



SPORTSMAN'S EXPOS, LLC
2008 SOUTHERN SPORTSMAN'S EXPO
 SUPERDOME, New Orleans, LA March 27 - 30, 2008



Application/Contract for Exhibit Space

** PLEASE PRINT CLEARLY **

Date: / / **Booth Preferences - 1st:** **2nd:** **3rd:** _____

Company Name: _____

Contact Person: _____

Contact Cell Phone: () _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Company Phone: () _____ **Fax:** () _____

Email: _____ **Web:** _____

Payment: **Check Enclosed - #** _____ **Master Card** **VISA** **Discover** (Sorry, No AmEx)

Name on Credit Card: _____

Credit Card Billing Address: _____

Card# _____ **Exp. Date** _____ **Validation Code** (Back of Card) _____

We plan to exhibit the following products/services:

NOTE: ONLY the products and/or services listed below and APPROVED by Sportsman's Expos, LLC Show Management may be displayed or sold.

SUPERDOME BOOTH/BULK SPACE RATES

- 10'x10' Booths - (1)\$600, (2)\$1100, (3)\$1550, (4)\$1900
- Corner booths: Add \$150 per booth.
- Bulk Space: (5 or more 10'x10' booths) \$4.00 per sq. ft.
- Bulk Space: (1000 Sq. Ft. or more) \$3.00 per sq. ft.

PAYMENT: 50% deposit is due with this application. We will not secure space without 50% deposit. Space must be PAID IN FULL by February 1, 2008. We accept check, money order, cash, Master Card, VISA, and Discover. Make checks payable to: Sportsman's Expos, L.L.C. Any questions? - please call!

TOTAL COST OF SPACE REQUESTED: \$ _____.

50% DEPOSIT ENCLOSED: \$ _____.

BALANCE DUE BY 2/1/2008: \$ _____.

**** 2008 Public Show Times ****

- Thursday, March 27 4 pm - 10 pm
- Friday, March 28..... 4 pm - 10 pm
- Saturday, March 29..... 10 am - 10 pm
- Sunday, March 30..... 10 am - 6 pm

Mail or Fax Signed Contract and both Terms, Rules and Regulations pages to:

Sportsman's Expos, LLC
P.O. Box 8444
Metairie, LA 70011-8444

Phone: (504) 832-1663
Fax: (504) 835-8692
Web: Sportsmans-Expos.com

I hereby apply for exhibit space in the 2008 Southern Sportsman's Expo produced by Sportsman's Expos, LLC. and held at the Louisiana Superdome in New Orleans, Louisiana March 27-30, 2008. If paying by credit card, my signature authorizes Sportsman's Expos, LLC to charge the listed card for the cost of my booth and/or bulk space. I hereby agree unconditionally to abide by the show terms, rules, and regulations available on the company website, www.Sportsmans-Expos.com or included with this contract on page two and three and which are, by reference, made a part of this contract. I warrant that Sportsman's Expos, LLC. shall have the exclusive right to interpret the show terms, conditions, and regulations and its decision regarding such shall be final.

Exhibitor Printed Name

Title

Exhibitor Signature

Date

Sportsman's Expos Representative Signature

Date

Sportsman's Expos, LLC

Office Use Only

Please do not write in this space.

- Date App Rec'd: _____
- Dep Rec'd: _____
- Deposit Amt: _____
- Booth Assigned: _____
- Bal Amt: _____
- Paid in Full: _____
- Rep: _____
- Mgmt Approved: _____

1. DEFINITIONS

- a) This agreement is between Exhibitor and Sportsman's Expos, L.L.C., hereafter referred to as "Show Management". Both Terms, Rules and Regulations pages must be initialed at bottom and returned along with signed application.

