



Commercial Exhibit Contract

managed by Equine Marketing Group, Inc.
 P.O. Box 380 · Williamsburg, IA 52361 · Tel (319) 668-2699 · Fax (319) 668-2633

August 6-15, 2010 ~ Tulsa, Oklahoma

Company Name _____

Address _____

City, State, Zip _____

Telephone _____

Cell _____

Alt. Phone _____

Fax _____

Email _____

Website _____

Sales Tax ID# _____

Products Sold _____

Please print or type all information

1. Sign and return contract with deposit to Reichert Celebration, PO Box 380, Williamsburg, IA 52361
2. Physical address for express shipments: 515-1/2 Court St., Williamsburg, IA 52361
3. Make checks payable to Reichert Celebration. MasterCard and VISA accepted. Fees are already discounted \$25 for cash/check paying customers only.

Credit Card Payment Information

MasterCard VISA

Card Number _____

Name as it appears on card _____

Expiration Date _____

Security Code* _____

Signature _____

Commercial Booth Sizes and Rental Prices
 Rules and Regulations on reverse - please read

_____ 10x10 Booth Space \$475.00
 _____ Deposit due May 1 \$300.00
 _____ Balance due June 1 \$175.00

_____ 10x20 Booth Space \$725.00
 _____ Deposit due May 1 \$550.00
 _____ Balance due June 1 \$175.00

_____ 10x30 Booth Space \$850.00
 _____ Deposit due May 1 \$675.00
 _____ Balance due June 1 \$175.00

_____ Self-Contained Trailer* \$1,025.00
 _____ Deposit due May 1 \$ 850.00
 _____ Balance due June 1 \$ 175.00

Arrival Date _____

Departure Date _____

Indicate Business Side of Trailer: _____

(\$40 per electrical hookup)

Please indicate electric required

30 amp 50 amp

*There will be NO subletting of space. Space is assigned to Exhibitor for Exhibitor's exclusive use only.

I/we acknowledge that I/we have read the rules governing exhibitors set forth on the reverse side of this contract and incorporated herein; I/we agree that my/our use and occupancy of the lease space shall be in all respects subject to such rules; and I/we agree to comply fully with rules.

Exhibitor Signature _____

Date _____

RV SPACES You need to reserve your RV space with the RV Park at Tulsa Expo Square. The form is on www.ReichertCelebration.com under the camping category. Download, complete and return to TULSA EXPO SQUARE. Do not send the RV form to us.

Rules and Regulations for Commercial Exhibitors

The Reichert Celebration (TRC) shall have full power to interpret the commercial exhibit regulations. Matters not covered by this contract shall be subject to a final decision and may be amended at any time by TRC.

1. **Indemnification.** The exhibitor assumes sole responsibility and hereby agrees to protect, indemnify, defend and hold harmless TRC, EXPO Square, and its employees and agents, from any and all claims, including claims or causes of action arising from the sole negligence of said indemnities, arising (a) out of, or in connection with Exhibitors occupancy and use of the Trade Show premises, or any action or inaction of any nature in connection with or related to the Trade Show, including but not limited to loss, theft, damage, destruction, or delay in non-delivery of goods, display material and other effects; (b) any injury to Exhibitor, Exhibitor's employees, agents, representatives or guests while on the Trade Show premises; and (c) any damage to Exhibitor's business by reason of failure to provide space for the exhibit or removal of exhibit or failure to hold the Trade Show as scheduled. Exhibitor agrees to indemnify and hold forever harmless TRC and the EXPO Square from any and all damages, loss, liability, claim or expenses (including legal fees) based upon, arising out of, or in connection with (i) the violations of any law or ordinance by the Exhibitor, its employees, agents, representatives, guest or other holding under the Exhibitor; or (if) failure by Exhibitor or any such persons to comply with all applicable terms and conditions contained in the rules or in the agreement between the EXPO Square and the TRC regarding the Trade Show premises or a part thereof. If the Indemnities are sued in a court of law, Exhibitor agrees to defend the Indemnities at Exhibitor's expense, and if judgment be taken against Indemnities, to pay said judgment and obtain written release in form acceptable to the Indemnities.

2. **Insurance.** A certificate of insurance for general liability must be provided to the Reichert Celebration, naming the Reichert Celebration as an insured, to exhibit at this event. The minimum liability is one million dollars per occurrence with a two million dollar aggregate. The deadline for this certificate of insurance is **June 1**.

3. **Assignment of Space.** Sponsors receive priority followed by existing/previous vendors based on years of service, then, first come, first serve priority will be given applicants according to the time their written request is received by TRC, availability of requested area, the amount of space requested and the special needs and compatibility of Exhibitors. In the event of conditions beyond its control, TRC reserves the right to rearrange the floor plan and relocated any exhibit.

4. **Payment.** Deposit for requested space must be remitted and/or postmarked by **May 1**. Remaining balance is due and must be postmarked on or before **June 1**. Exhibitor may not occupy assigned spaces until all fees are paid in full. An Exhibitor who fails to make payments when due shall automatically forfeit any rights, privileges and claims of any nature the Exhibitor has, or may have, including any payments previously made.

