



# The Oaks Mall, Gainesville, FL

# Application

Is your business looking for an opportunity to reach thousands of customers to promote your products and services? Or, are you a craftsman looking for a cool place this summer to showcase your craft? Then join us at the only regional center in the Gainesville trade area, which extends 60 miles north to south, and 60 miles east to west. The trade area surrounding this center has a population of over 429,000, and The Oaks Mall is located near Gainesville's busiest intersection with a daily traffic count of 54,000+. This is the perfect indoor opportunity this hot summer to showcase your latest trends in home improvement, distribute brochures, offer demonstrations or sell your craft to thousands of consumers, all gathered in one place.

Company Name \_\_\_\_\_ Date \_\_\_\_\_

Contact Name \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Weekend Cell \_\_\_\_\_ Website \_\_\_\_\_

Description of service/product \_\_\_\_\_

**Application Checklist:**  
(Submit by mail, fax or e-mail)

Completed/Signed Application

Booth fee (sign below)

1 photo of overall booth display, 2-3 of product

**Show Set-up:** The night before start date, after mall closes

**Show Hours:** Thur-Sat, 10a-9p; Sun, 12p-6p

**Show Tear-Down:** Sun, Aug 24, after mall closes - (Absolutely NO Monday tear-downs)

**BOOTH SPACE:**

<b>Home Show Vendor:</b> (Full payment due with application.)	<b>Craft/Sm Home Bus Exhbtr:</b> (\$50/deposit; Bal due at Show)
____ \$400 - Thur-Sun / Fri-Sun (Circle One)	____ \$250 - Thur-Sun / Fri-Sun (Circle One)
____ \$350 - Sat & Sun Only	____ \$200 - Sat & Sun Only

Must add 6.5% tax to booth fee.

- ▶ Fee includes booth space, electric (if needed), and marketing.
- ▶ Submit 1 picture of overall booth display & 2-3 of product with application.
- ▶ Booth sizes vary and will be assigned depending on display needs.
- ▶ Exhibitors must provide own display items needed including, tables with black cloth covers that drape to the ground on all 4 sides. For Home Show Exhibitors, logoed table covers that are not black are permitted as long as they go to the ground on all 4 sides.

**Electric Required?**

\_\_\_\_ No \_\_\_\_ Yes (not guaranteed) \_\_\_\_ Prefer, but can do without

\_\_\_\_ (✓) I understand and will comply that all tables must be draped on all 4 sides, all the way to the ground, with black cloth covers or logoed covers.

▶ Booth locations vary in size and exhibitors will be placed according to your display requirements. Please list the display items you will bring; how many tables and the sizes of your tables (ie, 6' or 8'), height and width of free standing fixtures/signage, etc. If attached photo is exact representation, indicate "see photo". Please notify us of any changes or additions to your submitted display description no later than 1 week before the show so you may be placed accordingly.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

▶ ▶ **Confirmation, complete show guidelines & set-up information will be sent via email** ◀ ◀

**PAYMENT INFORMATION — PLEASE CHECK ONE BELOW:**

Enclosed is check # \_\_\_\_\_ - (Include 6.5% tax) Make check payable to Huff's Promotions, LLC or (circle one) VISA MasterCard - see information below

Or, For Home Show Vendor waiting on payment: Approval has been granted to participate; here is the registration. A check in the amount of \$ \_\_\_\_\_ will be sent immediately (must recv no later than Aug 15; credit card payment is accepted after.)

I agree to have Huff's Promotions, LLC charge my credit card account in the amount of \$ \_\_\_\_\_ (include 6.5% tax)

Credit Card # \_\_\_\_\_ (Visa or MC only) Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder Name (Please Print) \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

CREDIT CARD BILLING ADDRESS (IF DIFFERENT FROM ABOVE): \_\_\_\_\_

**INDEMNITY CLAUSE:** Exhibitor shall and will indemnify and hold harmless Merchant and Leasing Association, mall owners, Huff's Promotions, LLC, Kelly Locker, all Huff's Promotions representatives and all merchants leasing in said mall, their employees from and against all liability, claims, thefts, demands, expenses, fees, fines and penalties, suits, proceedings, actions of any kind and nature arising or growing out of or in anyway connected with Exhibitor's occupancy of mall or any Exhibitor's activities in Mall. Huff's Promotions, LLC, reserves the right to cancel a show at anytime. If cancelled by Huff's, exhibitor will either be refunded or booth fee will be put toward a future show. If exhibitor cancels for any reason they understand that booth fees are not refunded. Exhibitor agrees that all staff working on your behalf will abide by all rules set forth by mall and all show rules & regulations set forth by Huff's Promotions, LLC, included with this application and in addition to those emailed with your confirmation and found at www.huffspromo.com. Huff's Promotions reserves the right to refuse space to or remove any exhibitor who does not comply with rules & regulations. Huff's Promotions reserves the right to ask an exhibitor to remove or change any item or signage in booth space relative to the levels of professional standards set forth by the mall or if in direct competition with another mall tenant, even if already accepted.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Signature attests that signer has read the above indemnity clause and agrees to the terms contained herein.

**For more information, questions and to submit application:**

Phone: (330) 493-4130  
Fax: (330) 493-7607  
E-Mail: shows@huffspromo.com

Mail: Huff's Promotions, LLC  
4275 Fulton Dr NW  
Canton, OH 44718

**We suggest you make a copy for your records**

Office Use Only: Cat \_\_\_\_\_

Acceptance: \_\_\_\_\_

Date Recv'd: \_\_\_\_\_

Amount Recv'd: \_\_\_\_\_

Check No/CC: \_\_\_\_\_