

THE BRIDAL EVENT OF THE SEASON
PREMIER
BRIDE[®]
Showplace

JANUARY 8, 2012 · 10AM TO 4PM
Fresno Convention & Entertainment Center New Exhibit Hall

FASHION SHOWS
11:30am & 2pm

TICKETS

Advance Tickets \$8

At the Door \$10

Also available
on our website

BENEFITING:
susan g.
komen
FOR THE **cure** CENTRAL
VALLEY



559-435-8888

BRIDESHOWPLACE.COM

PRESENTING SPONSOR:



The Vault
FINE JEWELERS

CO-PRESENTING SPONSORS:

JANZEN
MARK JANZEN PHOTOGRAPHY



La Ryan
CATERING INC.



Oh So Swank!

PHOTO:
MARK JANZEN PHOTOGRAPHY



Why Premier Bride Showplace is a Good Choice for Your Business

Trust

After being in business for over 9 years, Premier Bride has become a trusted name to local brides. They use the magazine as a go-to resource for their wedding planning and see our bridal show as an opportunity to meet the wedding professionals that we work with. We're here for them all year long, not just at show time, which makes us a well known name to brides. Our new Wedding Center makes us easy to visit and gives brides a sense of security. They know they can come to us at any time for anything.

Growth

Premier Bride Showplace has the largest number of brides in attendance on a consistent basis, making your dollars count. We have very affordable booth rates, especially when taking into consideration the number of brides you will meet by exhibiting at our show. We had another great show in August 2011 with over 400 brides in attendance!

Local

Premier Bride is locally owned and operated so your dollars stay here. We know the wedding community well and are proud to be a part of it! It's important to us that our business partners have a successful experience when participating in our show because your success is also our success. We're all a part of a bridal family here and we look forward to many years of partnership. If you have any questions or concerns, we're always easy to find because we're right down the street!

Charitable

We're proud to be working with the **Central Valley Affiliate of Susan G. Komen for the Cure®** again in January. We will be donating \$10 of every booth fee and \$5 of every table fee to this charity. It's a way for us to give back to the community and support an organization that benefits so many people affected by breast cancer. All of the donations will go to support women in the Central Valley. If you would like to make a donation as well, please check the box on the show application page, specify the amount you would like to donate, and simply add it to your booth payment. Any amount helps so even if you can only donate \$5, it's great! You will be sent a receipt for your donation after the show.

If you choose to donate, your company will receive acknowledgement on our show website and in the show directory given to the brides. There will be a Susan G. Komen for the Cure race ribbon next to your company name in the directory and also on your listing on the show website. We want to make sure you are recognized for your generosity!

Fun!

We are lucky to work with the best wedding professionals in town. They are truly exciting people to be around and make the show so enjoyable. You're bound to make new friends and business contacts along the way. We also have vendor mixers a few times a year, giving you the opportunity to network with other wedding professionals.

If you have any questions or comments, please don't hesitate to call or email us. We're here to help make your business a success and are always looking for new ways to do just that. Thank you for your time and consideration and we hope to see you at the show!

PREMIER
BRIDE
Showplace

benefiting



Sunday
January 8, 2012

Fresno Convention &
Entertainment Center

Showplace 10am to 4pm
Fashion Shows 11:30 & 2

Be a part of the most attended
bridal show in the Valley!

Business Name (to be published)	Contact Name
Main Category for Show Directory	Sub Category (if available)
Mailing Address (for vendor information packet)	City & Zip Code
Contact Phone Number (to be published)	Contact Fax Number
Web Address (for program)	
Email Address for Bride List	Corporate Phone (if applicable)

Check here if you would like to donate to the **Central Valley Affiliate of Susan G. Komen for the Cure**. Any donation amount is greatly appreciated. Your donation will remain in the Central Valley to help women in our community. 

Amount \$ _____
(Please add amount to registration fee. If you choose to donate, the pink running ribbon will be placed next to your name on the website and in the program.)

