

1 Expo City/Cities: _____

2 Direct Correspondence to: Check if new or updated

Contact: _____

Company: _____

Street Address: _____

City/State/Zip/Country: _____

Mobile Ph: _____ Home Ph: _____

Published Ph: _____ Fax: _____

Private Email: _____

Published Email: _____

Website: _____

3 Booth Sign & Expo Program Information:

- check one: Publish my address and contact info above in Expo Program
 Only publish my website, email and phone in Expo Program

Published Booth Name: _____

City: _____ State: _____ Country: _____

4 List Brands, Products or Services Exhibited:

Add additional pages if necessary

5 Advertising: Start the sales process weeks ahead and continue selling afterwards. The Web Link Button puts your product in the email inbox of thousands of attendees before the Expo and is also posted on our website. Leave a lasting impression in the Expo Program, given free to everyone who attends.

- Web Link Button (100x100 pixels): \$199
1/4 Page Ad (2.25"x3.75"): \$150
1/2 Page Ad (4.75"x3.75"): \$249
Full Page Ad (4.75"x7.75"): \$399
Expo Special - Save \$100: Web Link Button & 1/2 Page Ad \$348

EXHIBIT SPACE APPLICATION



6 Booth Choices: 1st Choice: _____ 2nd Choice: _____

Management may change your location based on general appearance and planning of exhibition.

7 Exhibit Space Invoice:

Table with columns for item description, quantity, unit price, and total cost. Includes items like Total Exhibit Size, Corner(s), Subtotal 1, Subtotal 2, Net Cost, Payment Enclosed, and Balance Due.

8 Payment Methods

Check payable to F+W Trade Show and Events, LLC
Charge Full Amount / 50% deposit / balance due
Future payment will be charged automatically on date indicated.

VISA, MC, AmEx #: []

Exp. Date: [] [] - [] [] CID # [] [] [] [] (3 digits VISA/MC 4 digits AmEx)

Cardholder's Name: _____ Signature: _____

Booth space will only be assigned with receipt of signed Exhibit Space Application and appropriate deposit (or signed Letter of Agreement and deposit if applicable). Booth assignments are made on a first-come first-serve basis.

I / We have read, understand and agree to abide by the Terms and Conditions listed on the reverse side of the Exhibit Space Application, which are made part of this agreement when space is assigned, included in any and all exhibitor Expo information and in the public event Rules and Regulations.



9 Signature of Authorized Agent: _____ Date: _____

RETURN A COPY WITH PAYMENT • THIS DOCUMENT MAY BE PHOTOCOPIED, DUPLICATED AND FAXED.

Original Sewing & Quilt Expo
America Quilts EXPO
F+W Trade Show and Events, LLC
909 Canterbury Rd, Suite F • Westlake, OH 44145
Phone: 888-699-6309 • Fax: 440-899-6302
info@sewingexpo.com • sewingexpo.com

TERMS AND CONDITIONS

All exhibits and exhibitors are subject to the following terms and conditions. The word "Management" refers to F+W Trade Show and Events, LLC acting through its officers, agents and employees. The words "Exhibition" and "Expo" refer to Original Sewing & Quilt Expo" and "America Quilts Expo, "Site" refers to the properties at which Original Sewing & Quilt Expo and America Quilts Expo is taking place as detailed in the Exhibit Space Application on the reverse of this page and "Premises" refers to the space used by the Exhibitor at the Exhibition. (the exhibit booth).

1. Eligibility & Cancellation

- a) Management has the sole discretion to determine the eligibility of any person to participate in the Expo and the decision of Management is final and binding.
- b. Exhibitor with outstanding payments due prior to Expo opening will not be allowed to move into the Exhibition.
- c) All deposit monies shall be retained by Management in the event the Exhibitor fails to fulfill or violates the Contract, or withdraws from the Expo, and the parties will from that point on have no liability to one another.
- d) In the event that Management changes the date of or cancels the Expo, the Exhibitor will have no right to compensation for any losses or costs related to the change or cancellation, other than booth deposits.

