



# 3<sup>rd</sup> Annual Sacramento Women's Show

Cal Expo, Sacramento, CA • March 15, 2008

## Application/Contract

Company name: \_\_\_\_\_

Name you want on booth sign and in show program (32 characters max): \_\_\_\_\_

Contact name: \_\_\_\_\_ Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ e-mail: \_\_\_\_\_ @ \_\_\_\_\_

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Preferred contact method: \_\_\_ Phone \_\_\_ e-mail \_\_\_ Other (please specify): \_\_\_\_\_

Best time to contact: \_\_\_\_\_ on (days of week): \_\_\_\_\_

2<sup>nd</sup> Contact name: \_\_\_\_\_ Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Products/services to be promoted: \_\_\_\_\_

Products to be sampled: \_\_\_\_\_

Are products/services being sold during show: \_\_\_ Yes \_\_\_ No

Number of 10' X 10' booths requested: \_\_\_\_\_ Booth number(s) 1<sup>st</sup> preference: \_\_\_\_\_

2<sup>nd</sup> preference: \_\_\_\_\_ 3<sup>rd</sup> preference: \_\_\_\_\_

**Rate information:** Each in-line (aisle) booth: \$450 (with a 25% discount) Each corner booth: \$525. Payment is required with signed application. Questions or more information, please call 801-280-7172 or fax 801-280-7175.

**Make check payable to:** 1st Class Weekend Events, LLC; 4559 Black Elk Way; West Jordan, UT 84088-2609

We hereby apply for exhibit space at the Sacramento Women's Show, March 15, 2008. We agree to adhere to the Terms and Conditions as set forth by 1<sup>st</sup> Class Weekend Events, LLC (hereafter referred to as ICWE).

Authorized signature: \_\_\_\_\_ Date: \_\_\_\_\_ Phone: \_\_\_\_\_

### Terms and Conditions

- Exhibit must be fully set up by 9:30 a.m. on Saturday, March 15, 2008.
- Exhibitor agrees to be open and staffed during all show hours.
- Exhibitor must not dismantle booth until after show closes, and must be completely moved out by 10:00 p.m. Saturday, March 15, 2008.
- Exhibitor is responsible to assure necessary government permits and licenses are obtained.
- All Exhibit material must meet fire and safety regulations. Fire Marshall or authorized agent reserves the right to confiscate or demand removal of any exhibit materials not meeting regulations.
- Exhibitor shall not cause or permit any hazardous material to be used, stored, generated on, or transported to or from the Facility.
- All electrical wiring must conform to city, county, and state Electrical Codes.
- Exhibitor may not cause or permit beer, wine, or liquors of any kind to be sold, given away, or used upon the Facility.
- Audio or visual media played in Exhibit must be authorized in writing by the copyright owner as required by law.
- Only one exhibitor may occupy assigned booth space unless prior approval is given by ICWE.
- Exhibitor may not sublet or re-assign the exhibit space contracted and shall not exhibit any merchandise other than specified in the Application.
- Exhibitor agrees displays will not visually, physically, or audibly disturb aisles or adjacent Exhibitors.
- No Exhibit material shall be attached by any method to columns, walls, floors, or other parts of the building or furniture. Distribution of gummed decals, labels, or stickers is prohibited. Anything in connection therewith necessary or proper for the protection or repair of the building, equipment, furniture, and/or any costs to return Exhibit space or facility to pre-move-in condition will be at Exhibitor's expense.
- Exhibitor agrees that ICWE or Cal Expo agents reserve the right to reject or restrict any exhibit, in part or whole.
- Exhibitor agrees space assignments may be changed by ICWE. ICWE will assign booths at its discretion and reserves the right to change any Exhibitor's assigned booth. Nothing contained in this application, ICWE's acceptance thereof, or in any act or communication shall be construed as a guaranteed assignment to any specific booth.
- If Exhibitor notifies ICWE in writing by February 15, 2008, that due to unforeseen circumstances he/she is unable to occupy the space(s) assigned, ICWE may, at its discretion, cancel the assignment without prejudice to any claim by ICWE against the Exhibitor. Should ICWE succeed in re-letting such canceled space at the fixed price, ICWE may, at its discretion, relieve the Exhibitor of part of his/her responsibility for the vacated space. Exhibitor agrees that no refunds will be made for failure to occupy assigned space, and ICWE reserves the right to deal with this space as it deems fit.
- The exhibit area will be secure during the times the show is not open the public. ICWE shall not be liable for the acts or omissions of security equipment or personnel. Exhibitor assumes all responsibility for loss, theft, or destruction of goods or property.
- Exhibitor assumes entire responsibility for exhibit area and hereby agrees to protect, indemnify, defend, and hold harmless ICWE, Cal Expo owners, and their respective officers, directors, agents, and employees from and against any and all losses, charges, fines, and attorneys' fees arising or caused by the Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or part thereof. Exhibitor assumes all responsibility for personal injury to him/herself, his/her employees, agents, representatives, guests, or visitors, and will indemnify and hold harmless ICWE, Sacramento Convention Center owners, their officers, agents, employees, and affiliates from any and all of the above, including attorneys' fees.
- Exhibitor, without compensation, will allow ICWE to use photographs, video, and audio of the Exhibit for its own purposes.
- Exhibitors or participants will at no time use the ICWE or Sacramento Women's Show logos or names without the express prior written consent of ICWE. ICWE retains exclusive ownership and creative control of the logo.
- ICWE does not guarantee guest attendance or booth traffic.
- In the event that because of war, fire, strike, government regulation or restriction, natural or public catastrophe, or other cause, the show or any part thereof is prevented from being held or is canceled, ICWE shall determine refund to the Exhibitor which shall be limited to a prorated portion of booth payment. If the Facility is damaged from any cause whatsoever, ICWE, Cal Expo owners, the City of Sacramento, and State of California are released by Exhibitor, his/her agents, representatives, employees, guests, and visitors from any damage so caused thereby.