10' x 20' Booth Package
\$775 (\$300 deposit)

Includes two business listings in program and on brideshowplace.com, black-draped backdrop, black draped side rails, four (4) chairs and two (2) 2'x8' tables with black skirting and four (4) complimentary show tickets. Booth accommodates one (1) limousine. Package requires booth participant to provide two (2) door prizes valued at \$25 each; winning bride must not be obligated to make any additional purchases to redeem prize.

I need my included table Y N
I need my included chairs Y N
Additional Tables (\$25 each) _____
Additional Chairs (\$2 each) _____
Electricity (\$40 per 2000 watts) _____
Wi-Fi Access (\$30) _____
Add'l Category Listing (\$50) _____

10' x 10' Booth Package
\$575 (\$200 deposit)

Includes two business listings in program and on brideshowplace.com, black-draped backdrop, black draped side rails, two (2) chairs and one (1) 2'x8' table with black skirting and four (4) complimentary show tickets. Package requires booth participant to provide two (2) door prizes valued at \$25 each; winning bride must not be obligated to make any additional purchases to redeem prize.

I need my included table Y N
I need my included chairs Y N
Additional Tables (\$25 each) _____
Additional Chairs (\$2 each) _____
Electricity (\$40 per 2000 watts) _____
Wi-Fi Access (\$30) _____
Add'l Category Listing (\$50) _____

Table Display
\$375 (\$100 deposit)

Includes one business listing in program and on brideshowplace.com, one (1) chair and one (1) 2'x8' table with black skirting. Package requires booth participant to provide two (2) door prizes valued at \$25 each; winning bride must not be obligated to make any additional purchases to redeem prize. All items/signage must be displayed on the table top only. No floor or wall space is available. Vendors must remain behind the table at all times.

I need my included chair Y N
Additional Chairs, limit 2 total (\$2 each) _____
Electricity (\$40 per 2000 watts) _____
Wi-Fi Access (\$30) _____
Add'l Category Listing (\$50) _____

TRIPLE Booth Package
\$975 (\$400 deposit)

Includes three business listings in program and on brideshowplace.com, black draped backdrop, black draped side rails, six (6) chairs, and three (3) 2'x8' tables with black skirting and ten (10) complimentary show tickets. Booth accommodates two (2) limousines and other large displays. Package requires booth participant to provide two (2) door prizes valued at \$25 each; winning bride must not be obligated to make additional purchases to redeem prize.

I need my included tables Y N
I need my included chairs Y N
Additional Tables (\$25 each) _____
Additional Chairs (\$2 each) _____
Electricity (\$40 per 2000 watts) _____
Wi-Fi Access (\$30) _____
Add'l Category Listing (\$50) _____

QUAD Booth Package
\$1200 (\$500 deposit)

Includes three business listings in program and on brideshowplace.com, black draped backdrop, black draped side rails, eight (8) chairs, and four (4) 2'x8' tables with black skirting and ten (10) complimentary show tickets. Booth accommodates two (2) limousines and other large displays. Package requires booth participant to provide two (2) door prizes valued at \$25 each; winning bride must not be obligated to make additional purchases to redeem prize.

I need my included tables Y N
I need my included chairs Y N
Additional Tables (\$25 each) _____
Additional Chairs (\$2 each) _____
Electricity (\$40 per 2000 watts) _____
Wi-Fi Access (\$30) _____
Add'l Category Listing (\$50) _____

The Running Ribbon is a registered Trademark of Susan G. Komen for the Cure®

Grand Prize Participant

Value \$500+ (optional)

Participant must provide a donation or service valued at \$500 or more. Giveaway description and disclaimers must be received by Thursday, December 1, 2011 to take full advantage of the following: TV mentions, radio mentions, brideshowplace.com special listing, Premier Bride Showplace program listing and on-stage mentions. Winning bride must not be obligated to make any additional purchases to redeem prize.

I will provide the following grand prize:

Value: _____

Fashion Show Participant

(optional)

Fashion show participation is limited and subject to first right of refusal, then on a first come first serve basis. No more than four stores may participate.

Participants will not be accepted after Monday, October 31, 2011. Incurred expenses for fashion show production are the responsibility of the participant. Other restrictions may apply. Call Tracy at 559.435.8888 for more information and mandatory meeting dates and times.

