

APPLICATION & CONTRACT FOR EXHIBIT SPACE
 GREAT AMERICAN TAILGATE EXPO (GATE)
 NEW ORLEANS MORIAL CONVENTION CENTER
 900 CONVENTION CENTER BLVD. NEW ORLEANS, LOUISIANA
 AUGUST 13 – 15, 2010

TO: Louisiana Tailgate & BBQ Festival
 Attn: Thomas Guidry, Accounting
 900 Convention Center Blvd.
 New Orleans, LA 70130
www.louisianatailgate.com
 FAX# 386-271-3291

PAYMENT POLICY: 50% of total booth fees with contract. Final payment due June 14, 2010.

INSIDE EXHIBIT SPACE INCLUDES: Space rental, standard pipe and drape, 3' side rails draped, 8' back walls draped, 1 - 6' table, chair, wastebasket, company sign, and badges.

OUTSIDE EXHIBIT SPACE INCLUDES: Space rental. (Must have inside exhibit space.)

EXHIBIT SPACE REQUEST: Inside space \$750.00 per 10' x 10' Booth. — Outside Space \$500.00 per 10' x 10' Booth.
 Custom Space: Call For Pricing

Consumer Expo - August 13-15 10' x 10' inside space(s) _____ 10' x 10' outside space(s) _____

Interested in presenting a session during the Great American Tailgate Expo (GATE).

Please check category pertaining to your merchandise: Food Products Cooking Accessories Tailgate Products

General Merchandise Market & Promo Services Transportation Other _____

Product or services to be exhibited: _____

NOTE: ONLY the products and/or services listed above and APPROVED by Management may be displayed.

To assist in space assignment, please list competitive companies: _____

If you wish to charge, the following must be completed in its entirety: American Express Visa MasterCard

Cardholder Name _____ Company Name _____

Address _____ City _____ State _____ Zip _____

Credit Card # _____ Expiration Date _____ SIC Code _____

Signature _____ Date _____ Amount Authorized _____

EXHIBITOR: Please complete contract and return with 50% deposit.

Company _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

E-mail Address _____ Website _____

Name _____ Mr. Mrs. Ms.

Authorized Signature _____ Date _____

Office Use	
Acct. # _____	Record # _____
Sales Code/Show Status _____	
Booth Fee _____	
Miscellaneous _____	
Total _____	
Deposit _____	
Balance _____	
Paid _____	
On Site Payment:	
Cash _____	Check _____
Credit Card _____	

RETURN THIS COPY

SALES ID - _____

EXHIBITION RULES & REGULATIONS

SAFETY

The exhibitor assumes all responsibility for the compliance with local, city, and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials will be reasonably located within the booth and protected by safety guards and devices where necessary. Only fireproof materials should be used in displays and the necessary fire precautions will be taken by the exhibitor.

HANDICAP/DISABLED ATTENDEES

Great American Tailgate Expo (GATE) has made accommodations for your attendance. If any special requirements are needed, please contact us directly at least two weeks prior to the show.

PAYMENT

All deposits, balance due payments, etc, sent 60 days prior to show must be in the form of money order, certified check, or cashiers check. Should an applicant fail to comply with this requirements, the Management has the full authority to cancel all space assigned to the applicant. Exhibitor is responsible for payment of all utilities and decorator items ordered and/or used. **Deposits are non-refundable , non-transferable.**

Exhibitor will receive up to four (4) passes for staff as part of the exhibitor fee. Additional passes can be purchased during the event at a cost of \$20 per pass.

Additional Needs/Fees – Based on needs of the exhibitor, additional costs include electrical, phone, internet access, etc. Event Management will provide a list of additional charges and work with exhibitor prior to the event to determine the complete list of needs and the associated fees.

BOOTH RESTRICTIONS

All signs must be approved by show management before they are displayed in the booth. There will be no handwritten signs or two way signs allowed. Booth signs must face the aisle the booth is located. Signs advertising discount prices must have specifics and documentation. **Booth walls cannot exceed 8' in height and side walls cannot extend more than 5' from back wall. Exhibitor's merchandise cannot exceed allotted space. Space may not be sublet without show management consent. Penalty = Twice the booth space.**

No exhibitor will be allowed to borrow or exchange any booth equipment which has been paid for by another exhibitor. All unused equipment will be recovered by the equipment company. Penalty = Twice the booth space.