5. **Subletting of Space.** Exhibitor shall not assign or sublet any space allocated to Exhibitor and may not advertise or display goods other than those manufactured or sold by Exhibitor in the regular course of Exhibitor's business. The space assigned to the Exhibitor is for Exhibitor's exclusive use only.

6. **Damage to Property.** Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Exhibitor is liable for any damages caused by Exhibitor, Exhibitor's employees or representatives, to the building, floors, walls, columns, standard booth equipment or to the other Exhibitor's property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building floors or to standard booth equipment.

7. **Distribution of Advertising Materials.** Any advertising materials may only be distributed through the Exhibitors booth or bulletin areas available on premises. No signs are to be secured, in any fashion, on ANY PAINTED SURFACE, a \$10 fine PER SIGN will be charged by the facility.

8. **Decorations.** TRC retains absolute discretion and authority in the placement, arrangement and appearance of all Trade Show displays. No liability shall attach to the TRC for costs that an Exhibitor may incur in complying with any such TRC directives. Combustible decorations such as crepe paper, tissue paper, cardboard, corrugated paper, shall not be used. Decorating information may be obtained through Midwest Decorating 918-584-0988.

9. **Restricted Use of Logo.** TRC has sole and exclusive right to produce or sell products bearing its logo(s), and only designated companies may distribute such products at the Reichert Celebration. No Exhibitor may sell or give away any product bearing a TRC logo or design that is deceptively similar. No exhibitor may sell or give away any product bearing the following, but not limited to, words, letters, or combination thereof, or deceptively similar to TRC logo at The Reichert Celebration.

10. **Rules and Regulations.** The Exhibitor agrees to all rules and regulations set forth by this contract. TRC reserves the right to restrict exhibits, which because of noise, method of operation, materials, or any other reason become objectionable, and also to prohibit or evict any exhibit which in the opinion of TRC may detract from the general character of the exhibit as a whole. This also includes persons, things, conduct, printed matter, or anything of a character which TRC determines is objectionable to the exhibit or does not conform to the standards of the Trade Show. If the Exhibitor is excused from the Trade Show, no rental fees will be returned.

11. **Security.** Security patrol will be patrolling the grounds, the parking areas and the barns, however TRC will not be responsible for any loss.

12. **Booth set up.** Exhibitors may set up their appropriate booth(s) starting three (3) days before the first (1st) day of the show. Exhibitors may check in at the show office for confirmation of booth location if needed. If the space reserved for the Exhibitor is not occupied by 10:00 AM on the day BEFORE the show, unless otherwise arranged, the space will be considered cancelled and shall revert to TRC without obligation on part of TRC for any refund whatsoever. TRC shall have the right to assign such space to another Exhibitor unless TRC has received written notification of a delay is set up.

13. **Booth Dismantling and Removing.** Exhibitors, on the lower level, may start to dismantle booths by 3:00 PM on the last day of the Show. Exhibitors on the concourse must wait until end of show and be completed by day after the show at 12:00 noon. Any other arrangements must be made through TRC prior to start of show.

14. **Care and Safety.** Although aisles will be provided by janitor services, booth space should be maintained and cleaned by the Exhibitor. Customer and Exhibitor safety should be prevalent at all times.

15. **Taxes.** Expo Square is not inside the Tulsa city limits and items purchased during your event are not subject to city sales tax. Exhibitors must collect and pay state and local sales tax to Oklahoma Tax Commission. For information on collecting and reporting sales tax, call the Oklahoma Tax Commission at 918-581-2751. Exhibitors shall pay or reimburse TRC, if charged to TRC, all taxes resulting from the Exhibitor's rental or occupancy of exhibiting space, display of merchandise, and taking of orders or related Trade Show activities, no matter how the taxes are designated or levied.

16. **Exhibition Hours.** Exhibitor shall maintain a responsible individual(s) in the Exhibit Space at all times during the exhibition hours. Hours of exhibition will be from 8:00 AM to 7:00 PM.

17. **Electrical.** Inside booths are provided with electrical plug-ins. Outside spots are \$40.00 per plug-in.

18. **Credit Card / Telephone.** Contact Tulsa Expo Square or go to www.exposquare.com for form. To contact by phone call Tulsa Expo Square @ 918-744-1113. Must be arranged prior to arrival.

19. **Tables and Chairs.** Each booth will be provided 1 table. Any additional tables must be arranged prior to show, at a cost of \$__ per table.

20. **Shipping & Labor.** Freight can be received starting **August 4**. If freight arrives prior to this date, the Event Coordinator will inform the freight company to return on the specified move in day.

US Mail: Tulsa Expo Square, Reichert Celebration/Name of Party
Ford Livestock Arena, 4145 E. 21st St., Tulsa, OK 74114
FedEx/UPS: Tulsa Expo Square, Reichert Celebration/Name of Party
4000 E. 15th St., Tulsa, OK 74112