



The undersigned company does hereby make application to participate as an exhibitor at the *Bay Area Golf Show* being held at the Santa Clara Convention Center, Santa Clara, CA, on March 2-4, 2012. The *Bay Area Golf Show* is owned and produced by Varsity Communications, Inc. This will be a binding contract when accepted by the *Bay Area Golf Show*. It is understood that specific booths will be available based upon FIRST COME, FIRST PAID system. Invoices for the 2012 show will be mailed upon receipt.

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

Please complete this form and return to the Bay Area Golf Show, 12510 33rd Ave NE, Suite 300, Seattle, WA 98125 Attention: David Stolber, make check made payable to Varsity Communications, Inc. Please include a current business card. Payment is due upon receipt of invoice. 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, \$995, if received by 10-15-11, \$1095 if received between 10-15-11 and 11-15-11, \$1275 after 11-15-11.

\_\_\_\_\_ 10' x 10' booth, (\*Special discounted rate of \$925 each year for a two-year commitment to the Bay Area Golf Show in 2012 and 2013 if received by 10-15-11, \$1025 if received between 10-15-11 and 11-15-11, \$1225 after 11-15-11).

\_\_\_\_\_ 20' x 10' booth, \$1850, if received by 10-15-11, \$1950 if received between 10-15-11 and 11-15-11, \$2150 after 11-15-11.

\_\_\_\_\_ 20' x 10' booth, (\*Special discounted rate of \$1725 each year for a two-year commitment to the Bay Area Golf Show in 2012 and 2013 if received by 10-15-11. \$1825 if received between 10-15-11 and 11-15-11. \$2025 after 11-15-11).

\_\_\_\_\_ Corner booth requests are an additional \$150.00.

**Vendor is responsible for obtaining a sellers permit (if necessary). CA Sellers Permit # \_\_\_\_\_.**  
Any vendor planning on selling any tangible or normally taxable product on-site must have a valid CA Sellers Permit.

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

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

MOVE IN TIMES:            Thursday                            3-1-2012                            9:00 a.m. - 4:00 p.m.  
   Friday                                    3-2-2012                            8:00 a.m. - 10:00 a.m.

MOVE OUT TIMES:        Sunday                                    3-4-2012                            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, to be held at the Santa Clara Convention Center, Santa Clara, CA on March 2-March 4, 2012. The Bay Area Golf Show reserves the right to reject any applicant or exhibitor the amount he/she has paid for space. The Bay Area Golf Show reserves the right to assign, designate, or change your booth location.

2. **Payment:** Payment in full or exhibitor's booth space is required by show check-in time. Exhibitor will be invoiced upon receipt. All rates quoted and contracted are for cash payments. 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, March 2, 2012. Exhibitor shall staff its booth during all hours of the Bay Area Golf Show. Exhibitor shall not begin disassembling its exhibit(s) until 4:01 p.m. Sunday, March 4, 2012.

4. **Interference Prohibited:** Excessive noise, bothersome lighting or other use by exhibitor which interferes with the exhibition space used by other exhibitors 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.

5. **Services Not Provided:** The Bay Area Golf Show 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 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 will provide overnight security services the nights of March 1, 8 p.m. - 8 a.m.; March 2, 8 p.m. - 8 a.m.; and March 3, 8 p.m. - 8 a.m. While security is provided, the Bay Area Golf Show shall not be responsible for any losses exhibitor may suffer.

7. **Insurance Not Provided:** Exhibitor acknowledges Bay Area Golf Show 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.

8. **Indemnification:** Exhibitor shall defend, indemnify and hold harmless Varsity Communications, Inc., Bay Area Golf Show 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.

10. **Cancellation Policy:** If Exhibitor is not able to attend the Bay Area Golf Show, 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)