I would like to be considered to show the following:

Bag Stuffer

\$150 (optional)

One (1) item to be stuffed in Premier Bride Showplace bags and distributed to brides at registration. 500 count is suggested. Items MUST be delivered to Premier Bride by Thursday, December 15, 2011.

I will provide the following as a bag stuffer:

Premier Bride Advertising Package

AD DEADLINE: November 15, 2011

Premier Bride Magazine advertisers qualify for a \$50 discount. Discount applies to booth packages only and you must be current on your Premier Bride account. For more information call Tracy Barnes at 559.435.8888 or visit brideshowplace.com.

Payment Information

Make checks payable to Premier Bride and mail to:

Premier Bride, 7075 N. West Ave, Fresno, CA 93711

PH (559) 435-8888

FX (559) 447-8873

VISA and MASTERCARD are accepted. Please note that a \$10 convenience fee will be added to the balance each time the credit card is used. You have the option of paying in full or paying only the deposit at the time of registration if you register prior to December 1, 2011. Please indicate payment amount at the bottom of this page. If you register after the final payment deadline, the full balance will be charged.

Credit Card # _____ Exp Date _____ 3-Digit Sec Code _____ Billing Zip _____

Name on Card _____ Signature _____

Circle One: VISA MC Initial Here for acceptance of \$10 convenience fee _____

Priority deposit deadline is Monday, October 31, 2011 Please indicate 1st, 2nd & 3rd choice for booth space when sending in your deposit and paperwork before priority deadline. After priority deposit deadline booth spaces will be automatically assigned. **Booth spaces are limited within vendor categories; booth choices are not guaranteed.**

Exhibitor Initials _____

Final balance due deadline is Thursday, December 1, 2011 Balances submitted after the deadline are subject to a \$50 late fee, and balances submitted after Thursday, December 22, 2011 are subject to a \$100 late fee. Unpaid balances may disqualify a vendor from current and future shows. If paperwork and/or payment is submitted after Thursday, December 22, 2011 company name and information will not be printed in bride directory.

Exhibitor Initials _____

Questions?

Email: tracyb@premierbride.com

Phone: 559.435.8888

Fax to: 559.447.8873

Summary of Charges

Table/Booth \$ _____

Add'l Tables \$ _____

Add'l Chairs \$ _____

Electricity \$ _____

Wi-Fi Access \$ _____

Add'l Category \$ _____

Bag Stuffer \$ _____

Susan G. Komen Donation (optional) \$ _____

PB Advertiser Discount (if applicable) \$ _____

Credit Card Convenience Fee \$ _____

Total \$ _____

Deposit Amount Enclosed \$ _____

PREMIER BRIDE SHOWPLACE CONTRACT

January 8, 2012

AGREEMENT BY AND BETWEEN PREMIER BRIDE (PRODUCER), AND _____ (EXHIBITOR), WHEREAS, PRODUCER IS PRODUCING A BRIDAL SHOW AT THE FRESNO CONVENTION CENTER IN FRESNO, CALIFORNIA, ON SUNDAY, JANUARY 8, 2012, WITH THE COMPLETE SHOW STARTING AT 10:00 AM AND ENDING AT 4:00 PM. WHEREAS, EXHIBITOR DESIRES TO PARTICIPATE IN SAID SHOW FOR THE SOLE PURPOSE OF DISPLAYING AND PROMOTING ITS MERCHANDISE OR SERVICES UNDER THE CATEGORY/IES OF _____ and _____ COVENANTS AND CONDITIONS HEREINAFTER, SET FORTH, THE PARTIES AGREE AS FOLLOWS:

