

Don't miss this Show!

October 23-25, 2015



**BAY AREA
GOLF
SHOW**

Alameda County Fairgrounds
Pleasanton, CA

**4,000+ Golf Enthusiasts
Expected to Attend**

Show Owner



VARSITY
COMMUNICATIONS

4114 198th Street SW, Suite 5
Lynnwood, WA 98036
Phone 888.367.6420 • Fax 888.273.1763
www.varsitygolfshows.com

Fax the completed registration to 888-237-1763



The undersigned company does hereby agree to participate as an exhibitor at the *Bay Area Golf Show* being held at the Alameda County Fairgrounds, Pleasanton, CA, on October 23-25, 2015. The *Bay Area Golf Show* is owned and produced by Varsity Communications, Inc. This will be a binding contract when accepted by the *Bay Area Golf Show*. Invoices for the 2015 show will be mailed upon receipt.

Your registration fee includes: a piped/draped 10' x 10' booth, one draped table, exhibitor booth sign, waste basket, and two chairs.

Please complete this form and return to the Bay Area Golf Show, 4114 198th St. SW, Suite 5, Lynnwood, WA 98036 Attention: Finance Department, make check made payable to Varsity Communications, Inc. Exhibitor is subject to finance charges if booth payment is not received on time.

RATES: (PLEASE CHECK APPROPRIATE BOOTH SIZE AND ADDITIONAL OPTIONS)

- _____ 10' x 10' booth, \$775, if received by 7-1-15, \$825 if received between 7-2-15 and 9-15-15, \$875 after 9-15-15.
- _____ 10' x 10' booth, (*Special discounted rate of \$725 each year for a two-year commitment to the Bay Area Golf Show in 2015 and 2016 if received by 7-1-15, \$775 if received between 7-2-15 and 9-15-15, \$825 after 9-15-15).
- _____ 20' x 10' booth, \$1,425, if received by 7-1-15, \$1,525 if received between 7-2-15 and 9-15-15, \$1,645 after 9-15-15.
- _____ 20' x 10' booth, (*Special discounted rate of \$1,385 each year for a two-year commitment to the Bay Area Golf Show in 2015 and 2016 if received by 7-1-15. \$1,475 if received between 7-2-15 and 9-15-15. \$1,585 after 9-15-15).
- _____ Corner booth requests are an additional \$150.00.
- _____ City of Pleasanton Business License REQUIRED (\$15.00)

CALL FOR BULK SPACE RATES FOR SIZES 10' X 30' OR LARGER.

Vendor is responsible for obtaining a sellers permit (if necessary). CA Sellers Permit # _____.
Any vendor planning on selling any tangible or normally taxable product on-site must have a valid CA Sellers Permit.

Do you wish to sell from your booth or display area? Yes _____ No _____
(The *Bay Area Golf Show* retains the right to approve all retail activity).

***Approximately 30 days prior to show, you will receive an exhibitor service list for additional equipment and services.**

COMPANY NAME: _____

CONTACT NAME/TITLE: _____

CONTACT ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

E-MAIL: _____ WEB ADDRESS: _____

PHONE: _____ FAX: _____

PRODUCT/SERVICE DESCRIPTION: _____

BOOTH SIGN TO READ: _____

1. **Booth Space:** Exhibitor subscribes for booth space at the Bay Area Golf Show, to be held at the Alameda County Fairgrounds, Pleasanton, CA, on October 23-25, 2015. The Bay Area Golf Show reserves the right to reject any applicant or exhibitor the amount he/she has paid for space. The Bay Area Golf Show reserves the right to assign, designate, or change your booth location. Pop-up tent displays are not guaranteed and must be approved by show management.

2. **Payment:** Exhibitor will be invoiced upon receipt of contract with payment due net 30 days. Payment is due net upon receipt after September 15, 2015. Payment in full for exhibitor's booth space is required prior to show check-in time. All rates quoted and contracted are for cash payments. Credit card processing is available with a 3.5 % convenience fee for all transaction amounts processed.

