



2012 Exhibit Space Application Agreement



Complete and mail or fax to:
 Mid-America Events & Expos, Inc.
 350 W. Burnsville Parkway, Suite 350
 Burnsville, Minnesota 55337
 Phone: (612) 798-7256, Fax: (612) 798-7268

Booth # _____
 Acct. Exec. _____

Company Information

Please type or print EXACTLY as it will appear in the show publicity and display sign.

Company (legal name) _____
 Company name for signage _____
 Contact name _____ Title _____
 Address _____ City _____ State _____ Zip _____
 Phone (____) _____ - _____ Ext. _____ Fax (____) _____ - _____ Email _____
 List all products, services, and companies you will be representing (mandatory) _____

Exhibit Options

Note: Custom booth options available.
 Please contact your account executive.

	Standard Booth	Premium Booth	Double Booth	Quad Booth	Bag Inserts	*Free giveaway and Shop at the Show listing on 101expos.com	Send us info to become a sponsor	Link on 101expos.com website	TOTAL
Body, Mind, Life Expo™ March 17-18, 2012 Minneapolis Convention Center	<input type="checkbox"/> 8' x 10' \$795 <input type="checkbox"/> 8' x 10' w/corner \$895	<input type="checkbox"/> 1st Row \$895 <input type="checkbox"/> 1st Row w/corner \$995	<input type="checkbox"/> 8' x 20' \$1,550 <input type="checkbox"/> 8' x 20' w/corner \$1,650	<input type="checkbox"/> 16' x 20' \$2,900 <input type="checkbox"/> 16' x 20' w/corner \$3,000	<input type="checkbox"/> \$250 with a booth <input type="checkbox"/> \$500 w/out a booth	<input type="checkbox"/> Yes	(See below for details.)	<input type="checkbox"/> \$100	
Spring 50+ PrimeTime Living Expo April 3-4, 2012 Mystic Lake Casino Hotel*	<input type="checkbox"/> 8' x 10' \$795 <input type="checkbox"/> 8' x 10' w/corner \$895	<input type="checkbox"/> 1st Row \$895 <input type="checkbox"/> 1st Row w/corner \$995	<input type="checkbox"/> 8' x 20' \$1,550 <input type="checkbox"/> 8' x 20' w/corner \$1,650	<input type="checkbox"/> 16' x 20' \$2,900 <input type="checkbox"/> 16' x 20' w/corner \$3,000	<input type="checkbox"/> \$250 with a booth <input type="checkbox"/> \$500 w/out a booth	<input type="checkbox"/> Yes	(See below for details.)	<input type="checkbox"/> \$100	
Spring at Last Expo & Getaway May 4-5, 2012 Cragun's Resort and Hotel on Gull Lake	<input type="checkbox"/> 8' x 10' \$500 <input type="checkbox"/> 8' x 10' w/corner \$575	<input type="checkbox"/> 1st Row \$600 <input type="checkbox"/> 1st Row w/corner \$675	<input type="checkbox"/> 8' x 20' \$975 <input type="checkbox"/> 8' x 20' w/corner \$1,050	<input type="checkbox"/> 16' x 20' \$1,900 <input type="checkbox"/> 16' x 20' w/corner \$1,975	N/A	<input type="checkbox"/> Yes	(See below for details.)	<input type="checkbox"/> \$100	
Mid-America Remodeling & Design Expo Fall 2012	<input type="checkbox"/> 8' x 10' \$795 <input type="checkbox"/> 8' x 10' w/corner \$895	<input type="checkbox"/> 1st Row \$895 <input type="checkbox"/> 1st Row w/corner \$995	<input type="checkbox"/> 8' x 20' \$1,550 <input type="checkbox"/> 8' x 20' w/corner \$1,650	<input type="checkbox"/> 16' x 20' \$2,900 <input type="checkbox"/> 16' x 20' w/corner \$3,000	<input type="checkbox"/> \$250 with a booth <input type="checkbox"/> \$500 w/out a booth	<input type="checkbox"/> Yes	(See below for details.)	<input type="checkbox"/> \$100	
Fall 50+ PrimeTime Living Expo Fall 2012 Mystic Lake Casino Hotel*	<input type="checkbox"/> 8' x 10' \$795 <input type="checkbox"/> 8' x 10' w/corner \$895	<input type="checkbox"/> 1st Row \$895 <input type="checkbox"/> 1st Row w/corner \$995	<input type="checkbox"/> 8' x 20' \$1,550 <input type="checkbox"/> 8' x 20' w/corner \$1,650	<input type="checkbox"/> 16' x 20' \$2,900 <input type="checkbox"/> 16' x 20' w/corner \$3,000	<input type="checkbox"/> \$250 with a booth <input type="checkbox"/> \$500 w/out a booth	<input type="checkbox"/> Yes	(See below for details.)	<input type="checkbox"/> \$100	
Girlfriends Expo & Getaway Fall 2012 Treasure Island Resort and Casino	<input type="checkbox"/> 8' x 10' \$795 <input type="checkbox"/> 8' x 10' w/corner \$895	<input type="checkbox"/> 1st Row \$895 <input type="checkbox"/> 1st Row w/corner \$995	<input type="checkbox"/> 8' x 20' \$1,550 <input type="checkbox"/> 8' x 20' w/corner \$1,650	<input type="checkbox"/> 16' x 20' \$2,900 <input type="checkbox"/> 16' x 20' w/corner \$3,000	<input type="checkbox"/> \$250 with a booth <input type="checkbox"/> \$500 w/out a booth	<input type="checkbox"/> Yes	(See below for details.)	<input type="checkbox"/> \$100	

