



Official Retail Exhibitor Contract*

November 4 & 5, 2017 | Fort Worth Convention Center | Fort Worth, Texas
Trade Show Hours: November 4: 7-9 a.m. & 12-5 p.m. | November 5: 12-8 p.m.

Brought to you by the American Angus Association®
www.AngusConvention.com

Inline Booths	
<input type="checkbox"/> 10x10	\$2,200
<input type="checkbox"/> 10x20	\$4,300
<input type="checkbox"/> 10x30	\$6,300
<input type="checkbox"/> 10x40	\$8,300

Premium Island Floor Displays	
<input type="checkbox"/> 20x20	\$10,000 (20x20 spaces will be peninsulas)
<input type="checkbox"/> 20x30	\$14,550
<input type="checkbox"/> 20x40	\$19,000
<input type="checkbox"/> 20x50	\$23,250
<input type="checkbox"/> 30x50	\$34,500

Payment Option (select one):

Payment in full within 30 days of contract submission, or of contract being received by American Angus Association.

- Additional 3% discount on booth space subtotal^(b)

Partial Payments

- 25% Deposit is due with contract. 25% Due on or before July 31, 2017. Balance due on or before September 30, 2017.

Total Space Cost \$ _____

45% Retail Exhibitor Discount \$ _____

Subtotal^(a) \$ _____^(a)

3% Payment in Full Discount^(b) \$ _____^(b)

Total Due \$ _____

1st Choice # _____ **2nd Choice #** _____ **3rd Choice #** _____

All efforts will be made to accommodate your request for exhibit location, however the show management reserves the right to arrange the show in the overall best interest of the show. If we need to change your desired location for any reason, we will notify you immediately.

Retail Exhibitor Discounts

- 45% discount
- Additional 3% discount ^(b) applied to the subtotal price^(a), if paid in full within 30 days of contract submission, or of contract being received by American Angus Association.

To qualify for the Retail Exhibitor rate you must be:

1. Booth must feature retail items for consumer purchase such as but not limited to: jewelry, clothing, art, home decor, books, gifts, etc.
2. Booth can not be used to sell or promote any equipment or services such as but not limited to, livestock equipment, ranching supplies, marketing services, etc.

Show management will provide an 8' backdrop, 30" side curtains, one (1) 7" x 44" block sign, two (2) side chairs, one (1) 6' draped table and a waste basket for each 10x10 exhibit. Floor spaces do not include side curtains or backdrops. Exhibit hall aisles will be carpeted. Exhibitors receive 2 complimentary exhibitor registrations for each 100 square feet of booth space contracted with a maximum of 12 complimentary exhibitor passes. Additional exhibitor passes may be purchased at the published convention rate. The exhibitor kit which will be available online at a later date for information on ordering carpet, renting booth furniture, internet, utilities and show shipping.

Deposits: Deposits must be paid within 30 days of contract submission. We understand that the contract is not valid without the required deposit or payment in full. Contracts without deposit or payment will be automatically cancelled after 30 days. If select the partial payment option: 25% Deposit is due with contract, 25% Due July 31, 2017, Balance Due September 30, 2017.

Payment: Make checks payable to the American Angus Association, 3201 Frederick Ave., St. Joseph, MO 64506. For your convenience we also accept MasterCard, Visa, American Express and Discover. Complete and return this form or call 816-383-5255 to pay deposit or full balance by charge card. No Exhibit will be allowed to set up unless paid in full.

PLEASE READ THE REVERSE SIDE OF THIS CONTRACT BEFORE SIGNING

In signing this agreement, we agree to conform to the terms, conditions, and covenants contained in this application and contract for exhibit space. We will conform to the General Information, Rules & Regulations shown on the reverse side of this application. We agree to meet all deadlines and abide by policies set by the show management. We agree to occupy and pay for the above exhibit space.

Signed _____

Name (printed) _____

Date _____

Primary Exhibit Contact(s)

Email #1 _____

cc Email #2 _____

cc Email #3 _____

Company Name _____

Person in charge of display _____

Address Line 1 _____

Address Line 2 _____

City _____ State _____ ZIP _____

Mobile Phone _____

Work Phone _____

Fax _____

Website _____

Credit Card Number _____

Expiration Date _____

Name on Card _____

BILLING ADDRESS: _____

Street _____

City _____

State _____

Zip _____

General Information, Rules and Regulations

1. MANAGEMENT

This show is owned by the American Angus Association®, St. Joseph, MO, and managed by Lee Trade Shows, Inc. The word 'show management' used herein shall mean the Owners acting through their Officers or the Exhibit Manager.

