

We cordially invite you to exhibit

November 16-18, 2012



BAY AREA GOLF SHOW

Alameda County Fairgrounds

Pleasanton, CA

**4,500 Golf Enthusiasts
expected to attend**

Show Owner



12510 33rd Ave. NE, Ste. 300
Seattle, WA 98125
Phone 888.367.6420
Fax 206.363.9099

Fax the completed registration to 206-363-9099.



The undersigned company does hereby agree to participate as an exhibitor at the *Bay Area Golf Show* being held at the Alameda County Fairgrounds, Pleasanton, CA, on November 16-18, 2012. The *Bay Area Golf Show* is owned and produced by Varsity Communications, Inc. This will be a binding contract when accepted by the *Bay Area Golf Show*. Invoices for the 2012 show will be mailed upon receipt.

Your registration fee includes: a piped/draped 10' x 10' booth, one draped table, exhibitor booth sign, waste basket, and two chairs.

Please complete this form and return to the Bay Area Golf Show, 12510 33rd Ave NE, Suite 300, Seattle, WA 98125 Attention: Finance Department, make check made payable to Varsity Communications, Inc. Please include a current business card. Exhibitor is subject to finance charges if booth payment is not received on time.

RATES: (PLEASE CHECK APPROPRIATE BOOTH SIZE AND ADDITIONAL OPTIONS)

_____ 10' x 10' booth, \$775, if received by 7-15-12, \$825 if received between 7-15-12 and 9-15-12, \$875 after 9-15-12.

_____ 10' x 10' booth, (*Special discounted rate of \$725 each year for a two-year commitment to the Bay Area Golf Show in 2012 and 2013 if received by 7-15-12, \$775 if received between 7-15-12 and 9-15-12, \$825 after 9-15-12).

_____ 20' x 10' booth, \$1425, if received by 7-15-12, \$1525 if received between 7-15-12 and 9-15-12, \$1645 after 9-15-12.

_____ 20' x 10' booth, (*Special discounted rate of \$1385 each year for a two-year commitment to the Bay Area Golf Show in 2013 and 2014 if received by 7-15-12. \$1475 if received between 7-15-12 and 8-15-12. \$1585 after 9-15-12).

_____ Corner booth requests are an additional \$150.00.

CALL FOR BULK SPACE RATES FOR SIZES 10' X 30' OR LARGER.

Vendor is responsible for obtaining a sellers permit (if necessary). CA Sellers Permit # _____.
Any vendor planning on selling any tangible or normally taxable product on-site must have a valid CA Sellers Permit.

Do you wish to sell from your booth or display area? Yes _____ No _____
(The *Bay Area Golf Show* retains the right to approve all retail activity).

***Approximately 30 days prior to show, you will receive an exhibitor service list for additional equipment and services.**

COMPANY NAME: _____

CONTACT NAME/TITLE: _____

CONTACT ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

E-MAIL: _____ WEB ADDRESS: _____

PHONE: _____ FAX: _____

PRODUCT/SERVICE DESCRIPTION: _____

BOOTH SIGN TO READ: _____

1. **Booth Space:** Exhibitor subscribes for booth space at the Bay Area Golf Show, to be held at the Alameda County Fairgrounds, Pleasanton, CA, on November 16-18, 2012. The Bay Area Golf Show reserves the right to reject any applicant or exhibitor the amount he/she has paid for space. The Bay Area Golf Show reserves the right to assign, designate, or change your booth location.
2. **Payment:** Exhibitor will be invoiced upon receipt of contract with payment due net 30 days. Payment is due net upon receipt after October 1, 2012. Payment in full for exhibitor's booth space is required prior to show check-in time. All rates quoted and contracted are for cash payments. Credit card processing is available with a 3.5 % convenience fee for all transaction amounts processed.
3. **Hours of Operation:** Hours of show are Friday, 11 a.m. - 5 p.m.; Saturday, 9 a.m. - 5 p.m.; and Sunday, 9 a.m. - 4 p.m. Exhibitor shall have its exhibit(s) completely assembled and ready to be viewed by guests no later than 11 a.m. on Friday, November 16, 2012. Exhibitor shall staff its booth during all hours of the Bay Area Golf Show. Exhibitor shall not begin disassembling its exhibit(s) until 4:01 p.m. Sunday, November 18, 2012.
4. **Interference Prohibited:** Excessive noise, bothersome lighting or other use by exhibitor which interferes with the exhibition space used by other exhibitors is prohibited, as is the creation or maintenance by exhibitor of any dangerous or hazardous condition or situation. The aisles belong to the show. Neither exhibitor nor advertising material shall protrude into the aisles. Booth shall not exceed 8 feet in height without show coordinator's approval. Exhibitor business activities must be contained within the 10 x 10 booth space purchased. The show owner must approve "Roaming" or any additional business outside the 10 x 10 exhibit space in writing prior to the Bay Area Golf Show.
5. **Services Not Provided:** The Bay Area Golf Show does not provide equipment, decoration, labor carpenters, storage for exhibit materials, special lighting, gas, water supply or other related services. Exhibitor must make all arrangements for these items, and exhibitor shall defend, indemnify and hold harmless the Bay Area Golf Show for any and all claims, losses, damages, injuries or other charges, which may occur from such arrangements made by Exhibitor.
6. **Security Services:** The Bay Area Golf Show will provide overnight security services the nights of November 15th-17th, 7 p.m. - 8 a.m. While security is provided, the Bay Area Golf Show shall not be responsible for any losses exhibitor may suffer.
7. **Insurance Not Provided:** Exhibitor acknowledges Bay Area Golf Show and Varsity Communications, Inc do not have insurance covering exhibitor's property. It is exhibitor's sole responsibility to obtain interruption, property damage, personal injury, vandalism, theft and any other insurance it may need to cover any losses it may suffer at the Bay Area Golf Show.
8. **Indemnification:** Exhibitor shall defend, indemnify and hold harmless Varsity Communications, Inc., Bay Area Golf Show and their designated agents, employees and/or contractors, from and against any and all claims, losses, damages, injuries, penalties, governmental charges or fines in any amount arising out of or caused by exhibitor's use of the premises, the conduct of exhibitor's business or from any activity or work done, permitted or suffered by exhibitor in or around the premises, including but not limited to, the installation, operation, maintenance or removal of exhibits.
9. **Assignment Prohibited:** Exhibitor shall not assign any portion of its booth space to any individual, partnership, corporation, company, firm or entity, without the prior written consent of the Bay Area Golf Show.
10. **Cancellation Policy:** If Exhibitor is not able to attend the Bay Area Golf Show, Exhibitor is financially and contractually responsible for payment of fees on the following schedule.
 - a. **75 day:** If written cancellation is received 75 days prior to show opening, exhibitor is responsible for 50% of booth fee.
 - b. **45 day:** If written cancellation is received 45 days prior to show opening, exhibitor is responsible for 75% of booth fee.
 - c. **Less than 45 days:** If Exhibitor cancels within 45 days of show opening, exhibitor is responsible for 100% of booth fee.

AGREED BY:

Representative Signature

Date

Print Name

Title (Print)