3. **Hours of Operation:** Hours of show are Friday, 12 p.m. - 4 p.m.; Saturday, 10 a.m. - 4 p.m.; and Sunday, 10 a.m. - 3 p.m. Exhibitor shall have its exhibit(s) completely assembled and ready to be viewed by guests no later than 11 a.m. on Friday, October 23, 2015. Exhibitor shall staff its booth during all hours of the Bay Area Golf Show. Exhibitor shall not begin disassembling its exhibit(s) until 3:01 p.m. Sunday, October 25, 2015.

4. **Interference Prohibited:** Excessive noise, bothersome lighting or other use by exhibitor which interferes with the exhibition space used by other exhibitors is prohibited, as is the creation or maintenance by exhibitor of any dangerous or hazardous condition or situation. The aisles belong to the show. Neither exhibitor nor advertising material shall protrude into the aisles. Booth shall not exceed 8 feet in height without show coordinator's approval. Exhibitor business activities must be contained within the 10 x 10 booth space purchased. The show owner must approve "Roaming" or any additional business outside the 10 x 10 exhibit space in writing prior to the Bay Area Golf Show.

5. **Services Not Provided:** The Bay Area Golf Show does not provide equipment, decoration, labor carpenters, storage for exhibit materials, special lighting, gas, water supply or other related services. Exhibitor must make all arrangements for these items, and exhibitor shall defend, indemnify and hold harmless the Bay Area Golf Show for any and all claims, losses, damages, injuries or other charges, which may occur from such arrangements made by Exhibitor.

6. **Security Services:** The Bay Area Golf Show will provide overnight security services the nights of October 23-24, 7 p.m. - 8 a.m. While security is provided, the Bay Area Golf Show shall not be responsible for any losses exhibitor may suffer.

7. **Insurance Not Provided:** Exhibitor acknowledges the Show provides no insurance covering exhibitor's property. It is exhibitor's sole responsibility to obtain interruption, property damage, personal injury, vandalism, theft and any other insurance it may need to cover any losses it may suffer at the Show. Exhibitor must provide VCI with proof of Comprehensive General Liability (CGL) insurance with this agreement, and must name the Show as an additional insured party.

8. **Indemnification:** Exhibitor shall defend, indemnify and hold harmless Varsity Communications, Inc., Bay Area Golf Show and their designated agents, employees and/or contractors, from and against any and all claims, losses, damages, injuries, penalties, governmental charges or fines in any amount arising out of or caused by exhibitor's use of the premises, the conduct of exhibitor's business or from any activity or work done, permitted or suffered by exhibitor in or around the premises, including but not limited to, the installation, operation, maintenance or removal of exhibits.

9. **Assignment Prohibited:** Exhibitor shall not assign any portion of its booth space to any individual, partnership, corporation, company, firm or entity, without the prior written consent of the Bay Area Golf Show.

10. **Cancellation Policy:** If Exhibitor is not able to attend the Bay Area Golf Show, Exhibitor is financially and contractually responsible for payment of fees on the following schedule.

- a. **75 day:** If written cancellation is received 75 days prior to show opening, exhibitor is responsible for 50% of booth fee.
- b. **45 day:** If written cancellation is received 45 days prior to show opening, exhibitor is responsible for 75% of booth fee.
- c. **Less than 45 days:** If Exhibitor cancels within 45 days of show opening, exhibitor is responsible for 100% of booth fee.

11. **Governing Law, Consent to Jurisdiction, and Venue.** This Agreement shall be interpreted and enforced according to the laws of the State of Washington. The Parties to this Agreement hereby stipulate that the exclusive venue for any proceeding to interpret or enforce the terms of this Agreement shall be in King County, Washington District Court, Superior Court, or the United States Federal Court for the Western District of Washington located in Seattle, Washington.

AGREED BY:

Representative Signature

Date

Print Name

Title (Print)