2. USE OF SPACE

- a) **LIABILITY** - The Exhibitor is entirely responsible for the space leased by him/her and shall not injure, mar, or deface the premises. The exhibitor shall not drive, nor permit to be driven, any nails, hooks, tacks or screws in or on any building and adjacent areas, including outside surfaces. Furthermore, Exhibitor shall not affix to the walls, posts, poles, columns or windows of the building any advertisement, signs, etc. or use any adhesive-type materials on painted surfaces. The Exhibitor agrees to reimburse the facility and/or decorator, for any loss or damage to the premises or equipment occurring in the space leased to the Exhibitor.
- b) **AISLE SPACE** - The aisles, passageways and overhead spaces remain strictly under the control of the Show Management. No signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by special written permission of the Management. All exhibits and personnel must remain within the confines of their own space and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, cause injury or disadvantageously affect the display of other Exhibitors. No interference with the light or space of another Exhibitor is permitted.
- c) **EXHIBIT SPACE** - Standard booth space includes 1 - 10'x10' draped booth with approximately 8 foot high back drapes and 3 foot high side drapes, unless otherwise specified. The sides of your exhibit extending beyond 5' from curtain backdrop may not exceed 48 inches in height and no part of your exhibit may exceed the height of the curtain backdrop. Any exceptions must be approved by the Show Management. Exhibitors may not share their booth/bulk space without the express written approval of Show Management, nor may they sell, sublet, or otherwise assign their space. **SUB-LEASING, SHARING, OR SWITCHING OF BOOTH/BULK SPACE IS STRICTLY PROHIBITED.** The exhibitor whose name appears on this contract is the only entity allowed to exhibit in the space assigned. Violation is cause for immediate dismissal from the show. All exhibits must have their name and booth number boldly displayed. You may use the sign we provide or your own approved sign. Exhibits must be ready and staffed 15 minutes before the show opens everyday and be manned at all times during show hours.
- d) **MOVE-IN/INSTALLATION** - Tentative Move-In/Setup time starts Tuesday, March 25, 2008 from 8:00 am until 8:00 pm, Wednesday, March 26, 2008 from 8:00 am until 8:00 pm and the morning of Thursday, March 27, 2008 from 8:00 am until 3:00 pm (one hour before show opens). Final Move-In details will be mailed to each exhibitor in the Show Decorator's Exhibitor Kit and posted on the Sportsmans-Expos.com website in advance of show. If Exhibitor's space is not set up and ready for business by 3:30 pm the day the Show opens, Show Management, in its sole discretion, may decree this Contract null and void; all monies paid shall be forfeited by Exhibitor, any rental balance owing to Show Management shall be paid upon demand, and the space will be made available for sale to another Party. **NO SETUP DURING SHOW HOURS - NO EXCEPTIONS.**
- e) **MOVE-OUT/TEAR DOWN** - Tentative Move-Out/Tear Down time is on Sunday, March 30, 2008 from 5:00 pm until 10:00 pm and Monday, March 31, 2008 from 8:00 am until 12:00 noon. Final Move-Out details and procedure will be placed in each Exhibitor's booth/space before the end of the show. No exhibits may be dismantled or exhibit material removed from the exhibit prior to 6:00 pm on the last day of the show. Exhibitors tearing down early may not be considered for next year's Show. All exhibitor materials must be removed from the Show area by 12:00 noon on Monday following the last day of the show. Show Management is not responsible for any materials left after this time.

- f) **EXHIBIT CONTENT AND USE RESTRICTIONS** - **Only those products/services that were listed on the first page of your contact are allowed to be exhibited or sold from your booth/bulk space.** You may only promote these from within the confines of your space. **SOLICITING IN OTHER AREAS OUTSIDE OF YOUR SPACE IS STRICTLY PROHIBITED.** You are not allowed to solicit in the aisles, put out literature in the lobby or other exhibitor's booths or anywhere else. All personnel, merchandise and equipment must remain inside your assigned space. The Management reserves the right to restrict or remove exhibits without refund that may have been falsely entered, or may be deemed by the Management as unsuitable or objectionable. This restriction applies to noise, PA systems (loud speaker, amplifier, broadcasting device, music or other objectionable method), persons, animals, pop caps, fireworks, things, conduct, printed matter, or anything of a character that might be objectionable to the show or the Show Management. Any activities of an Exhibitor, or his employees, which interferes with other Exhibitors or the Management, its employees or patrons are not allowed. Violators are subject to contract cancellation, forfeiture of space rental fees, immediate removal from the grounds, and will not be offered a contract the following year.
- g) **EXCLUSIVITY** - Due to exclusivity agreements with the facility, particular Sponsors and/or Exhibitors, the display or sale of certain products, services or brand names will not be allowed unless express written approval is obtained from Show Management prior to the beginning of the show. Show management shall have the exclusive right to make all decisions as to which products, services or brand names may be displayed or sold and its decision regarding such shall be final.
- h) **DISTRIBUTION OF FOOD AND/OR BEVERAGE ITEMS** - Any distribution of food products, candies, snacks, refreshments or beverages in or around the Superdome facility must be approved in writing by Show Management and the official concessionaire/caterer of the Louisiana Superdome. This includes selling OR sampling of food product from a booth. The official concessionaire/caterer of the Louisiana Superdome reserves the right to control sizing of samples dispensed and is due commission on most food products sold on premise. Optionally, a flat buyout fee of \$250.00 may be paid by Exhibitor. To discuss details and receive approval, please contact Show Management.
- i) **OFFENDERS** - The violation of any of the terms and agreements hereof shall, at the discretion of the Management, cause the whole amount of the contract to become due and work an immediate revocation and forfeiture of all rights and privileges herein granted to Exhibitor; and in the event of such breach of said Exhibitor, and such election by the Management, any and all sums paid or contracted to be paid under this contract to Sportsman's Expos, L.L.C. shall be and become the property of the Management as liquidated damages for said breach.
- j) **FLOOR PLAN** - Floor Plan is subject to necessary modifications and changes by Show Management without notice.
- k) **DRAWINGS/GIVE-AWAY PROGRAMS/CONTESTS/RAFFLES** - Any drawing, give-away program, contest or raffle conducted by Exhibitor must be registered prior to the start of the show with Show Management, showing in writing the article and date of drawing, and is **SUBJECT TO MANAGEMENT APPROVAL. ALL DRAWINGS, GIVE-AWAY PROGRAMS AND CONTESTS MUST BE HELD PRIOR TO TERMINATION OF THIS CONTRACT.** Names of any drawing/give-away program/contest winners are to be submitted to the Management upon completion of said drawings, give-away programs and contests.