Exhibitor Initials

- 1) **PRODUCER SHALL HAVE SOLE CONTROL** OVER THE PRODUCTION, ORGANIZATION, DIRECTION AND STAGING OF SAID SHOW/EVENT. IT IS THE INTENT OF THE PRODUCER TO INCLUDE PROPER MIX OF EXHIBITORS AT ALL SHOWS AND EVENTS. PRODUCER RESERVES THE RIGHTS AND CONTROL OVER WHICH EXHIBITORS ARE PERMITTED TO BE IN THE SHOW AND FURTHER RESERVES THE RIGHT TO CANCEL THE WITHIN AGREEMENT PROVIDED NOTICE OF THE CANCELLATION IS GIVEN NO LATER THAN 20 DAYS BEFORE THE SCHEDULED SHOW/EVENT. IN THE EVENT THAT PRODUCER CANCELS THE WITHIN AGREEMENT AND PROPER NOTICE IS GIVEN TO EXHIBITOR, PRODUCER'S LIABILITY WILL BE LIMITED TO A RETURN OF ANY MONIES ADVANCED BY EXHIBITOR AS A DEPOSIT FOR SAID SHOW/EVENT.

Exhibitor Initials

- 2) **BOOTH SPACE.** EXHIBITOR HEREBY RENTS SPACE DESIGNATED AS BOOTH SPACE DURING THE HOURS OF 10:00 AM AND 4:00 PM OF SAID DAY. EXHIBITOR AGREES TO HAVE ITS BOOTH READY FOR INSPECTION AT 9:30 AM ON THE DAY OF THE SHOW/EVENT. EXHIBITOR SHALL REMOVE ALL MERCHANDISE, PRODUCTS AND ANY OTHER DISPLAYS NO LATER THAN 6:00 PM ON FINAL DAY OF THE SHOW/EVENT AT ITS SOLE COST AND EXPENSE, AND LEAVE THE RENTED SPACE IN BROOM-CLEAN CONDITION. REMOVAL OF DISPLAY MAY NOT BEGIN UNTIL 4:00 PM ON THE FINAL DAY OF SHOW/EVENT. ANY NONCOMPLIANCE OF SET UP AND REMOVAL TIMES BY EXHIBITOR MAY INCUR A PENALTY FEE AT THE DISCRETION OF PRODUCER. AS WHERE SPACE APPLIED FOR AND GRANTED IS NOT OCCUPIED BY THE EXHIBITOR, THE EXHIBITOR SHALL PAY TO THE PRODUCER A SUM IN LIQUIDATED DAMAGES EQUAL TO THE STANDARD RESERVATION COST. PRODUCER RESERVES THE RIGHT TO REALLOCATE SPACE FOR THE MAXIMUM ENHANCEMENT OF THE OVERALL SHOW/EVENT. DISPLAYS MAY NOT BE TALLER THAN THREE (3) FEET AROUND PERIMETER OF BOOTH.

Exhibitor Initials

- 3) **LATE FEES.** WHERE TOTAL PAYMENT IS NOT COMPLETED BY DUE DATE AS DEFINED ON SHOW APPLICATION, PRODUCER RESERVES THE RIGHT TO ASSESS LATE FEES AS DEFINED, RETAIN ALL MONIES PAID AND LEASE THE RESERVED SPACE TO ANOTHER EXHIBITOR, AND PROHIBIT EXHIBITOR FROM PARTICIPATING IN FUTURE SHOWS. WHERE MONIES COLLECTED FROM EXHIBITOR ARE RETURNED FOR ANY REASON BY THE EXHIBITOR'S BANK (NON-SUFFICIENT FUNDS, MISSING SIGNATURE, ACCOUNT CLOSED, ETC) IT IS CONSIDERED NON-PAYMENT, AND THE EXHIBITOR SHALL PAY ANY AND ALL EXHIBITOR LATE FEES AND PRODUCER BANK CHARGES AND PROCESSING FEES OF \$25.

