



2011 Rochester Sportsman's Expo
March 4 – 6, 2011
Dome Fair & Expo Center
EXHIBITOR APPLICATION

BOOTHS INCLUDE: 8' high back drape, 3' high side drape, and (1) 7"x 44" identification sign
 (5) exhibitor badges & (5) FREE ADMISSION passes per 10x10 space

2011 Rochester Sportman's Show Exhibit space rates:

- 10' x 10' (or 100 square feet) = **\$645**
- CORNER BOOTHS ADDITIONAL **\$50.00**
- Additional 10' x 10' = **\$545**
- Bulk Space (over 500 square feet) = **\$2.50 sq.ft.**

TOTAL NUMBER OF 10' X 10' BOOTHS: _____ **OR TOTAL BULK SQ FT:** _____

**Note: Electric, water and phone hook-ups are additional and will be coordinated directly through the Fair & Expo Center.*

Company: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

e-mail: _____

Products/Services exhibiting: _____

Booth Preference:

Booth #: (give 3 choices)
 _____ / _____ / _____

Exhibitors we prefer not to be near:

Will you be using a microphone? _____

Would you be interested in performing a seminar or demo on our stage? _____

If yes, briefly describe _____

Payment Options: Reserve your space now with a (non-refundable) deposit of \$300 per booth. *BALANCE DUE: 02/4/11.

1. Enclosed is a deposit check # _____
 2. Process deposit by credit card. We Accept (circle one):
 Visa MasterCard American Express Discover
- Card # _____ exp: _____
- Amount to be charged: _____ cvv# _____
- Name on Card: _____
- Signature X: _____

Make checks payable and return to:

Rochester Sportsman's Show
 Coral Productions
 100 Bickford Street
 Rochester, NY 14606 or
Fax: 585.458.1511
Questions:
 585.254.2580
 or email:
shows@coralproductions.com

Proof of Insurance must accompany this Exhibitor Application

Look for updated Event Information at www.rochestersportsmansexpo.com

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Contract Conditions

1. The conditions set forth herein and conditions set forth in the Exhibitors Manual constitute the entire agreement between the parties and, except as contained herein, there are no representations or warranties, expressed or implied. Any changes in this agreement must be in writing and signed by both parties. Show Management reserves the right to render all interpretations and to establish further conditions as may be deemed necessary for the general success of the Show.

2. Only exhibitors and exhibits pertaining to sportfishing, hunting, wilderness camping/backpacking, and related sports products/services, will be allowed to rent space at this Show. *Show Management reserves the right to decline, prohibit or expel any exhibit which in its judgement is out of keeping with the theme, character, and general well-being of the Show, this reservation being all inclusive as to person, companies, things, printed matter, product, conduct, etc.

3. Distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor's booth. Exhibitor's display or product may not extend beyond the limits of the exhibitor's booth and no part of any exhibit or product may extend into any aisle. No exhibitor shall so arrange his exhibit as to obscure or prejudice adjacent exhibitors in the opinion of Show Management. Special exceptions are given for displays that must conform to setups that require other than traditional booth design. No exhibitor shall assign or sublet any part of his assigned space.

4. The **selling of chances** during the Show by paying or nonpaying exhibitors is *strictly forbidden*. Exhibitors may offer a free door prize or prizes of their product or service to Show patrons wishing to register at the exhibitor's booth. Nonprofit organizations may sell memberships and/or one noncompetitive product that is not available through retail selling booths, i.e.: hat or tee shirt with nonprofit group's name and logo. Non-retail exhibitors such as outfitters, charterboats, taxidermists, etc., cannot sell pins, t-shirts, caps, etc., at their booth(s). However, such items may be given away at no cost to the show patrons who book a trip or contract for the services offered by the exhibitor. Promotional items with the name and/ or logo of the exhibitor may also be given away at no cost.

5. Manufacturers and manufacturer reps may demonstrate or sell their products from retail exhibitor's booth only if the manufacturer or their representative have contracted to exhibit the Show and have been assigned booth space.

