



Spring Bridal Show

Date: April 17th 2010 South Towne Expo Center

Application and Contract Bridal Extravaganza Booth Rental Agreement

- Exhibitor has the exclusive privilege to occupy space(s) number: 1st choice _____, 2nd choice _____, 3rd choice _____. The provided booth is 8x10, 10x10 or 5x5 and furnished with pipe, draper and if requested two chairs. Booth space is only guaranteed when contract is received and booth is paid in full. I understand that there are times where my booth may have to change and Bridal Extravaganza will find me the best space possible.
- Exhibitor agrees to exhibit only the following service: _____. Booth sharing without prior consent will not be permitted and could result in expulsion from the show and or \$1085 fine per violation. Sharing the mailing list in any form may also result in expulsion from future shows and or \$5,000 fine.
- Exhibitor participates in the show at their own risk and will not hold The South Towne Expo or show producers liable for any damages, cost, losses or expenses resulting from any incident connected with the show.
- If the event must be postponed or moved due to fire, natural disaster or any other reason the monies will be paid will then be applied to the rescheduled date/location. If the event is cancelled all deposits will be refunded.
- Exhibitor agrees to provide a gift certificate or prize valued at \$50 for the drawings on the day of the show. The prize cannot be a discount and must be free from any obligation to the recipient. Gift certificates are provided in kits mailed out prior to as well as the day of the show.
- Any exhibitor who is distributing food samples within their booth should follow basic food safety guidelines and must have a garbage can within their booth. Exhibitor will be responsible for their own permits if requested by the venue.
- Exhibitor agrees to pay \$_____ for booth rental. Rental price DOES NOT include tables or electricity. Half the rent is due when this agreement is turned in. The balance is due 30 days before the show.
- Exhibitor agrees to pay an additional \$50 if the balance is not paid on time, unless exhibitor makes prior arrangements with show producer. Failure to do so can result in forfeit of all deposits paid or reassignment of booth.
- **Cancellations:** If the Exhibitor cancels more than 60 days prior to the show all monies will be returned or credited toward the next Bridal Extravaganza. The deposit will be forfeited if cancelled 30-60 days prior to the event. If you cancel within 30 days of the event and the Bridal Extravaganza cannot resell your space you will be charged the full amount of the booth.
- **Mandatory Mediation/Arbitration:** The Parties expressly agree that any dispute, whether legal or equitable in nature, that might arise as to interpretation or enforcement of this contract shall be submitted to mandatory mediation. If mediation is unsuccessful, the parties agree to submit the dispute to mandatory arbitration. Mediation and arbitration shall be mandatory and not permissive.
- **Attorney Fees and Costs Provision:** In any litigation, mediation, arbitration or other proceeding by which one party either seeks to enforce its rights under this contract or seeks a declaration of any rights or obligations under this Contract, the prevailing party shall be awarded its reasonable attorney fees, costs and expenses incurred.
- **Consent to Jurisdiction and Forum Selection:** The parties hereto agree that all actions or proceedings arising in connection with this Contract shall be tried and litigated exclusively in the State and Federal courts located in the State of Utah.
- Electricity, tables, and chairs will be available directly from Modern Display. Please call them directly at (801)983-8160.

Booth Rental Rates (circle one): 10x10 - \$850, Corner 10x10 - \$900, 5x5 \$500 \$ _____
Chairs ___ (2 complimentary, Indicate number needed)

Bride&Groom.com listing \$ _____

Discount \$ _____

Less Deposit Paid \$ _____

Balance due no later than March 17th (Late Fee Enforced) \$ _____

Two Show Discount

Save \$100 per show by booking an 8x10 or larger in any upcoming Bridal Extravaganza show

BrideandGroom.com & Bridal Extravaganza Discount

Advertise on TheBrideandGroom.com and receive \$100 discount on your next show and \$100 off your 12 month listing on TheBrideandGroom.com.

Preferred listing \$600, Spotlight Listing \$450, Listing \$300 (listed prices are before discount)

Company Name _____ Contact _____

Address _____ City _____

Phone _____ E-mail _____

Website Address _____ (will be linked on our site in exchange for a link on your site)

Easy Pay Method: Credit Card Number _____ Exp _____ CVV code _____

Billing Address _____ Zip _____ Authorized Payment Amount \$ _____

___ I authorize The Bridal Extravaganza to process the final payment on the given credit card on 3/17/2010

___ Please Invoice me. Final payment will be made by 3/17/2010

Signature of Exhibitor _____ Date _____