Exhibitor Initials

- 4) **BRIDE LIST.** ANY MAILING/EMAILING BRIDE LIST GIVEN TO EXHIBITOR IS A PROTECTED TRADE SECRET OF PRODUCER, AND NO EXHIBITOR, INDIVIDUAL, COMPANY OR BUSINESS SHALL BE ENTITLED TO USE THIS LIST FOR ANY OTHER BUSINESS OR ACTIVITY NOT AUTHORIZED BY PRODUCER OTHER THAN EXHIBITOR'S PRIMARY BUSINESS MARKETING.
- a) EXHIBITOR MAY NOT BE GIVEN BRIDE LIST IF FULL PAYMENT WAS NOT RECEIVED BY DUE DATE FOR SHOW.
 - b) EXHIBITOR MAY NOT BE GIVEN ANY LIST IF EXHIBITOR AND/OR ITS REPRESENTATIVES HAVE NOT COMPLIED WITH ALL SHOW RULES AS DEFINED HEREIN DURING THE COURSE OF THE SHOW.
 - c) EXHIBITOR UNDERSTANDS THAT ALL EMAILS MUST BE COMPLIANT WITH THE CAN-SPAM ACT OF 2003, AND TO SEND OUT MASS EMAILS ANY OTHER WAY IS UNLAWFUL. THIS INCLUDES BLIND COPYING EMAILS (BCC'd) WHEN SENDING.
 - d) EXHIBITOR EXPLICITLY UNDERSTANDS THAT HE/SHE MAY NOT, UNDER ANY CIRCUMSTANCES, RENT, LOAN, SHARE, SELL OR DISTRIBUTE BY ANY MEANS, TO ANY PERSON, BUSINESS OR ENTITY, ANY LIST RECEIVED FROM PRODUCER. EXHIBITOR MAY NOT INCLUDE INFORMATION ON ANY SERVICES NOT WITHIN SPECIFIED CATEGORIES. TO DO SO WILL RESULT IN IMMEDIATE ACTION INCLUDING BUT NOT LIMITED TO: A FEE ASSESSMENT OF UP TO \$800 PAYABLE BY EXHIBITOR TO PRODUCER, POSSIBLE EXCLUSION FROM FUTURE SHOWS, AND LEGAL ACTION.
 - e) NON AUTHORIZED RECIPIENT OF THE LIST WILL ALSO RECEIVE IMMEDIATE ACTION INCLUDING BUT NOT LIMITED TO: A FEE ASSESSMENT OF UP TO \$1000 PAYABLE BY LIST USER TO PRODUCER, POSSIBLE EXCLUSION FROM FUTURE SHOWS, AND LEGAL ACTION.
 - f) EXHIBITOR AGREES TO INDEMNIFY AND HOLD HARMLESS PRODUCER, ITS OWNERS, EMPLOYEES AND REPRESENTATIVES, AGENTS AND AFFILIATES FROM AND AGAINST ALL CLAIMS, LOSSES, COSTS, DAMAGES, LIABILITIES AND EXPENSES INCLUDING LEGAL FEES ARISING OUT OF OR RELATING TO THE EXHIBITOR'S USE OR MISUSE OF ANY LIST FROM PRODUCER. SHOULD PRODUCER INCUR ANY EXPENSES AS A RESULT OF EXHIBITOR'S USE OR MISUSE OF SAID LIST, EXHIBITOR SHALL BE RESPONSIBLE FOR ALL EXPENSES INCURRED BY PRODUCER.

Exhibitor Initials

- 5) **EXHIBITOR CATEGORIES.** EXHIBITOR WILL NOT ASSIGN ITS RIGHTS HEREUNDER TO ANY OTHER INDIVIDUAL, CORPORATION OR OTHER BUSINESS ENTITY. EXHIBITOR WILL NOT SHARE BOOTHS OR CROSS CATEGORIES WITH ANY OTHER VENDOR OR EXHIBITOR WITHOUT THE WRITTEN CONSENT OF PRODUCER. PRODUCER RESERVES THE RIGHT TO ESCORT ANY EXHIBITOR FROM THE SHOW/EVENT FOUND TO BE IN VIOLATION AND RETAIN ALL MONIES PAID AND LEASE THE SPACE TO ANOTHER EXHIBITOR IF ANY EXHIBITOR ATTEMPTS TO SHARE BOOTH SPACE WITHOUT WRITTEN CONSENT OF PRODUCER.