6. Signs, literature, & sales must be restricted to the product(s), or service(s) being displayed at the Show. Any signs or literature other than those being displayed must be reviewed by Show Management and approval given before display at show. No selling off of other dealer's products ie: boat lines; please bring your own products and models to display.

7. Exhibitors shall be bound by all pertinent laws, codes, and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the Show is held.

8. New York sales taxes must be collected by all retail exhibitors when in the applicable state. Retail exhibitors must obtain and display the proper New York Seller Permit in their booth.

9. Refund Policy: Please note - all deposits are nonrefundable.

10. There is a \$50.00 charge on all checks received with insufficient funds. Issuer must also pay any fees or fines associated with checks with insufficient funds.

11. Exhibitors MUST carry their own insurance. The Show Management is not responsible for the safety of the properties of the exhibitor, its officers, agents, or employees from theft, damage by fire, accident or any other cause whatsoever, and the exhibitor expressly agrees to save and hold harmless the sponsor, show management, their managements, agents, members, and employees from any and all liability resulting from injuries or damage to the exhibitors, their agents, employees, and attendees, persons and/or properties in connection with the exhibitor's use of the exhibit space. The Show provides Security Guards. However, attention is called to the necessity for insurance covering all risks (liability, fire, theft, damage, etc.) on your exhibit from the place of shipment to the exhibition facility and return, including the period during which the materials remain in the exhibition.

12. It is agreed that if the exhibitor fails to comply in any respect with the terms of this agreement, the Show Management shall have the right without notice to the exhibitor, to sell or offer for sale the exhibit space covered by this contract; said exhibitor to be liable for any deficiency, loss or damage suffered by the Show by reason of the premises stated, which loss or damage the exhibitor agrees to pay the Show upon demand, together with reasonable expenses and costs incurred by reason thereof. It is further agreed that actual occupation of the exhibit space by an exhibit is of the essence thereof and that, should the Show be unable to effect the sale of the space as herein provided, the Show Management is then expressly authorized to occupy or cause said space to be occupied in such manner that it may deem to be in the best interests of the Show, without any rebate or allowance whatsoever to the original exhibitor.

13. Exhibitor agrees that whenever an attorney is retained by show management, to represent the interest of show management in any civil or criminal proceeding, arbitration or mediation hearing, arising out of the terms of this Agreement or any disputes regarding payments due, contract view differences, participation difficulties, suits arising from exhibitors display from the negligent or intentional act of the exhibitor, or any other legal action, including arbitration and mediation hearings, hereunder, all attorney and court fees (both management and exhibitor's) shall be payable by the exhibitor.

14. Sponsor or Show Management will not be liable for the fulfillment of this contract as to the delivery of exhibit space if nondelivery is due to any of the following causes: by reason of the facility being damaged or destroyed by fire, act of God, public enemy, war or resurrections, strikes, the authority of the law, postponement or cancellation of the Show, or for any other cause beyond their control. It will, however, in the event of its not being able to hold a show for any of the above named reasons, reimburse exhibitors on a prorated basis on any amount paid in, less any and all legitimate expenses incurred, such as but not limited to rent, advertising, salaries, operation costs, etc.

15. This Agreement shall be governed by the laws of the applicable state of New York.

16. Show Management shall have the full power in the interpretation and enforcement of all rules and regulations contained herein and the power to make such amendments thereto, and such further rules and regulations as it shall consider necessary for the proper conduct and success of the Show.

17. No unpackaged food or food demonstrations are allowed without the proper clearance from show and/or exhibit hall management. Exhibitors must have permits required from necessary state and local government agencies.

18. If you are a BOOKING AGENT, please inquire into our rules regulations and pricing, governing multi-representation of camps, lodges or other hunting, fishing or camping locations.

I, the undersigned, have read, understood & agree to all terms & conditions of this contract as stated above and on front side.

Exhibitor Name: _____ Approved By: _____

Phone #: _____ Authorized Signature: _____