ANY CHANGES TO BOOTH SETUP MUST BE SENT DIRECTLY TO THE EQUIPMENT COMPANY AT LEAST THREE WEEKS PRIOR TO SHOW. ON-SITE BOOTH CHANGE - \$50.00 PER CHANGE.

AUDIO/VISUAL

It is hereby agreed that the Exhibitor will not use any prerecorded or live music in demonstrations of products or services. No loud speakers will be permitted or broadcasting of any kind without show management consent. Any light that produces motion/movement of any kind is prohibited without show management consent.

CANCELLED SPACE / CANCELLATION POLICY

The Management reserves the right, should any rented exhibitor's space remain unoccupied on opening day, or should any space be forfeited due to failure to make proper payment, to rent said space to any other exhibitor, or use said space in other manner. This clause shall not be construed as affecting the obligation of the exhibitor to pay the full amount specified in his invoice for space rental should the Management not resell the space.

We understand that the show Director reserves the right to demand release of booths, at any time during the show for failure of ourselves or our representative to conform to the rules and regulations, and that our booth will be manned during all show hours.

In the event of cancellation of show due to conditions beyond the control of the Management, an equitable bases for the refund of such portion of the exhibit fees as is possible, after consideration of expenditures and commitments already made. Management is only responsible to exhibitor for fees paid directly to Management by the exhibitor for this event.

We understand that we are obligated to pay full fees of cancellation and/or failure to show to exhibit for any reason. **NOTE - DEPOSITS ARE NOT REFUNDED FOR ANY REASON ONCE BOOTH SPACE HAS BEEN ASSIGNED.**

ALL MATTERS NOT COVERED IN THESE CONDITIONS ARE SUBJECT TO THE DECISION OF THE SHOW MANAGEMENT AND ALL EXHIBITORS MUST ABIDE BY DECISIONS MADE BY THE SHOW MANAGEMENT.

INSURANCE

Great American Tailgate Expo (GATE), Louisiana Tailgate & BBQ Festival (LTBF), and the Convention Center, their officers, staff members, employees, agents, and representatives, will not under any conditions or circumstance be responsible for any loss sustained by and Exhibitor or any other person by reason of fire, theft, water, injuries, or for any actions whatsoever that are not due to intentional acts of GATE, LTBF, or the Convention Center. All rules and regulations which are supplementary to this contract are not a part of this contract and in no way can become part of this contract.

Each Exhibitor agrees that it shall assume sole responsibility for any damages to property or injuries to person, and shall indemnify and hold harmless GATE, LTBF, and the Convention Center and its agents representatives, except for any claims or liabilities arising out of the negligent or willful conduct of GATE, LTBF, and the Convention Center and its agents and representatives.

It is understood that all fees, cost & expense incurred by an Exhibitor that is caused by any legal action shall be the sole responsibility of the Exhibitor, and reimbursement shall not be sought against GATE, LTBF, and the Convention Center, its agents and representatives. GATE, LTBF, and the Convention Center, its agents and representatives shall be reimbursed by the seeking Exhibitor for costs, fees, and expenses that are incurred and expended in defense of any actions. EXHIBITORS SHALL EFFECT THEIR OWN INSURANCE.

INDEMNIFICATION

EXHIBITOR hereby agrees to indemnify, defend, and hold the owners of GATE & LTBF and its officers, directors, members, employees, agents, and affiliates including all of its related entities harmless against any and all liabilities, losses, claims, damages, suits, costs and expenses (including court costs, attorney fees and other related expenses, together with such fees and costs, if any, required to establish the right to indemnification or incurred in connection with a dispute between the owners of GATE & LTBF and its officers, directors, members, employees, agents, and affiliates including all of its related entities.

THIS INDEMNITY PROVISION SHALL APPLY DESPITE ANY ALLEGED OR PROVEN NEGLIGENCE OF THE OWNERS OF GATE & LTBF, BUT SUCH OBLIGATION SHALL NOT APPLY IF CLAIMS ARISES SOLELY FROM THE OWNERS OF GATE & LTBF NEGLIGENCE.