Exhibitor Initials

- 6) **BOOTH INSPECTION.** ALL BOOTHS/DISPLAYS WILL BE INSPECTED BY PRODUCER FOR COMPLETION AND PROFESSIONALISM THIRTY MINUTES PRIOR TO THE DOORS OPENING FOR THE GENERAL PUBLIC'S ADMITTANCE. EXHIBITOR AGREES TO ERECT ALL BOOTH DISPLAYS WITHIN THE GUIDELINES SET OUT BY LOCAL FIRE ORDINANCE AND BY PRODUCER, AND TO MODIFY SUCH DISPLAYS UPON THE INSPECTION OF THE

EXHIBITOR'S BOOTH BY LOCAL FIRE OFFICIALS AND PRODUCER REPRESENTATIVES. PRODUCER WILL NOT BE HELD LIABLE FOR EXPENSES INCURRED FOR MOVING OR ADJUSTING BOOTHS/DISPLAYS, AS WELL AS DAMAGE TO THE PROPERTY OF THE BOOTH/DISPLAY ITSELF, POLE AND DRAPE, OR TABLE COVERINGS PROVIDED BY AN OUTSIDE ORGANIZATION. IF AT THIS TIME, OR ANY TIME THROUGHOUT THE DURATION OF THE SHOW/EVENT, PRODUCER DISCOVERS THE EXHIBITOR VIOLATING ANY RULE OR ORDINANCE, PRODUCER WILL ESCORT THE EXHIBITOR FROM THE SHOW/EVENT AND THE PREMISES IMMEDIATELY, LOSING ALL MONIES PAID TO PRODUCER.

Exhibitor Initials _____

- 7) **EXHIBITOR STAFFING.** EXHIBITOR AND ANY REPRESENTATIVE MUST ADHERE TO PROFESSIONAL DRESS ATTIRE OR BE ASKED TO LEAVE UNTIL MORE PROFESSIONAL ATTIRE CAN BE OBTAINED. EXHIBITOR AND/OR EXHIBITOR'S REPRESENTATIVE MUST BE PRESENT IN THE EXHIBITOR'S BOOTH AT ALL TIMES OF SHOW/EVENT.

Exhibitor Initials _____

- 8) **DOOR PRIZES.** EXHIBITOR AGREES TO PROVIDE TWO DOOR PRIZES/GIFTS WITH A MINIMUM VALUE OF \$25.00 EACH. THIS GIFT MUST NOT REQUIRE ANY FURTHER PURCHASE ON BEHALF OF THE INDIVIDUAL AWARDED SAID DOOR PRIZE/GIFT. THE DOOR PRIZE/GIFT MUST BE EITHER A GIFT CERTIFICATE OR AN APPROPRIATE TANGIBLE GIFT ITEM, WITHOUT SPECIFICATIONS DEMANDED ON THE PRIZE/GIFT WINNER TO REDEEM AT EXHIBITOR'S PLACE OF BUSINESS. IF TWO DOOR PRIZES/GIFTS ARE NOT PRESENT AT THE TIME OF BOOTH/DISPLAY INSPECTION THIRTY MINUTES PRIOR TO THE SHOW/EVENT COMMENCING, THEN TWO PRIZES/GIFTS WILL BE MADE AVAILABLE BY PRODUCER TO EXHIBITOR AND THE EXHIBITOR AGREES TO COMPENSATE \$50 TO PRODUCER FOR PROVIDING SUCH.

Exhibitor Initials _____

- 9) **SAFETY, DAMAGE OR THEFT.** PRODUCER WILL NOT BE RESPONSIBLE FOR THE SAFETY OF ANY EXHIBIT OR PROPERTY OF ANY EXHIBITOR FOR THE LOSS OR DAMAGE OF, OR DESTRUCTION TO SAME, BY THEFT, FIRE OR ANY OTHER CAUSE. EXHIBITOR SHALL CARRY PERSONAL, BUSINESS, AND PRODUCT LIABILITY INSURANCE. EXHIBITOR HEREBY ACCEPTS LIABILITY FOR ANY CLAIMS ARISING OUT OF THE SUPPLY AND/OR SERVICES BY EXHIBITOR AND/OR SAMPLES, OFFERS, PRIZES/GIFTS, OR DISPLAYS.