2. Insurance & Indemnity

- a) Each Exhibitor agrees that Management is not liable for any personal injury, property damage or economic loss (the "injuries") sustained by the Exhibitor, his/her officers, employees, agents or any member of the public if such injuries arise out of or are in any way connected with the Exhibitor's use or occupancy of the Premises or participation in the Exhibition (the Exhibitor's "injuries") and exhibitors assumes all risk and agrees to hold the Management harmless and completely indemnified against any and all losses, claims, suits, expenses and demands which arise from the Exhibitor's Injuries.
- b) Each Exhibitor shall carry Comprehensive General Liability insurance for a limit of not less than \$1,000,000 and name F+W Trade Show and Events, LLC as additionally insured.
- c) Any exhibitor using the services of an independent company assumes all liability for the acts of that company during the event.
- 3. Use of Exhibit Space**
 - a) The Exhibitor will not assign, sublease or sublicense all or any part of the Premises or otherwise permit the occupation of the Premises by any person other than a lawful representative of the Exhibitor, without the prior written consent of Management.
 - b) Exhibitors agree not to display any equipment other than that which is manufactured or carried by the Exhibitor in the normal course of business.
 - c) No person, firm or organization not having contracted with Management for the occupancy of space in the Expo will be permitted to display, demonstrate or sell its products or services or distribute advertising materials anywhere at the Site during the Exhibition.
 - d) Only products and services detailed in the Exhibit Space Application are to be displayed. Demonstrated, advertised or sold at the Exhibition. Management reserves the right to remove from the Exhibitor's booth any products or services that are in violation thereof.
 - e) Only contracted sponsors may exhibit or sell sewing, embroidery, quilting and serger machines.
 - 4. Exhibits**
 - a) No alteration of the Premises may be made by the Exhibitor without the prior approval of Management.
 - b) Management reserves the right to alter the Premises or remove the Exhibitor from the Expo if in Management's opinion such action is necessary to maintain nature and character of Expo.

- c) The Exhibitor may, subject to these terms, arrange the Premises in the manner deemed by her/him best fitted for displaying, demonstrating and selling his/her goods and services.

- d) The Exhibitor's Premises will be arranged in a manner that does not interfere with other Premises and Management has the sole discretion of determining interference.

- f) All tables must be skirted to the floor.

- g) Any additional pipe must be covered with sleeves, drape or decorated appropriately.

- h) Side walls and displays that extend more than eye level must be agreed to by all parties including management and adjacent exhibitors.

- i) Any Exhibitor may, at their expense, display 8' high side walls 1/2 the distance to the front of the booth at any time. 8' high side walls that extend from the back drape to the aisle must be requested at time of application.

- ii) Inappropriate backs of display units or other unattractive display materials visible at eye level in adjacent booths, may require covering, removal or relocation.

- e) Aisles cannot be blocked. If demonstrations or participatory events are planned, exhibit space must be adequate to contain consumers involved.

- f) Helium balloons, stick-on badges, labels, bumper stickers and spray painting are strictly prohibited except with express written permission of Management.

- g) Cameras and video equipment may be used only with prior written consent of Management.

5. Risk

- a) Management reserves the right to prohibit any arrangement of the Premises which in its opinion-- in any way cause danger or risk of injury to persons attending the Exhibition.
- b) The exhibitor will use her/his Premises in such a manner so as not to cause damage to any other Premises and any such damage, costs or expenses are the sole expense and responsibility of the exhibitor.

6. Rules

- a) The Exhibitor her/his officers, employees, agents and permitted assignees will at all times observe and comply with all rules and regulations which Management may establish from time to time (the "Rules") and such Rules are deemed to be incorporated into and form part of the contract.
- b) The Exhibitor, her/his officers, employees, agents and permitted assignees will at all times observe all the terms, conditions and provisions of the agreement which has been or will be entered into by Management and Site for the Expo.