2. RULES

Each prospective exhibitor is required to sign the official exhibitor contract for space in the exhibition. By doing so, he subscribes to the General Information, Rules and Regulations, which are a part of the application and contract and to comply insofar as the same may be applicable with the use and occupancy of space by, said prospective exhibitor.

3. APPLICATION

Application for exhibit space must be on the forms provided and must be accompanied by the required deposit made payable to American Angus Association. See front for full details.

4. ASSIGNMENT OF SPACE

Management in keeping with exhibitor's preferences will make space assignment insofar as it is possible. In case of duplicate requests, the earliest application to arrive shall receive preference. In case of further duplication, other factors to be considered by management will include the size of the space, nature of the equipment, height, weight, etc. as well as compatibility with exhibits in same area.

5. PAYMENT- COST OF SPACE

Space will be sold as 10'x10'; see front for full details. Open floor space sold by sq. ft. A deposit or payment in full is due with contract as per conditions on front. All exhibits must be paid in full as per conditions on front before set up will be allowed.

6. DEFAULT

Any exhibitor failing to occupy any space contracted for but not cancelled is obligated for the full cost of the space and is not entitled to any rebate. Furthermore if space contracted for is not occupied by the time the show is open to the public, it shall be considered sale-able real estate and management is no longer under obligation to make provisions to allow occupancy by original purchaser unless previous arrangements for unforeseen difficulties getting to the show site have been made. Management shall have the right to use said space there-after to suit its own convenience including selling the space to another exhibitor without any rebate or allowance to the defaulting exhibitor and without incurring any obligation of any kind to said prospective exhibitor.

7. CANCELLATION

An exhibitor may cancel or withdraw from the exhibit subject to the following conditions and restrictions:

- If notification to cancel is received in writing no later than 45 days prior to the show dates all monies shall be refunded less a \$1,500 cancellation charge.
- If notification to cancel with less than 45 days but over 31 days, the cancellation fee will be \$2,000 or 50% of the total cost of space contracted for whichever is greater.
- There shall be no refunds for space cancelled within 30 days of the show. Management assumes no responsibility whatsoever for having included the name of the cancelled exhibitor or descriptions of its products in any catalogs, brochures, releases or any other materials, or in any advertising matter relating to this show.

8. OFF-SITE ACTIVITIES

Exhibitors are prohibited from having any off-site activities during show hours.

9. LIMITATION OF LIABILITY

The exhibitor agrees to make no claim for any reason whatsoever against show management, or Show Facility, their management or employees for loss, theft, damage or destruction of goods; nor for injury to himself or his employees while in the exhibition quarters, nor for any damage of any nature or character, including any damage to his business by reason of the failure to provide space for the exhibit, or the removal of the exhibit; not for any action of any nature of management in case the premises of the show shall be destroyed

or damaged, or if the show fails to take place as scheduled, or is interrupted and/or discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injection, act of war, act of God, emergency declared by the government agency or by show management, or for any other reason, this contract may be terminated by management, and in the event of such termination, the exhibitor waives any and all damages and claims for the damages and agrees that the sole liability of management shall be to return to each exhibitor his space payment, less his prorata share of all costs and expenses incurred and committed by show management.

10. INSURANCE

All property of the exhibitor shall be deemed to remain under his custody and control at all times including transit to or from, and within the confines of the exhibition areas, subject to the Rules and Regulations of the exhibit. Exhibitors are advised to carry floater insurance to cover exhibit material against damage or loss. Exhibitors agree to carry General Liability Insurance of at least \$1,000,000 per Occurrence, \$2,000,000 General Aggregate, and \$2,000,000 Products and Completed Operations Aggregate. Exhibitor will name "American Angus Association including subsidiaries and affiliate" as an Additional Insured under their General Liability insurance. Exhibitors will carry Workers Compensation Insurance in accordance with State law covering activities at the exhibition. A certificate of Insurance showing these requirements are met shall be provided to show management prior to booth set up and will provide 30 days written notice of cancellation for any reason. Management will carry public liability insurance for injury to exhibition visitors, exhibitors, and their agents and employees. But this will not cover exhibitor's employees when they are on space rented by exhibitor and management is not responsible for the safety of exhibitor's property or for loss to or damage from theft, fire, accident, vandalism or other causes.

11. HOLD HARMLESS

Exhibitor agrees to hold American Angus Association and Lee Trade Shows, Inc. including their subsidiaries and affiliate harmless and agrees to defend them from any injuries or damage to any party as a result of the exhibitor's or employees negligence, attendance or participation in the exhibition.