Exhibitor Initials _____

- 10) **MATERIAL DISTRIBUTION.** EXHIBITOR MAY DISTRIBUTE ADVERTISING AND PRINTED MATERIALS FROM HIS BOOTH/DISPLAY ONLY AND FOR SAID BUSINESS AND BUSINESS CATEGORIES APPROVED BY PRODUCER ONLY, AND ONLY IN SUCH A MANNER AS TO NOT CAUSE ANNOYANCES OR DISTURBANCES TO OTHER EXHIBITORS, SHOW ATTENDEES OR PRODUCER. THERE IS TO BE NO SOLICITING IN THE AISLES; EXHIBITOR IS CONFINED TO ITS DESIGNATED BOOTH/SPACE FOR ANY BUSINESS TRANSACTIONS. IN THE EVENT OF COMPLAINTS, THE MATTER SHALL BE REFERRED TO PRODUCER FOR DECISION, WHOSE DECISION IS FINAL.

Exhibitor Initials _____

- 11) **NOISE LEVELS.** EXHIBITOR WILL NOT MAKE USE OF ANY PUBLIC ADDRESS SYSTEM OR OTHER SOUND EQUIPMENT THAT MAY INTERFERE WITH OTHER EXHIBITORS OR FROM THE STAGING OF ANY SHOW/EVENT. EXHIBITOR MUST COMPLY WITH THE PRODUCER'S DECISION IN THE EVENT THAT SUCH COMPLAINTS ARISE.

Exhibitor Initials _____

- 12) **COMPETITIVE EXHIBITORS.** EXHIBITOR UNDERSTANDS AND AGREES THAT PRODUCER HAS THE RIGHT TO RENT SPACE TO OTHER INDIVIDUALS, FIRMS, COMPANIES, AND ORGANIZATIONS ENGAGED IN COMPETITIVE ENDEAVORS, NOT TO EXCEED CATEGORY LIMITS SET BY PRODUCER.

Exhibitor Initials _____

- 13) **PARKING FEES.** PRODUCER IS NOT RESPONSIBLE FOR ANY PARKING FEES FOR VEHICLES OF EXHIBITORS, STAFFS OR GUESTS.

Exhibitor Initials _____

- 14) **FORCE MAJEURE.** EXHIBITOR UNDERSTANDS THAT WEATHER PLAYS A MAJOR ROLE IN DETERMINING THE TOTAL ATTENDANCE AT THE SHOW/EVENT. PRODUCER MAKES NO GUARANTEES REGARDING WEATHER CONDITIONS AND ITS RELATIONSHIP TO ATTENDANCE. IF PRODUCER IS PREVENTED FROM PUTTING ON THE SHOW/EVENT AS HEREIN PROVIDED BY REASON OF ANY ACT OF GOD, STRIKE, LABOR DISPUTE, FIRE, FLOOD, DELAY IN TRANSPORTATION, PUBLIC DISASTER, OR ANY OTHER CAUSE OR REASON WITHER WITHIN OR BEYOND THE CONTROL OF PRODUCER, OR AS THE CASE MAY BE, SUCH CONDITIONS SHALL BE DEEMED A VALID EXCUSE FOR DELAY IN THE PERFORMANCE OF SUCH OBLIGATIONS AT THE SPECIFIED TIME AND PLACE. PRODUCER SHALL HAVE THE RIGHT AND EXHIBITOR AGREES THAT THE SHOW/EVENT MAY BE RESCHEDULED FOR ANOTHER DATE AND/OR LOCATION CHOSEN BY PRODUCER.