3. RULES FOR EXHIBITS

- a) **FIRE RULES AND REGULATIONS** - All rules, regulations and ordinances relative to public buildings as prescribed by local and the Louisiana State Fire Marshal **MUST** be adhered to. The Exhibitor is charged with the responsibility to know and follow same. All exhibitor space and contents **MUST** concur with the facility regulations, City ordinances and local fire codes. Com-

I have read and agree to the above terms, rules and regulations.

Please
Initial: _____

bustible exhibit and display materials must be flame retardant. Explosive materials are not allowed on the premises. Vehicles may not be operated on the premises during show hours. Gas tanks must be less than one fourth full of gas. Tank openings must have a secure cap and be taped to prevent fumes from escaping. Battery cables must be disconnected and taped to prevent contact.

- b) **SPECIAL NEEDS** - Any special carpentry, wiring, electrical, gas, steam, water or drainage connection shall be installed at Exhibitor's expense. Please see your Exhibitor Kit or the Sportsman's Expos.com website for instructions and the needed forms.
- c) **LICENSES/TAXES** - Any and all City, County, State or Federal licenses, taxes, inspections or permits as required by law of any Exhibitor in the installation or operation of his display shall be obtained by and is the sole responsibility of the Exhibitor at his own expense. Exhibitors of any and all types of boats, motors, ATV's, RV's, motor homes, motorcycles, motor scooters, watercraft, trailers, semi-trailers, and/or travel trailers must be able to show proof of authorization of dealership from manufacturer. In addition, out of state Exhibitors displaying these types of vehicles are required to obtain a permit from the Louisiana Recreational and Used Motor Vehicle Commission (www.lrumvc.louisiana.gov). **All above mentioned vehicles must be current year or no more than one year old models.**
- d) **TERMS AND CONDITIONS** - The contract contains all the terms and conditions agreed on by the parties hereto, and no other agreement, oral or otherwise, regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.
- e) **SECURITY FOR RENTAL** - Failure on the part of the Exhibitor to pay the rental as specified under the contract shall entitle Management to seize all merchandise, materials, and exhibits displayed by the Exhibitor at the within described Show and to retain the same as security for any unpaid rental amount owing hereunder. Upon the expiration of seven days after such seizure, Management shall have the right to dispose of same without notice to the Exhibitor in such manner as Management, in its absolute discretion, deems appropriate, whether by public or private sale in the manner determined solely at Management's discretion, and without any obligation on the part of Management to effect any manner of publication respecting the date or any details of information as to when or how such sale is to be carried out.
- f) **AMENDMENTS** - Sportsman's Expos, L.L.C. shall have the full power in the interpretation and enforcement of all rules contained herein. Show Management shall have the power to make such amendments thereto and such further rules and regulations as shall be considered necessary for the proper conduct and success of the show.
- g) **GOVERNING LAW; FORUM** - The agreement shall be exclusively governed by the law of the State of Louisiana both as to interpretation and performance. Any action at law, suit, inequity, or other judicial proceeding for the enforcement of this Agreement, or any other provisions thereof, shall be instituted only in the courts of the State of Louisiana located in Jefferson Parish, Louisiana.
- h) **ATTORNEY FEES** - In the event suit or action is brought by any party under this agreement to enforce any of its terms, it is agreed that the prevailing party shall be entitled to its costs of court and a reasonable attorney fee to be fixed by the trial and appellate courts.
- i) **MEDIA** - No media, TV, radio or otherwise, shall broadcast from Exhibitor's booth without express written consent from the Management. All video and still photography of any show exhibit and/or exhibit staff taken by any agent of Show Management will remain the property of Show Management for use in promoting current or future events or for use of any other purpose.