12. INSTALLATION AND DISMANTLING

Exhibitors may begin installing their exhibits subject to scheduling established by management. Dismantling will start only after the close of the trade show. All moving in or out of exhibit materials is done solely at the discretion of the management of the show. If precise times are designated the exhibiting company will do everything within its power to comply. If management designates contractors to perform work at the exhibitor's expense, where union personnel are required by the facility or by any contractors involved, it shall be the exhibitor's responsibility to comply with such requirements. In no event shall management be responsible for the conduct of contractors or their employees and no responsibility is assumed for failure to perform by contractors, their charges or any other matter relating to contractors of the facility.

13. EXHIBIT DESIGN

Management will furnish standard drape background and side partitions for all exhibit space and must be utilized. No built up exhibit or other construction shall exceed 8 feet in overall height without the written permission of the Exhibit manager. Perimeter booths may, with permission, have their backdrops extend up to 12 feet. Height requirements for equipment on display may be waived upon approval of the Exhibit Manager but are subject to restrictions imposed by the building dimensions. Failure to comply with these design requirements could result in modification or removal of exhibits. One standard 7"x44", one line sign with copy limited to company name plus booth number, will be provided to each exhibitor.

14. REFRESHMENTS, GIFTS AND CONTESTS, ETC.

Management reserves the right to prohibit, limit or discontinue the distribution of any gifts, giveaways or similar promotions. Contests, raffles and drawings, if permitted under state or

local laws, will be subject to the approval of the Exhibit Manager. There will be no announcements of contest, drawing, or raffle winners at any event sponsored by someone other than the sponsor of the raffle, drawing or contest. All refreshment arrangements must be made through facility caterer.

15. SAFETY, FIRE AND HEALTH

The exhibitor agrees to accept full responsibility for compliance with national, state and local safety and fire regulations. Equipment on display shall have battery leads disconnected, gas tanks emptied and locked or taped shut, and the ignition keys removed. Only flameproofed materials shall be used in each exhibit.

16. SECURITY

Reasonable precaution will be taken to protect property during the installation, display and removal periods.

17. BOOTH SUB-LETTING

No exhibitor will be allowed to sublet any portion of their booth to another company. There will be no exceptions to this rule.

18. APPEARANCE-GENERAL

Each exhibitor is requested to recognize the rights of other exhibitors and realize that the general appearance of the exhibit as a whole must take precedence over that of any individual exhibit. The management requests cooperation in maintaining due regard for all adjoining exhibitors and in keeping all displays in the bounds of good taste and in conformance with safety regulations. Exhibitors are instructed not to create excessive obstruction of aisles or prevent ready access to any other exhibitor's booth. Those in violation will be required to remove the obstruction. No advertising or exhibit will be allowed to extend beyond the space allotted to the exhibitor, and no exhibitor's products, equipment or booth construction may be so placed as to exclude the view of the neighboring exhibits for visitors passing through the aisles. The use of moving pictures will be permitted subject to approval and control by the management. Sound movies will be permitted only if unobjectionable to neighboring exhibitors. Any sound systems, which create excessive noise making normal conversation in neighboring booths difficult, may, at the discretion of the management, be restricted to periodic operation and exhibitor assumes all responsibility for compliance with union requirements relating to projection equipment and sound systems.

19. DECORATOR

The show has retained one firm to serve as the exhibit decorator. Because of set-up schedules and possible bonding requirements, management requests that all exhibitors use the services of the appointed decorating firm.

20. HOUSING, HOSPITALITY AND IN-CONJUNCTION WITH MEETINGS

As a condition to exhibit, all exhibitors are required to make their reservations request for sleeping room accommodations, meeting rooms and hospitality suites through the Official Hotel Reservation Website Housing Center available for exhibitors on June 1, 2017 and all attendees on July 1, 2017. All requests for accommodations shall be reviewed and must be approved by the American Angus Association. All requests for accommodations will be accepted and granted on a first come, first served basis based on availability. Should all Housing Center room blocks be filled at approved Hotels, Exhibitors will be instructed to make their accommodations outside of the approved hotel block.

21. GENERAL

All matters and questions not covered by the General Information, Rules and Regulations are subject to the decision of management. The General Information, Rules and Regulations may be amended or supplemented at any time by management, and all such amendments or additions shall upon reasonable notice be as equally binding on all parties affected as the original General Information, Rules and Regulations.

Managed by Lee Trade Shows

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