* With each booth you get a FREE Shop at the Show listing on 101expos.com, as well as a FREE listing for any items you will be giving away at your booth. Please email the following two items to rmiller@mediarelations.com: ❶ One item you would like to feature prior to the show. Include 35 word description and a picture/logo. ❷ Items you will be giving away at your booth. (Max 25 words.)

Payment Information

VISA Mastercard Check American Express Payment amount _____
 Check/Credit Card Number _____ Exp. date _____ Three-digit code on back of card _____
 Address _____ City _____
 State _____ Zip _____ Name on card _____
 Signature of card holder (I agree to all terms of the application) _____

Exhibitor Signature

Exhibitor agrees to follow the Exhibitor Rules & Regulations on the back of this application. Application not valid without signature.

Signature _____
 Please print name _____
 Date ____ / ____ / ____

LICENSE TERMS & CONDITIONS FOR USE OF EXHIBIT SPACE

1. Company Information

The producer of this expo or show, herein after referred to as the SHOW, is Mid-America Events & Expos, Inc., hereinafter referred to as the Show Producer or MAEE, 350 West Burnsville Pkwy, Suite 350, Burnsville, Minnesota 55337.

2. Payment and Termination of this Agreement

All monies paid shall be retained by MAEE and are non-refundable and non-transferrable. If Exhibitor fails to fulfill or violates contract or reduces the size of his exhibit or withdraws from the SHOW, Exhibitor will still be held responsible for full payment. Additionally, if Exhibitor cancels or fails to submit payment in full, MAEE shall have the right to take possession of said space and lease it to another party.

3. General Show Policies

All aisles must be kept clear. Noisy, offensive exhibits and helium balloons are prohibited. Any interviews, demonstrations and distribution of literature or samples must be related to exhibit and limited within Exhibitor's space. Do not conduct business or loiter near other Exhibitor's space. All exhibits should be attended during the show hours. Sound amplification systems may be used, but must not be offensive to neighboring Exhibitors. Raffles, drawings or contests by Exhibitor must be approved by MAEE. No food products or beverages may be distributed from Exhibitor's space without the approval of MAEE. No exhibitor shall be granted exclusive status at this expo to market specific goods or services. Assignment or subletting of assigned space by Exhibitor is not permitted without approval of MAEE for any reason. MAEE does not guarantee attendance levels, which can be affected by weather, war and many other factors. Past attendance levels may not be indicative of future levels. Exhibitor must comply with all local laws, rules, regulations and ordinances in force. MAEE shall have sole control over all admission policies at all times. Any list, or partial listing, of Exhibitors or Attendees obtained at this Show will not be sold or traded to any other company or individual. It is for the sole use of the Exhibiting Company whose name appears on this Licensing Agreement. Exhibitors understand they may be videotaped during the show for promotional purposes. Exhibitors that do not comply with these regulations will not be offered renewal of their space in the following year's show. Booth displays must be suitable for all ages. Merchandise that is adult-oriented or that might be considered offensive cannot be visible by attendees.

