

We cordially invite you to exhibit



**ST. LOUIS
GOLF
EXPO**

January 20-22, 2012

St. Charles Convention Center

St. Charles, Missouri

**8,000 Golf Enthusiasts
expected to attend**

Show Owner



Kirk Tourtillotte • Vice President
12510 33rd Ave. NE, Ste. 300 • Seattle, WA 98125
Phone 888.367.6420, ex. 1205 • Fax 206.363.9099
Email kirk@varsitycommunications.com

When reserving exhibit space, fax completed registration to Kirk at 206-363-9099.



The undersigned company does hereby make application to participate as an exhibitor at the *St. Louis Golf Expo* being held at the St. Charles Convention Center, St. Charles, MO, on January 20-22, 2012. The *St. Louis Golf Expo* is owned and produced by Varsity Communications, Inc. This will be a binding contract when accepted by the *St. Louis Golf Expo*. It is understood that specific booths will be available based upon FIRST COME, FIRST PAID system.

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 fax to Kirk Tourtillotte at 206-363-9099.

RATES: (PLEASE CHECK APPROPRIATE BOOTH SIZE AND ADDITIONAL OPTIONS)

_____ 10' x 10' booth, \$725, if received by 8-1-11, \$775 if received between 8-1-11 and 9-30-11, \$825 after 9-30-11.

_____ 10' x 10' booth, (*Special discounted rate of \$675 each year for a two-year commitment to the St. Louis Golf Expo in 2012 and 2013 if received by 8-1-11, \$725 if received between 8-1-11 and 9-30-11, \$775 after 9-30-11).

_____ 10' x 20' booth, \$1295, if received by 8-1-11, \$1395 if received between 8-1-11 and 9-30-11, \$1495 after 9-30-11.

_____ 10' x 20' booth, (*Special discounted rate of \$1235 each year for a two-year commitment to the St. Louis Golf Expo in 2012 and 2013 if received by 8-1-11. \$1335 if received between 8-1-11 and 9-30-11. \$1435 after 9-30-11).

_____ 'x _____' booth, \$ _____ .00 _____ one-year _____ two-year.

CALL FOR BULK SPACE RATES FOR SIZES 10' X 30' OR LARGER.

_____ Corner booth requests are an additional \$125.00.

Do you wish to sell from your booth or display area? Yes _____ No _____
(The *St. Louis Golf Expo* 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.**

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 St. Louis Golf Expo, to be held at the St. Charles Convention Center, St. Charles, MO on January 20-22, 2012. The St. Louis Golf Expo reserves the right to reject any applicant or exhibitor. The St. Louis Golf Expo reserves the right to assign, designate, or change your booth location.

2. **Payment:** Exhibitor will be invoiced upon receipt of contract with payment due net 30 days. Payment is due net upon receipt after December 15, 2011. Payment in full for exhibitor's booth space is required by show check-in time.

3. **Hours of Operation:** Hours of show are Friday, 12 p.m. - 7 p.m.; Saturday, 10 a.m. - 6 p.m.; and Sunday, 10 a.m. - 5 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, January 20, 2012. Exhibitor shall staff its booth during all hours of the St. Louis Golf Expo. Exhibitor shall not begin disassembling its exhibit(s) until 5:01 p.m. Sunday, January 22, 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 booth space purchased. The show owner must approve "Roaming" or any additional business outside the booth space purchased in writing prior to the St. Louis Golf Expo.

5. **Services Not Provided:** The St. Louis Golf Expo 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 St. Louis Golf Expo for any and all claims, losses, damages, injuries or other charges, which may occur from such arrangements made by Exhibitor.

6. **Overnight Security:** The St. Charles Convention Center is a closed facility, access will not be allowed without Show management present. The St. Louis Golf Expo shall not be responsible for any losses an exhibitor may suffer.

7. **Insurance Not Provided:** Exhibitor acknowledges St. Louis Golf Expo 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 St. Louis Golf Expo.

8. **Indemnification:** Exhibitor shall defend, indemnify and hold harmless Varsity Communications, Inc., St. Louis Golf Expo 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 St. Louis Golf Expo.

10. **Cancellation Policy:** If Exhibitor is not able to attend the Kansas City 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)