7. Termination

- a) Management may terminate or vary this contract and withhold possession of the premises.
 - i) if the exhibitor violates any part of these terms & conditions, including the Rules and the Contract.
 - ii) in the event of a strike, lock-out or labor dispute involving directly or indirectly the Exhibitor which in the sole opinion of Management may adversely affect Management, the Expo and other exhibitors.
- b) In the event of the termination of the contract, Management may retain all monies received from the Exhibitor as credit against costs and expenses incurred or which Management may incur as a result of the Contract and all monies so retained will in no way be considered a penalty against the Exhibitor but rather liquidated damages of Management.
- c) In the event of the termination of the Contract, Management may enter into a contract with any other person as regards the Premises.

8. Force Majeure

- a) In the event any part of the exhibit or classroom area, or any portion thereof, is unavailable whether for the entire event, or a portion of the event as a result of fire, flood, temper, or any other such cause or as a result of war, strike, lock-out, labor dispute, riot or any other cause or agency over which the Expo has no control, or should the Expo decide that because of any such cause it is necessary to cancel, postpone or re-site the Expo, or reduce the installation time, Expo time or move-out time, the Expo shall not be liable to indemnify or reimburse the Exhibitor in respect of any damage or loss, direct or indirect as a result thereof.
- b) In the event that Management fails to comply with the terms of the contract where the failure to do so is due to the circumstances beyond the control of Management, the Exhibitor waives any claim for damages or compensation for loss of revenue.

9. Exhibitor Responsibilities:

- a) permit Management to enter and inspect the Premises;
- b) comply with all laws pertaining to the Exhibition and the Premises;
- c) comply with any labor contract and labor legislation in effect applicable to the Premises;
- d) conduct and manage her/his business in an orderly, lawful and professional manner so that no act or damage, distress or annoyance to Management or members of the public;
- e) provide qualified personnel to staff the Premises at all times during the Expo schedule.
- f) place booth trash in aisle receptacles and bins; dumping of trash in aisles is not permitted and all exhibitors will discard trash according to the establish ment's rules for disposal; exhibitor will remove all leftover articles and trash from booth at move-out or will incur a surcharge for unexpected clean up. comply with all local, state and federal tax laws.
- g) **10. Assignment of Space**
 - a) In order to guarantee exhibit space, payment in full is required and must be postmarked no later than the deadline on the Exhibit Space Application.
 - b) No space will be assigned without 50% deposit. Management reserves the right to alter the location(s) of booth(s) based on the general appearance and overall planning of the Exhibition. Nothing above 8' is permitted.

11. Signs

- a) Only island or peninsula exhibit location, sponsors or pavilions will be allowed to hang pre-approved overhead signs in the Expo. Dimensions and copy for the sign must be approved in writing by Management prior to the Expo. All signs must be professionally made, of appropriate size and nature and displayed within the limits of the Exhibitor's Premises.
- c) Samples of appropriate signage - Trims - 15% off, Patterns - Buy one get one free, Show Special - Free Shipping
- d) Management reserves the right to remove any unacceptable signs (ie. truckload sale, going out of business sale, wholesale prices, last day, prices slashed, everything discounted, % off everything)

12. Raffles and Drawings

- a) Raffles, drawings or contests of an appropriate and audited nature are allowed when no money changes hands. Exhibitors are charged with knowing and obeying state and local laws pertaining to such operations. Prizes promoted at the Expo must be drawn at the Expo and the winners' name(s) given to Management at the conclusion of the Expo.

13. Move-In and Move-Out

- a) Management reserves the right to set schedules and procedures for setting up and dismantling of Exhibitor's display and Exhibitor agrees to strictly conform therewith.

14. Amendments

- a) These Terms and Conditions have been drawn with the single objective of a successful exhibition, for both Exhibitors and the public. In emergencies and wherever the foregoing rules do not cover, Management reserves the right to make such ruling as may appear in the best interest of the entire Expo and the Exhibitor agrees to abide by such rulings.