



2009-10 CONTRACT
 KEEP A COPY OF THIS CONTRACT FOR YOUR RECORDS.
 FAX or MAIL Contract to:
 FAX: 866.597.0772
 The Bridal Extravaganza, 7188 Via Maria, San Jose, CA 95139-1142
 www.bestbridalshow.com Phone: 408.360.9333

Legal Company Name _____ Contact Person _____

Trade Name (As it should appear in the show program) _____

Address _____ City _____ State _____ Zip Code _____

Show Program Telephone _____ Cell Number _____ Fax _____

E-mail Address _____ Web Site URL _____

Category and Product/Service to be Displayed/Only items listed can be displayed at the show

Sunday, September 19, 2010 - 11-3:30PM
Santa Clara Marriott Hotel
 2700 Mission College Blvd., Santa Clara, CA 95054

Full /Corner Booth (10'wx8'd)	\$895	\$ _____
Regular Booth (8'wx8'd)	\$795	\$ _____
Mini Booth - Limited (5'wx8'd)	\$695	\$ _____
Electrical	\$40	\$ _____
Food Permit	\$80	\$ _____
8' or extra 6' table	\$20	\$ _____
Web site 1 yr. Standard Listing	\$30	\$ _____
Upgrade 1 yr. Premium Listing	\$100	\$ _____
Upgrade Web Sponsorship	\$299	\$ _____
6' Banners (call for info)	\$65	\$ _____
Sofitel Exhibitors Credit	\$100	\$ _____
Total		\$ _____

We no longer accept American Express or Discover cards. All booths get a 6' draped table, 2 chairs and a table ID sign.
 Want a payment plan, give us a call, we'll work with you.
 Special Requirements _____

() Deposit Now/ Balance 30 days () Full Payment now

Card # _____
 3 No. Security Code _____ Expires _____
 Statement Address _____ Zip _____
 Signature _____

I have read and agree to abide by all the Rules and Regulations on the back of this Contract. I understand and agree that I am responsible to pay for services rendered, including reasonable attorney's fees and costs, in the event of any dispute under the terms of this contract, including default on payment. All documents transmitted by facsimile (fax) shall be deemed legal and binding.

Print Name _____ Date _____

Signature _____

I'm interested in the following show(s):

- () October 2010 Sofitel San Francisco Bay (TBA)
- () January 16, 2011 Santa Clara Marriott Hotel
- () February 20, 2011 Walnut Creek Marriott Hotel (to be confirmed)

BOOTH INVESTMENT INCLUDES

- Exhibitor Manual - e-mailed 3-4 wks. prior to show date - contact us if you do not receive. Please READ.
- Brides' List, e-mailed only—you must call after the show
- Free listing in show program (name & phone only)
- One 6' draped table & 2 chair(s)-You may bring an extra table
- Exhibitor badges
- Free web site listing for one month (name & phone only)

BOOTH EQUIPMENT - PLEASE READ

Backdrops (fabric or lattice depending upon location). Not all hotel shows have lattice. If you have special request for the type of backdrop, advise Management immediately upon submitting contract. Nothing can be pinned or taped to backdrop. Tables are being rented from an outside source. Changes or additional tables will not be allowed at the show.

Electrical charge is per 500 watts. Exhibitors MUST bring their own 3-prong 25' extension cords and power strips.

Management does all it can to make your move-in/out smooth. To make your move-in/out easier, please bring your own cart.

PAYMENT TERMS

The \$300 required deposit per show is non-refundable. Payment may be made by Check, Visa or MasterCard. There is a cash discount when paying by check. If paying by any of these card, please provide card information. Full payment for each show is due 30 days prior to show date. Debit or Credit Cards will be charged the full balance 30 days prior to the show unless notified by you in writing.

CANCELLATION TERMS: Exhibitor is liable for the full booth price if the booth is not cancelled within 60 days of date of show. Cancellation MUST be in writing and sent via the USPS. Confirmation must be received from Management in order for cancellation to be valid.

DUE DATE/LATE FEES: \$50 late fee will be added for contracts no paid in full 20 days prior to the show unless a payment plan is in place. Contracts signed within 30 days of show date, full payment is due with contract. Returned checks, \$40 fee.

