



October 28-30, 2011

The undersigned company does hereby make application to participate as an exhibitor at the *Bay Area Golf Show - Fall* being held at The Alameda County Fairgrounds, Pleasanton, California, October 28-30, 2011. The *Bay Area Golf Show - Fall* is owned and produced by Varsity Communications, Inc. This will be a binding contract when company representative signature is attached to page two of this agreement. It is understood that specific booths will be available based upon FIRST COME, FIRST PAID system. Varsity Communications, Inc. has the right to reject any signed agreement for any reason.

Your registration fee will include: a piped and draped 10' x 10' booth, one draped table, exhibitor booth sign, waste basket, two chairs and 5 amps of electrical.

Please complete this form and return to the *Bay Area Golf Show - Fall*, 12510 33rd Ave NE, Suite 300, Seattle, WA 98125, or fax it to 206-363-9099 Attention: David Stolber, make check made payable to Varsity Communications, Inc. Please include a current business card. Invoices for the show will be mailed upon signing with net 30 terms. 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, \$850, if received by 7-1-11. \$925 if received between 7-2-11 and 8-15-10. \$995 after 8-15-11.

_____ 10' x 10' booth, (*Special discounted rate of \$800 each year for a two-year commitment to the *Bay Area Golf Show - Fall* in 2011 and 2012 if received by 7-1-11. \$875 if received between 7-2-11 and 8-15-11. \$950 after 8-15-11).

_____ 20' x 10' booth, \$1600, if received by 7-1-11. \$1700 if received between 7-2-11 and 8-15-10. \$1800 after 8-15-11.

_____ 20' x 10' booth, (*Special discounted rate of \$1500 each year for a two-year commitment to the *Bay Area Golf Show - Fall* in 2011 and 2012 if received by 7-1-11. \$1600 if received between 7-2-11 and 8-15-11. \$1700 after 8-15-11).

_____ Corner booth requests are an additional \$150.00.

_____ City of Pleasanton business license REQUIRED \$10.00.

_____ 3-Day Parking Pass \$18.00 (subject to change).

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

***California Seller's Permit # required if you plan to sell from your booth** _____

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

MOVE IN TIMES:	Thursday	10-27-2011	9:00 a.m. - 4:00 p.m.
	Friday	10-28-2011	8:00 a.m. - 10:00 a.m.
MOVE OUT TIMES:	Sunday	10-30-2011	4:01 p.m. - 8:30 p.m.

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 - Fall*, to be held at the The Alameda County Fairgrounds, Pleasanton, California on October 28-October 30, 2011. *Bay Area Golf Show - Fall* reserves the right to reject any applicant or exhibitor the amount he/she has paid for space. *Bay Area Golf Show - Fall* reserves the right to assign, designate, or change your booth location.
2. **Payment:** Payment in full for exhibitor's booth space is due 30-days after the signing of this agreement. 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, October 28, 2011. Exhibitor shall staff its booth during all hours of the *Bay Area Golf Show - Fall*. Exhibitor shall not begin disassembling its exhibit(s) until 4:01 p.m. Sunday, October 30, 2011.
4. **Interference Prohibited:** Excessive noise, bothersome lighting or other use by exhibitor which interferes with the exhibition space used by other exhibitors (including side views) 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 - Fall*.
5. **Services Not Provided:** The *Bay Area Golf Show - Fall* 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 - Fall* 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 - Fall* will provide overnight security services the nights of October 27, 7 p.m. - 7 a.m.; October 28, 7 p.m. - 8 a.m.; and October 29, 6 p.m. - 8 a.m. While security is provided, the *Bay Area Golf Show - Fall* shall not be responsible for any losses exhibitor may suffer.
7. **Insurance Not Provided:** Exhibitor acknowledges *Bay Area Golf Show - Fall* 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 - Fall*.
8. **Indemnification:** Exhibitor shall defend, indemnify and hold harmless Varsity Communications, Inc., *Bay Area Golf Show - Fall* 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 - Fall*.
10. **Cancellation Policy:** If Exhibitor is not able to attend the *Bay Area Golf Show - Fall*, 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)