, things, conduct, printed matter, or anything of a character that might be objectionable to the show or the Show Management.
  - h. OFFENDERS – May be asked to leave the area if any of the above is violated: and as an exhibitor offender, no refund will be given.
2. RULES FOR EXHIBITS
  - a. ALL BOOTHS and decorations must concur with the facility regulations, city ordinances and local fire codes. Any violations may result in the removal of any materials found to be in violation. Materials for booth decorations and construction must be fire retardant. Contact the Show Management if at all in doubt.
  - b. INSTALLATIONS – Any special carpentry, wiring, electrical or other work, shall be installed at Exhibitor's expense.
  - c. LICENSES – Any and all City, County, Municipal, State or Federal licenses, inspections or permits as required by law of any Exhibitor in the installation or operation of his display shall be obtained by the Exhibitor at their own expense prior to the opening of the show.
  - d. RIGHTS OF MANAGEMENT IN EVENT EXHIBITION IS NOT HELD – Management shall not be liable for any damages or expenses incurred by Exhibitors in the event the show is delayed, interrupted or not held as scheduled. If for any reason, beyond the control of the Show Management, the show is not held, Management may retain the amounts paid by Exhibitors as is necessary to defray expenses already incurred by the Show Management.
  - e. TERMS AND CONDITIONS – This contract contains at the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.
  - f. SECURITY FOR RENTAL – Failure on the part of the Exhibitor to pay rental as specified under the contract shall entitle Management to seize all materials, displayed by the Exhibitor within the described show and to retain the same as security for any unpaid rental amount owing.
  - g. AMENDMENTS – Exhibitor agrees to abide by decisions of the Management concerning all matters pertaining to the administration and success of the Show.
  - h. ATTORNEY FEES – In the event suit or action is brought by Show Management under this agreement to enforce any of its terms, it is agreed that as the prevailing party, The Kids' Expo management shall be entitled to reasonable attorney fees to be fixed by the trial and appellate courts.
3. SECURITY – We wish to provide the tightest security possible for the protection of your exhibit properties. However, neither the Kids' Expo, the facility management nor our insurance company are financially liable for losses or mysterious disappearances of any kind. We recommend that all exhibitors contact their insurance agents to confirm proper coverage of exhibit materials. (Please read carefully the coverage provided by decorators and shipping companies to determine if additional coverage is necessary.) The facility will be secured during set-up and event day. Any additional security may be arranged by the Exhibitor at their own expense.
4. CANCELLATION AND REDUCTION POLICY – Any cancellations or changes MUST BE IN WRITING and received by our office no later than 30-days prior to date of show. NO REFUNDS will be made and any reduction in booth space is subject to a \$200 penalty for each cancelled booth. If company name was advertised, \$200.00 fee will apply.
5. EXHIBITOR BADGES – Each exhibitor is requested to submit a written list of staffing members prior to move-in. Exhibitor badges may be picked up at the registration counter on opening day or as they arrive.
6. LIABILITY – Neither Specialized Expos, Events Decorator, the Events Sponsors, Service Contractors, nor their representatives, nor any member of the above names will be responsible for any injury, loss or damage that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever. The exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims for such loss, damages or injuries.