



# 2010 Show Contract Exhibit Space Agreement

**NOTES:**

Company \_\_\_\_\_ Exhibitor #AL \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 Province (State) \_\_\_\_\_ PC (Zip) \_\_\_\_\_  
 Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Web Address \_\_\_\_\_

- SHOW REQUESTS**
- Same booth(s) as last year**  
(Does not guarantee corner booth)
- Electricity required**  
(Extra charge per market)
- Extra table** (\$50 extra per show)
- Carpet** (\$50 extra per show)
- Guaranteed corner booth, if available** (\$50 extra per show)

**2010 SHOW MARKETS**

**Prices (U.S. funds)**

| # Of Booths              | LOCATION AND DATE          | Prices (U.S. funds) |        |
|--------------------------|----------------------------|---------------------|--------|
|                          |                            | A                   | B      |
| <input type="checkbox"/> | St. Louis, MO Jan 8-10     | \$1345              | \$1420 |
| <input type="checkbox"/> | Indianapolis, IN Jan 11-13 | \$1105              | \$1165 |
| <input type="checkbox"/> | Chicago, IL Jan 14-17      | \$1535              | \$1615 |
| <input type="checkbox"/> | Milwaukee, WI Jan 21-24    | \$1345              | \$1420 |
| <input type="checkbox"/> | Madison, WI Jan 25-27      | \$1105              | \$1165 |
| <input type="checkbox"/> | Green Bay, WI Jan 28-31    | \$1470              | \$1550 |
| <input type="checkbox"/> | Minneapolis, MN Feb 5-7    | \$1470              | \$1550 |
| <input type="checkbox"/> | Sioux Falls, SD Feb 8-10   | \$1105              | \$1165 |
| <input type="checkbox"/> | Des Moines, IA Feb 12-14   | \$1345              | \$1420 |
| <input type="checkbox"/> | Omaha, NE Feb 15-17        | \$1105              | \$1165 |

A = 5 booths or more  
 B = 1-4 booth price

**PAYMENT SCHEDULE**

- ◆ \$100 with return of contract
- ◆ 10% of balance due: **April 1, 2009**
- ◆ 50% of balance due: **June 21, 2009**
- ◆ Balance due: **October 1, 2009**

- ◆ **Payment must be in US funds**
- ◆ Complete Exhibitor Info sheet
- ◆ Early Sign Up discounts will be forfeited if payment schedule is not met.

**All-Canada Adventures Ad**  
 Check Options:  
 \_\_\_ 1/4 pg. ad. \$ 665  
 \_\_\_ 1/2 pg. ad \$1130 \_\_\_ Full pg. ad. \$2705  
 \_\_\_ Repeated from 2009 \_\_\_ new

**All-Canada Guide Ad**  
 Check Options:  
 \_\_\_ 1/8 pg. ad \$565 \_\_\_ 1/4 pg. ad \$975  
 \_\_\_ 1/2 pg. ad \$1495 \_\_\_ Full pg. ad \$2615  
 \_\_\_ Repeated from 2009 \_\_\_ new

**Visa /MasterCard /Am. Express/Discover**

Card Number \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_  
 Security Code: \_\_\_\_\_  
 (last 3 digits on back of card)

\_\_\_\_\_  
 Name that appears on card

Check box for: \_\_\_ Deposit only  
 \_\_\_ All Payments (per schedule)  
 \_\_\_ Other \_\_\_\_\_

**LATE PAYMENTS: Payments are due on or before scheduled dates.** This contract may be cancelled at the discretion of Bay-Lakes Marketing Inc. **REFUND POLICY:** A full refund of deposit will be made if contract is cancelled in writing by October 1, 2009. **ALL PAYMENTS WILL BE FORFEITED for cancellations after that date.** Outstanding due balances must be paid in FULL for any booths cancelled after October 1, 2009 and any publication advertisements cancelled after September 1, 2009. Bay-Lakes retains the right to send any unpaid balance over to collections if not paid in full.

Make checks payable to: Bay-Lakes Marketing Inc., 1889 Commerce Drive, De Pere, WI 54115

**Accepted and agreed: X \_\_\_\_\_ Date \_\_\_\_\_**

This contract is to be signed by an officer of the company or person officially authorized. You are bound by the terms on the reverse side, which encompass terms requiring you to hold Bay-Lakes Marketing Inc. harmless which may arise from your participation in the show. **YOUR SIGNATURE ABOVE SIGNIFIES YOU HAVE AGREED TO ALL THE CONTRACT TERMS.** Signed, facsimile & electronic contracts are legally binding.

**Local Laws:** Exhibitors must comply with all state and local laws, rules regulations and ordinances in force.

**Liability:** Exhibitors who desire insurance on their material must place same at their own expense. The exhibitor agrees to indemnify and hold harmless Bay-Lakes Marketing Inc. (hereafter called Bay-Lakes) and its employees, against any and all claims of any person whomsoever arising out of acts of omission of exhibitors, its employees and/or guests. Exhibitors shall furnish their own public liability.

**Contract Termination:** This agreement may be terminated by Bay-Lakes at any time on the breach of any of the conditions by the exhibitor, and thereupon all his rights hereunder shall cease and terminate and any such payments by him on account hereof prior to said termination shall be retained by Bay-Lakes as liquidated damages for such breach, and Bay-Lakes may thereupon resell such space. After September 1, 2009, the advertisements in publications cannot be cancelled. After October 1, 2009 this contract cannot be cancelled. Full payment is due regardless of whether exhibitor attends show(s) contracted for. Bay-Lakes retains the right to send any unpaid balance over to collections if not paid in full.