SHOW RULES, GUIDELINES AND REGULATIONS

This Application and Agreement, is made by and between the exhibitor as listed on the reverse side, hereinafter called the "Exhibitor" and The Bridal Extravaganza, its officers, agents or employees acting for the management of the exhibition, hereinafter called "Management." For and in consideration of the fee specified, Management grants Exhibitor a revocable license to occupy space in The Bridal Extravaganza shows, hereinafter called "Shows".

1. CONTRACT:

This application properly executed by exhibitor shall, upon acceptance and notification of booths assigned by Management, constitute a valid and binding contract. This agreement is made in, and shall be construed in accordance with the laws of the State of California. In the event that the location of Shows change, this contract will continue to remain legally binding.

2. EXHIBITION DATES AND HOURS:

Management reserves the right to change exhibit hours or location and/or to change the number of days or dates of the Exposition as it deems desirable.

Management is not held responsible when facility changes our show date.

Exhibits must be in place one hour prior to opening of show or will lose their space in the show. Dismantling may not begin until 4 PM move out day. Management will not be responsible for the loss or damage of any exhibit material not removed at this time.

3. SPACE ASSIGNMENT:

The exhibitor shall under no circumstances sublet any part of the space or spaces without the knowledge and written consent of the Management. All exhibits shall be subject to the approval of Management. No solicitation of attendees or distribution of materials is permitted outside of the exhibitor's assigned booth space. No children under 18 years of age are allowed to accompany exhibitors during show hours.

4. USE OF EXHIBIT:

Management reserves the right: to determine the eligibility of any company or products to participate in the Show at any time; to reject or cancel any application and /or limit the number of exhibitors in any category; to refuse occupation of exhibit space to any company whose display of goods or services is not, in Management's opinion, compatible with the general character or quality of the Show.

All exhibitor activities must be confined to the limits of the exhibit booth. Sufficient space must be provided within the exhibit booth to service attendees and provide for the comfort and safety of persons watching exhibitor activities. Each exhibitor is responsible for keeping the aisle near its booth free of any congestion. The back wall, including signage, cannot exceed a height of 8 feet and the height along the side dividers for the front half in from the aisle not exceed 4 feet. In cases of abutter's objection, Exhibitor agrees to modify its booth if, in the sole opinion of show Management, such modification is required to satisfy abutter's objection. Permission to hang signs or erect booths higher than 8 feet must first be obtained from the Management, which will confirm the available height for specific locations. No portion of any booth, sign or carpeting may extend over or beyond assigned floor space. Interference with the light and space of other exhibitors is prohibited. Display material exposing an unfinished surface to neighboring booths is not permitted and must be finished at the Exhibitor's expense. The Management reserves the right to restrict exhibits which, because of noise, contracts, method of operation, materials or for any other reason, become objectionable, and may detract from the general character of the Expo as a whole, or consists of products or services inconsistent with the purpose of the Expo or interferes with other signed contracts. This reservation includes persons, things, conduct, printed matter, and anything of a character which the Management determines is objectionable. In the event of such restrictions or removal, the Management shall not be liable for any refunds or other exhibit expenses.

The use of sound systems is permissible, provided that they are not audible more than 2 feet into the aisle or into neighboring Exhibitors.

5. FULL BOOTH OCCUPANCY PRICE INCLUDES:

Exhibit space contract for, general overhead lighting, security, one draped table, one chair, two exhibitor badges, and bride's mailing list delivered via email.

6. PAYMENT REQUIREMENTS AND CANCELLATION CHARGES:

A \$300 of the full booth price is nonrefundable. This Agreement is valid with signature. Payments can be made according to Agreements made by Exhibitor and Management. The balance is due 30 days prior to contracted show date. Make all checks payable to The Bridal Extravaganza. Cashier's check or money orders only will be accepted fifteen days within contracted show date, unless arrangements have been made in writing by Management. Booth space cancellations must be made 60 days prior to the date of the contracted show in writing sent via the post office. Confirmation of the cancellation must be given in order to be valid. If not, exhibitor is liable for the full booth price. For any electrical outlets, extra tables or special services ordered, the fees are nonrefundable. If the total fee for said full booth price is not paid within two weeks after the contracted show, any monies paid towards other Shows will be applied to the cancelled booth price or any other outstanding balance. If the Exhibitor fails to make payments by the final payment due date, Management may terminate this contract and the Exhibitor shall forfeit all payments made prior to such termination. If booth space is not occupied by the Exhibitor at the designated time on move in day, Management reserves the right to use such space as it deems appropriate. Management will not be liable for refunds or any other liabilities, whatsoever, for the failure to fulfill this contract due to reason of the enclosure in which the Show is to be produced, being before, or during the Show destroyed by fire or other calamity, or by any act of God, public enemy, strikes, statutes, ordinances, riot, fire marshals, or any legal authority, or any other cause beyond the Management's control.