4. Exhibit Construction and Guidelines

Exhibits must be up and running before opening of the Show. No part of any exhibit can obstruct the line of view so as to lessen the effectiveness of the show for other Exhibitors. Booth displays cannot exceed 8' above the floor within the Exhibitor's booth space, and 4' from the back wall at the 8' height, unless pre-approved by MAEE. No part of any exhibit can protrude into the aisles. Exhibitor must cover all unsightly surfaces at his own expense. The Exhibitor may not display signs that are not professionally prepared or, in the opinion of MAEE, detract from the appearance of the Show in any manner whatsoever. No exhibits can be dismantled until the end of the Show. There will be a \$100 fine for early dismantling. Carpeting and other extras are the Exhibitor's responsibility.

5. Rejection of Application and Exhibitors

MAEE reserves the right to reject any applicant for space at any time and reserves the right to regain possession of any space by refunding to the Applicant or Exhibitor the amount paid for the space. Violation of these terms and conditions during the Expo may result in expulsion from the Expo without any form of refund.

6. Changes in Booth Location

The Exhibitors are not to change location after assignment, unless pre-approved by MAEE. Show Producer reserves the right to make changes to the floor plan as it deems necessary for the good of the show.

7. Liability and Insurance Waiver

The Exhibitor agrees to make no claim for any reason whatsoever except as to damage caused by or resulting from the sole negligence or willful misconduct of the exculpated parties, their agents or employees, against MAEE and/or Show Sponsor, and the City and/or State where Show was held, for loss, theft, damage or destruction of goods, nor for any injury to himself or employees while Show is in progress, being set up or taken down. Exhibitor agrees to indemnify and hold harmless MAEE, Show Sponsor and the building where the Show is held, and their employees, against any and all claims of any person, arising out of acts, omissions or negligence of Exhibitors, its agents, or employees. MAEE is not an insurer of Exhibitor's business performance, success, attendance levels or Exhibitor's property and at all times Exhibitor is required to carry insurance, covering trade shows and fairs, which insures their goods and exhibits against loss liability and damage. Furthermore, the Exhibitors agree to indemnify and hold harmless MAEE and its employees against any and all claims arising out of acts of the Exhibitor and/or his representatives, or out of activities within the Exhibitor booth area. Exhibitors are responsible for damage they cause to the facility walls, ceiling and floors, including labor charges to remove stains or adhesives. Exhibitors will be billed for such damage with the dollar amount determined by the facility.

8. Copyrights

Exhibitor hereby assumes all costs and expenses arising from Exhibitor's or Exhibitor's agents' or employees' incorporation or use during the event of any music, written material, dramatic rights, inventions or devices that are the subject of any copyright, trademark, tradename, patent, franchise or other contractual or statutory protection. Exhibitor agrees to indemnify, defend and hold harmless MAEE and its directors, officers and employees from any claims, damages, costs or expenses, including legal fees, which might arise out of or in connection with each incorporation or use.

9. Termination of the Show

If MAEE, in its sole judgment, determines that the premises where the Show is to be held have become unfit for occupancy, or if the premises are materially interfered with by reason of strike, embargo, injunction, act of war, act of God, any other emergency, or any act or event not the fault of MAEE, then MAEE may terminate the Agreement. In the event of such termination, the Exhibitor waives any and all damages and agrees that MAEE may, after deducting all costs and expenses, including a reserve for claims, refund to the Exhibitor as and for complete settlement and discharge of said Exhibitor's claims and demands his pro rata amount of all monies paid by all Exhibitors.

10. Exhibitor Due Diligence

MAEE makes no representation concerning any Sponsor or Exhibitor nor its products or services and the admission to the Show of any Sponsor or Exhibitor constitutes neither an endorsement, recommendation nor representation by MAEE of any Exhibitor or Sponsor or its products or services. MAEE has not and will not undertake or perform any "due diligence" function as to any Sponsor or Exhibitor or its products or services and each Exhibitor or Sponsor agrees to display only services and products which have economic viability and that fully comply with applicable law, regulations and professional standards.

11. Dispute Resolution

This agreement shall be governed and interpreted in accordance with the laws of the State of Minnesota. In addition, the forum for resolution of any dispute shall be in Dakota County, Minnesota through mediation.

12. Taxes

Exhibitor is solely responsible for the collection, reporting and payment of all taxes due as a result of selling products at the SHOW.