



2010 Application and Contract for Exhibit Space

Instructions:

1. **Rules and Regulations:** Please carefully review the Exhibitor Rules and Regulations. In applying for space, we agree to abide by the CoolKidz Expo 2010 Exhibitor Rules and Regulations.

(please initial)

2. **Mailing:** Complete this application and send with payment by **February 1, 2010** to:

CoolKidz Expo
c/o Showphisticated Concepts
11312 US 15-501 North, Suite 107-210
Chapel Hill, NC 27517
Phone: 919-923-4783
Fax: 919-932-6617
Email: exhibit@coolkidzexpo.com

3. **Badges:** Two (2) exhibit staff badges are included per 10x10 Exhibit Booth space. One (1) exhibit staff badge is included per Individual Performer space. All exhibit staff must be registered using the CoolKidz Expo Exhibit Staff Registration form in order to receive a badge. Additional exhibit staff badges may be purchased for US\$25 each.

4. Preferred Booth Location:

Exhibitors will be assigned space after both the completed application and full payment are received. Booths will be assigned on a space available basis in accordance with preference, when possible. For multiple booths, indicate all numbers per choice.

Choices:

1 _____ 2 _____

3 _____ 4 _____

Office Use Only

Applic Rec'd: _____
Order Number: _____
Payment Rec'd: _____
Payment Amt: _____
Payment Details: _____
Booth Number(s) Assigned: _____

General Information (Please print or type):

Name of Exhibitor Company (as to appear on booth sign and in directory)

Name of Exhibitor Company Contact

Address of Exhibitor Company Contact

Suite

City

State/Province

Zip/Postal Code

Contact Phone

Fax

Contact E-mail

Exhibitor Company website address (to be used for link on expo website)

List Products/Services to be exhibited (required)

(Include brochures and/or photographs of products/services to be exhibited. Attach additional pages if needed.)

Category (for directory and classification):

Children Tween Parent

Recreation Entertainment Product Service Other _____

Exhibit Space Fees:

Please indicate number of spaces requested. Register all exhibit staff on Exhibit Staff Registration form.

10x10 Exhibit Booth space _____ @ US\$600 (pymt by February 1st)

_____ @ US\$750 (pymt after February 1st)

Individual Performer space _____ @ US\$450 (limited availability upon approval) (limit one)

Corner booth premium _____ @ US\$50

Additional Exhibit Staff _____ @ US\$25

TOTAL DUE: US\$ _____

Payment Options:

- Check made payable to **Showphisticated Concepts, LLC**
 Credit Card

Credit Card No.

(Circle One) VISA MC AMEX

Exp. Date

Credit Card Holder's Name (please print)

Card Holder's Signature

2010 Exhibitor Rules and Regulations

1. Assignment of Exhibit Space

Exhibit space assignment is based on order of receipt of application with full payment. Showphisticated Concepts reserves the right to assign exhibit space and/or change the exhibit hall layout if necessary.

2. Contract for Exhibit Space

The application for space, the approval by Showphisticated Concepts to exhibit the products/services listed on the application, the notification of space assignment, and the full payment of exhibit fees together constitute a contract. Showphisticated Concepts has the absolute right to approve/disapprove applications, to assign exhibit space allotted, and to approve all demonstrations, exhibits, or promotions to be presented at the CoolKidz Expo. Showphisticated Concepts reserves the right to use images taken of the exhibit staff, space, and presentations for the purpose of promoting Showphisticated Concepts events.

3. Exhibit Space Rental and Payment

Each 10'x10' exhibit space is furnished with pipe & drape, one (1) six-foot skirted table, two (2) chairs, one (1) wastebasket, carpet, a standard electrical hookup, and an identification sign. Refer to application for exhibit space rates. Application and payment must be received by the deadline to ensure listing in the expo directory. Other furnishings may be ordered from the official Exhibitor Services Contractor and/or the Raleigh Convention Center.

4. Exhibit Space Requirements and Restrictions

Exhibit displays must be free-standing and finished on all exposed sides. Any visible unfinished surfaces must be finished at the Exhibitor's expense. Maximum height for back of displays is 8'. Side panels have maximum height of 8' for 5' depth from back of display and maximum height of 4' for the remaining 5' from the front of booth. No signage is permitted above the 8' exhibit space height without prior approval from Showphisticated Concepts.

5. Cancellation of Exhibit Space

Exhibit space may be canceled in writing prior to the opening date of the expo based on the following schedule.