Exhibitor Initials _____

- 15) **INDEMNIFICATION.** FAILURE OF EXHIBITOR TO COMPLY WITH ANY OR ALL CONDITIONS OF THE AGREEMENT WILL AFFECT EXHIBITOR'S ABILITY TO PARTICIPATE IN FUTURE SHOWS/EVENTS BY PRODUCER. EXHIBITOR HEREBY AGREES TO DEFEND, INDEMNIFY, AND HOLD PRODUCER HARMLESS AGAINST ANY CLAIMS, LOSSES, DAMAGES, EXPENSES (INCLUDING ATTORNEY FEES) AND JUDGMENTS OR ACTIONS ARISING OUT OF ANY BREACH OR OTHER OBLIGATIONS ARISING OUT OF THIS AGREEMENT OR OF ANY AUTHORIZED USE OF THE SPACE RENTED BY THE EXHIBITOR. EXHIBITOR AGREES THAT IN THE EVENT OF LEGAL ACTION TO ENFORCE ANY OF THE TERMS OR OBLIGATIONS OF THE AGREEMENT, EXHIBITOR SHALL PAY SUCH ADDITIONAL SUMS AND FOR ATTORNEY FEES FOR PRODUCER.

I REPRESENT THAT I HAVE AUTHORITY TO SIGN THIS AGREEMENT AND ENTER INTO THIS AGREEMENT ON BEHALF OF EXHIBITOR.

EXHIBITOR - PRINT NAME

EXHIBITOR – SIGNATURE

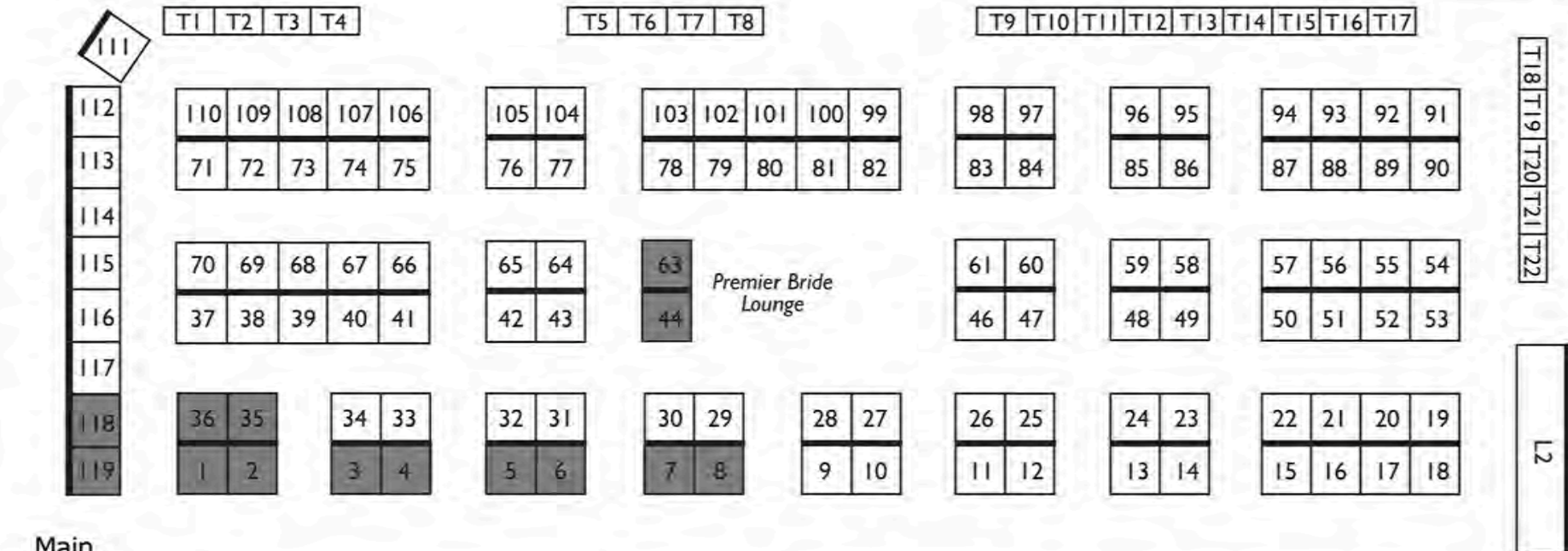
DATE

PRODUCER - PRINT NAME

PRODUCER – SIGNATURE

DATE

Roll-Up Doors
for Load-In



Main Entrance

Lobby

Fashion Show Area

Please indicate your top three booth choices

#1 _____ #2 _____ #3 _____

Booth choices are not guaranteed. Booths marked in gray are not available.