**Bay-Lakes** shall have the full and final power to interpret and/or revise or amend these rules and regulations which in its discretion shall be in the best interests of the production. The decision of the show director (appointed by Bay-Lakes) must be accepted as final in any dispute between exhibitor or in any situation not covered by these rules and regulations.

**Bay-Lakes** will not allow the presence of any displays not approved by it. Suppliers (exhibitors) are allowed to distribute printed matter only within the space allotted to them. Obnoxious, unwieldy behavior whether human or created by mechanical means to attract attention will not be permitted. No food or beverages will be allowed to be distributed by exhibitors.

**Bay-Lakes** will allow only four people to occupy a single booth at one time. The purpose of the show will make it necessary for each exhibitor to have competent, experienced and knowledgeable sales persons working the show. Tape, tacks, nails or any other securing devices cannot be driven into building walls or columns. Any defacing of the property in which the exhibit is being held will be billed to the exhibitor who causes such damage to occur.

**Exhibits must remain intact** until after the official closing of the show. Exhibitors are requested at all times to cooperate with Bay-Lakes by maintaining their exhibits throughout the show in an outstanding condition with respect to material and personnel. No exhibitor shall have the right prior to the official closing of the show to vacate his space without the permission and approval in writing from Bay-Lakes. Exhibitors failing to do so will be prohibited from exhibiting at future shows.

**Exhibitor shall not assign or sublet** any part of the space without the written consent of Bay-Lakes. All booth decorations shall be subject to the approval of Bay-Lakes.

**In the case the space shall not be available** for the users herein specified due to war, government action or order, act of God, fires, strikes, pandemic, acts of terrorism, labor disputes or any other causes beyond the control of Bay-Lakes, this agreement shall immediately terminate and in such an event exhibitor shall and does hereby waive any claims to damages or any other recovery therefore except the return of the amounts paid as rental for the space in the form of a credit for the next year, less the pro-rated share allocable to the space of the actual expenses, including lost ticket revenue, incurred by Bay-Lakes in connection with the show. Should Bay-Lakes, in its sole discretion, consider it inadvisable to hold the show at the time and place herein provided, Bay-Lakes may, at its option, terminate this agreement, return the sums paid by exhibitor for the space and there shall be no further liability on the part of either party to the other. Upon notice to the exhibitor, Bay-Lakes shall also have the right to change the date, time, and/or place where the show is to be held. In the case of a Green Bay Packer home game on the weekend of the Green Bay show, the day of the game, the show could be cancelled and or show hours could be changed accordingly and no refunds would be given.

**Exhibitors:** Bay-Lakes reserves the right to decline or prohibit any exhibitor or portions thereof it deems in direct conflict with the total theme of the show, and to permit only such matters as shall be approved by Bay-Lakes. Because of direct and indirect support of the All-Canada Show by Tourism Canada and by the various provincial/territorial marketing departments and because Bay-Lakes does not want to become a general sport show, the All-Canada Show will not allow non-Canadian based lodges, resorts and/or outfitters in the show. Non-Canadian based signage or literature distribution is also prohibited.

**Conduct:** The use of alcohol or non-prescription drugs at the exhibitor's booth is prohibited. Abuse of the provision could lead to expulsion from the show without a refund.

**No Smoking:** Smoking is not allowed in any of the exhibit facilities. Bay Lakes will notify exhibitors of designated areas if they are available.

**Booth Equipment** shall consist of a minimum 10' wide by 7' deep booth (depth may vary per show) erected by show management at no cost to exhibitor in the space ordered.

**Booth Space Charge** includes the following: backdrop and side rails, drapes, high skirted table and two stools. Exhibitor may provide own tables and stools but no refunds for booth accessories will be allowed. Tables must be skirted to conform to color scheme selected by management.

**Decoration of Booth** is limited to a height of 96 inches and **must not extend more than 3 ft. from the booth background.** Exceptions are made for exhibitors purchasing 20 & 30 continuous feet or more. Contact show management for specific details and approval. Use of crepe paper is not permitted and all decorative material must be fireproof. Exhibitors' decorations should not obstruct neighboring displays nor project into aisles. It is not permitted to use screws, nails or tacks on booth background or side drapes. Table top displays are limited to not more than 16 inches in height.

**Music Licensing:** Exhibitors are responsible for music licensing on videos played in their booth.

**Demonstrating** and distribution of advertising material must be confined to the limits of occupied space.

**Loss or damage:** Bay-Lakes will not be responsible for any loss or damage suffered by any exhibitor, or its employees or guest, from any act of theft, vandalism or accidental injury.

**Prize Drawings** by individual exhibitors must comply with all state and federal laws (exhibitor's responsibility).

**Guaranteed Corner Booths** are available to any exhibitor at an extra cost of \$50 per booth. Checking "same booth as last year" does not necessarily guarantee a corner booth, unless the "guaranteed corner booth" box is checked. In the event a currently-occupied (although not guaranteed) corner booth is requested with payment by another exhibitor, every effort will be made to place the original occupant in a nearby location.

**Same Booth as Last Year Policy:** Deadline for renewal is May 1st. If exhibitor sign contract after May 1<sup>st</sup>, then the same booth as last year is not honored. Due to frequent facility floor plan changes, same booth can never be totally guaranteed.

**Facsimile & Electronic files:** All contracts received via fax and via email (electronic scans) will be considered legally binding by both parties at the time it is received. Contracts will be subject to payment schedule with 100% balance due on October 1, 2009. **ALL PAYMENTS WILL BE FORFEITED for cancellations after that date. Outstanding due balances must be paid in FULL for any booths cancelled after October 1, 2009 and any publication advertisements cancelled after September 1, 2009.**

## **Bay-Lakes Marketing Inc.**

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