50% refund -- 90 days or more prior to show opening date

No refund – less than 90 days prior to show opening date

6. Subletting of Exhibit Space

No exhibitor may reassign or sublet any portion of assigned exhibit space for any products and/or services other than those produced or distributed by the exhibitor in the regular course of business and listed on the Exhibitor's Application. The sharing of space and/or signage is strictly prohibited.

7. Exhibitor Services Information

An Exhibitor Services manual will be available on the expo website four weeks before the expo. The manual will contain information on shipping and order forms for services and furnishings. Exhibitors must ship all exhibit and literature material displayed in booth, unless hand-carried, to the official Exhibitor Services Contractor.

8. Event Installation, Exhibition & Dismantling Hours

(Times are tentative and subject to change.)

Exhibitor Installation:

Friday, April 16, 2010 8am – 7pm

Expo Open:

Saturday, April 17, 2010 9am – 8pm

Sunday, April 18, 2010 10am – 5pm

Exhibitor Dismantling:

Sunday, April 18, 2010 5pm – 8pm

9. Compliance with Schedule

All exhibits must be installed during the designated time in the event schedule. Exhibit staff must maintain the display and staff the exhibit during the Expo Open hours. Exhibits may not, under any circumstances, be dismantled prior to the designated time in the event schedule. If the exhibitor fails to meet the defined schedule, Showphisticated Concepts reserves the right to take possession of and close the space at the expense of the exhibitor.

10. Exhibit Staff

All persons working in the exhibit must be registered as exhibit staff. Exhibit staff must display their expo exhibitor badge at all times. Exhibit staff must dress in a professional manner and conduct themselves in a manner that is in keeping with the character of the expo.

11. Demonstrations and Distribution of Samples and Materials

All food samples must be pre-approved in writing by Showphisticated Concepts. All demonstrations and distributions of promotional materials, samples, souvenirs, etc. must be confined to the limits of exhibitor's assigned exhibit space. Live animals are not permitted without pre-approval in writing by Showphisticated Concepts.

12. Sale of Merchandise

Merchandise sales must comply with all local, state, and federal laws and regulations. All exhibitors transacting sales at the expo must provide a NC Sales and Use Tax number to Showphisticated Concepts prior to the expo.

13. Audio Devices

Exhibits that include the operation of musical equipment, radios, sound motion picture equipment, public address systems, or any noise making machines must be operated so that the resulting noise will not annoy or disturb adjacent exhibitors and their guests, and must be pre-approved in writing by Showphisticated Concepts.

14. General Restrictions

Showphisticated Concepts reserves the absolute right, without recourse, to control or prohibit any exhibit or part of any exhibit which, in Showphisticated Concepts' opinion, is not suitable or in keeping with the character of the expo.

15. Security

Showphisticated Concepts will provide general exhibit hall security during installation, exhibition, and dismantling hours, as well as, when the hall is closed to attendees. However, Showphisticated Concepts shall not be responsible for the safety or security of any exhibit or other property of any exhibitor.

16. Fire Protection

All display material must be flameproof and is subject to inspection. No flammable fluids or substances may be used or shown in the exhibit hall.

17. Insurance

Exhibitors are required to carry insurance covering liability for exhibit contents, personnel, and guests within their exhibit space (including installation and dismantling periods) and naming Showphisticated Concepts as additional insured. Proof of insurance must be provided in advance to be allowed to exhibit.

18. Liability

Exhibitors agree to protect, save, and hold Showphisticated Concepts, the Raleigh Convention Center, and all agents and employees thereof (collectively called Indemnitees) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitors. Furthermore, exhibitors shall at all times protect, indemnify, save, and hold harmless the Indemnitees against and from any and all losses, cost (including attorneys' fees), damages, liabilities, and/or expenses arising from or out of any accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents, employees, and business guests which arise from, out of, or by reason of said exhibitor's occupancy and use of all or part of the expo premises.

19. Cancellation or Change of Event

Exhibitor acknowledges that Showphisticated Concepts makes no guarantees regarding event attendance or weather conditions. Additionally, Showphisticated Concepts may, at its sole discretion, deem it necessary to cancel or reschedule the expo by reason of any act of God, fire, flood, public disaster, or any other cause or reason either within or beyond the control of Showphisticated Concepts. Exhibitor hereby waives any and all claims for injury, loss, or damage arising therefrom.