4. SECURITY

- a) The facility will be locked during the time that exhibits are not being shown, and security guards will be on duty. Any additional security must be arranged by the Exhibitor at his/her own expense, directly from the facility. Sportsman's Expos,

L.L.C., The Southern Sportsman's Expo, the facility management nor our insurance company are financially liable for loss or disappearance of any kind. We recommend all Exhibitors contact their insurance agents to confirm proper coverage of exhibit material. Exhibitors should read carefully the coverage provided by decorators and shipping companies to determine if additional coverage is necessary.

5. CANCELLATION POLICY

- a) **FORCE MAJURE** - In the event the Southern Sportsman's Expo, or any part of the exhibit thereof, is unavailable, whether for the entire event, or a portion of the event, as a result of acts of God, fire, flood, hurricane, tempest or any other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or any other cause or agency over which show management has no control, or should show management decide that because of any such cause it is necessary to cancel, postpone, or re-site the event, or reduce the installation time, event time, or move-out time, Sportsman's Expos, L.L.C. shall not be liable to indemnify or reimburse the exhibitors with respect to any damage or loss, direct or arising as a result thereof.
- b) **RIGHTS OF MANAGEMENT IN EVENT EXPOSITION IS NOT HELD** - Show Management shall not be liable for any damages or expense incurred by Exhibitors in the event the show is delayed, interrupted or not held as scheduled; and, if for any reason beyond the control of the Management, the show is not held, Management may retain so much of the amount paid by Exhibitors as is necessary to defray expenses already incurred by the Management.
- c) **EXHIBITOR CANCELLATION/CHANGES** - Any Exhibitor cancellations or changes must be in writing and received by our office by February 1, 2008. Upon written request, refunds will be made before February 1, 2008, less a \$200 penalty for each cancelled booth. IF THE TOTAL SPACE RENTAL CHARGES ARE NOT RECEIVED BY FEBRUARY 1, 2008, THEN EXHIBITOR MAY LOSE ANY PRIOR RIGHT TO BOOTH LOCATION.
- d) **EXHIBITOR DEFAULT** - All moneys paid shall be retained by Show Management in the event exhibitor fails to fulfill or violates contract or withdraws from the show. NO REFUND AFTER FEBRUARY 1, 2008.

6. LIABILITY

- a) Neither Sportsman's Expos, L.L.C., The Southern Sportsman's Expo, it's Sponsors, nor their representatives, nor any member of the above named will be responsible for any injury, loss or damage that may occur to the Exhibitor or the Exhibitors' employees or property from any cause whatsoever. The Exhibitor, on signing this contract, expressly releases the aforementioned from any and all claims for such loss, damage or injury.

7. INDEMNITY

- a) Exhibitor shall indemnify Sportsman's Expos, L.L.C., The Southern Sportsman's Expo, it's Sponsors, and their representatives against all expense or losses arising from any injury or damage to persons or property happening on or about the Exhibitor's leased space.

8. APPLICATIONS

- a) Applications will be considered and space assigned on a first come, first-served basis. This contract does not constitute or ensure space until the required deposit is received and agreement is counter-signed by Show Management. Selection of show participants is subject to the discretion of the Show Management. Space is assigned with priority to qualified applicants with products/services, in the view of the Management, not already substantially represented in the show. Show Management will assign all spaces and reserve the right to reassign spaces. Your 50% deposit is required with this application. If you are selected as an Exhibitor, your deposit will be credited to the total purchase price of the booth/bulk space assigned, and you will be billed for the remaining funds due. If you are not selected as an Exhibitor, your deposit will be returned to you within sixty (60) days of receipt of application.

I have read and agree to the above terms, rules and regulations. Please Initial: _____