



12th annual Utah Women's Show

South Towne Exposition Center, Sandy, UT • November 4-5, 2011

Application/Contract

Company name: _____

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

Contact name: _____ Title: _____ Phone: _____

Fax: _____ email: _____ @ _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Preferred contact method: _____ Phone _____ email _____ Other (please specify) _____

Contact name during show: _____ Cell: _____

2nd Contact name: _____ Title: _____ Phone: _____

Products/services to be promoted: _____

Products to be sampled: _____

Are products/services being sold during the show? Yes No

Number of 10' X 10' booths requested: _____ Booth number(s) 1st preference: _____

2nd preference: _____ 3rd preference: _____

Booth rate information: Each in-line (aisle) booth: \$620 Each corner booth: \$695 \$20 per booth discount if paying by check or cash. Reserve 3 or more booths receive a 10% discount on the entire block. 50% deposit required with signed application. Please see cancellation terms below. Booth assignments will be made when payment/deposit is received. Booth assignment is subject to change. **Floor covering is required for each booth at exhibitor's expense.** For questions or more information, please call 801-280-7172 or fax 801-280-7175.

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

We hereby apply for exhibit space at the Utah Women's Show, November 4-5, 2011. We agree to adhere to the Terms and Conditions as set forth by 1st Class Weekend Events, LLC (hereafter referred to as ICWE). **We understand floor covering is required for each booth at our company's expense.**

Authorized signature: _____ Date: _____ Phone: _____

Terms and Conditions

- Exhibit must be fully set up and staffed by 9:30 a.m. on Friday, November 4, 2011.
- 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 11:59 pm Saturday, November 5, 2011.
- Exhibitor is responsible to assure necessary government permits and licenses are obtained.
- All food samples must be approved in advance by South Towne Expo Center food concessionaire and by ICWE.
- 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 the facility.
- All electrical wiring and equipment must conform to Sandy City and Salt Lake County Electrical Codes.
- Exhibitor may not cause or permit beer, wine, or liquors of any kind to be sold, given away, or used in or at 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. Cost for balloons retrieved from the ceiling will be billed to exhibitor at \$75 each.
- Exhibitor agrees that ICWE or SMG reserved 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 any act or communication shall be construed as a guaranteed assignment to any specific booth.
- Cancellation terms:** Before October 1, 2011, 50% of payment received may be applied toward a future ICWE event. On or after October 1, 2011, there is no credit for cancellation. Exhibitor agrees no credit will be applied for failure to occupy assigned space, and ICWE reserves the right to deal with this space as it deems fit.
- 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 and property.
- Exhibitor assumes entire responsibility for exhibit area and hereby agrees to protect, indemnify, defend, and hold harmless ICWE, South Towne Exposition Center owners, and their respective officers, directors, agents, and employees from and against any and all losses, charges, fines, and attorneys' fees arising from 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, South Towne Exposition 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 Utah Women's Show logos or names without the prior express written consent of ICWE. ICWE retains exclusive ownership and creative control of the logo and name.
- 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 or credit to the Exhibitor which shall be limited to a prorated portion of booth payment. If the facility is damaged from any cause whatsoever, ICWE, South Towne Exposition Center owners, and SMG are released by exhibitor, his/her agents, representatives, employees, guests, and visitors from any damages.

Credit card: Name _____ Acct # _____

Exp date _____ CVV2 code _____ Billing street address _____ Zip code _____

Charge full booth _____ Charge deposit (50%) now and balance on Sept. 1, 2011