



Saturday, March 3, 2012

DULUTH ENTERTAINMENT CONVENTION CENTER

BOOTH SALES AGREEMENT

Business/Agency Name: _____
Contact: _____
Address: _____
City / State / Zip: _____
Phone / Fax: _____
Email: _____

Reserve Your Space for up to 3 years (Select Years)

[] 2012 (March 3) [] 2013 (TBA) [] 2014 (TBA)

Booth Options: [] Corner Booth (\$675) [] Standard Booth (\$575)

Booths include piped and draped booth, skirted table, one chair and 25 complimentary admission passes

Merchandise/Service to be exhibited: _____

Total Exhibitor Booth Fee(s): _____

Electricity at booth (optional) _____ \$55.00

GRAND TOTAL: _____

\$100 non-refundable deposit due on signing. Balance: 50% on 10/1/2011, remaining balance by 2/1/2012

Pay in full on signing with company check & receive 3% discount before 7/31/2011

Make Checks payable to Duluth Women's Expo

Please charge my: [] VISA [] MasterCard Card # _____

_____ Charge full amount now _____ Charge \$100 Deposit Now

Exp. Date: _____ CVC #: _____ Signature: _____

YOUR BOOTH(S) INFO

Additional Terms and Conditions

By signing this agreement, I acknowledge that I have read and will abide by the terms and conditions set forth on the reverse side of this agreement or as an attachment.

Advertiser/Authorized Exhibitor:

Sales Agent - Lundeen Productions

Signature / Date

Signature / Date

Duluth Women's Expo c/o Lundeen Productions
2828 Piedmont Avenue, Suite B, Duluth, MN 55811

218.727.1177 FAX: 218.740.3397

ADDITIONAL TERMS AND CONDITIONS

1. No Exhibitor may sublet space or hand out product literature belonging to a person or business that is NOT exhibiting at the Duluth Women's Expo without the sole permission of the Management. Any Exhibitor doing so will be asked to stop immediately. Violation of policy could mean expulsion from the Duluth Women's Expo without a refund of Exhibitor fees.
2. In the event that Exhibitor fails to pay balances by agreed dates, deposits and/or fees paid shall be forfeited and Exhibit space reservation cancelled. Furthermore, if this is a multiyear Agreement, termination prior to completion of the agreed duration will result in a \$100 penalty for each affected year. This Agreement cannot be cancelled within 45 days of the event date without forfeiting all previously paid fees and deposits and furthermore if cancelled within 45 days of the event any unpaid balances are due and payable in full. If cancelled 46 or more days in advance of the event only the \$100 deposit is non refundable.
3. Exhibit space, as provided by the Duluth Women's Expo, only includes what is listed on the reverse side. Electricity, furnishings, decorations shall be the responsibility of the Exhibitor. The DECC will coordinate electrical needs and will have staff on premise for rentals and consultation.
4. Exhibitor agrees to staff Exhibition space during all hours show is open.
5. NO goods or displays are to be removed from the show during show hours.
6. Management reserves the right to make changes in Exhibitor space locations with no advance notice to the Exhibitor.
7. Management reserves the right to prohibit or decline any exhibit, exhibitor, proposed exhibit or exhibitors not approved by the Management and to permit only such matter and conduct as shall be approved.
8. All decorations must be flameproof and pass inspection by all designated authorities.
9. In case the premises are destroyed by fire or the elements, or by any other causes, or in case any circumstances whatsoever, including strikes or storms, **which** shall make it impossible for the Management to permit any Exhibitor or Exhibitors to occupy the premises, the Duluth Women's Expo and The Lundeen Group, LLC, event producers, are released from any and all claims for damage which might arise in consequence thereof.
10. In the event the show is not held, the Duluth Women's Expo and its producers, on refunding of all monies received from an exhibitor or exhibitors, shall be released from all claims for damages.
11. All displays, interviews, conferences, and distribution of literature, sales, live models, etc. will be made INSIDE the assigned Exhibitor space unless approved in advance by the Management. No Exhibitor may send staff around Exhibit Hall distributing materials or advertising. Music/AV levels at booths cannot be excessive and disrupt other exhibitors. Excessive/intrusive audio levels are a violation of the Exhibitor Agreement.
12. Management reserves the right to name exclusive sponsors for Duluth Women's Expo.
13. Any samples distributed of food or beverage must be pre approved by Management and must be in accordance with all applicable rules and regulations as set forth by the DECC and the St.Louis County Health Department and must be in sample portions only.