All booth cancellations must be submitted in writing and sent via registered mail and will be subject to all Management rules and regulations. Each cancellation request will be reviewed upon receipt. NO verbal or emailed cancellations will be accepted.

7. MAILING LISTS

If mailing lists are included they can only be used for personal business, and only for the items listed in the contract, and are not to be shared, sold or used to promote other bridal shows, even their own, or other businesses not participating in The Bridal Extravaganza shows. A \$1,500 fine, dismissal from future shows, and all legal fees will be strictly enforced. The Mailing List Regulations are stated with the email accompanying the list and must be followed in order to avoid any fine. Management reserves the right to withhold the distribution of the mailing lists if there is an

outstanding balance, or to unruly or questionable and antagonistic exhibitors who may intend to discredit Management or participating exhibitors in any way. Management reserves the right to withhold such sums as needed to compensate for this breach of agreement.

8. SECURITY AND INSURANCE:

The Hotel will provide security during the hours of the show. However, the Exhibitor is solely and fully responsible for its own exhibit material and should insure its exhibit against loss or damage from any cause whatsoever. The Management will not be responsible for the loss or damage of any exhibit or fashion show materials. The Exhibitor agrees to make no claims for any reason whatsoever, including negligence, against the Show, Management, or its members, agents or employees, for loss, theft, damage or destruction of goods; nor for any injury to himself, employees or guests while in the Show area. Exhibitors desiring to insure their exhibit or fashion show merchandise and display against loss of any kind, including fire and/or theft, must do so at their own expense. Management's insurance coverage does not include individual exhibitors or fashion show participants. It is recommended that each show participant, Exhibitor or otherwise, purchase Public Liability insurance to protect against possible claims arising out of operation of their exhibit material or merchandise.

9. LIABILITY

The exhibitor agrees to defend, indemnify and hold harmless Management, the show, its producer, show site, agents, and employees from any and all claims, causes of action, and suits arising out of or resulting from any damage, injury, or loss to any persons, including, but not limited to persons to whom the exhibitor may be liable under any Workman's Compensation Law and exhibitor him/herself, and from any injury, loss, damage, cause of action, claims or suits from damages, including, but not limited to loss of property, goods, wares, or merchandise, caused by, arising out of, or in any way connected with the exercise by the exhibitor of privileges granted herein. Exhibitor shall insure himself / herself / itself for \$1,000,000 against any such loss, and shall name Management and the show site as additional insureds thereunder. If requested, exhibitor shall provide proof of business liability insurance, and all necessary licenses and permits to operate said business.

Exhibitor shall make good any damage to the building or fixtures caused by exhibitor or any of exhibitors' agents or employees. Exhibitors are responsible for any loss of their equipment and/or display material, or personal belongings, resulting from accidental breakage, misplacement, theft, fire, or natural disaster, including, but not limited to, damage occurring while Management staff is assisting an exhibitor. If exhibitor uses the services of Management staff, then exhibitor agrees that the staff member is a volunteer for the exhibitor for worker's compensation purposes.

10. COMPLIANCE-ORDINANCES AND REGULATIONS:

The Exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, State and Federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein the Show is held. Exhibitors, who offer food samples, must observe and comply with all state and local public health regulations regarding food distribution to the public, including proper food handling and protection, i.e., food refrigeration and must obtain the necessary permits. No alcoholic beverages, including champagne, may be offered to the public (except wineries). No flammable fluids, substances or materials of any nature, including decorative materials, use of which is prohibited by State and City Fire Regulations, may be used in any exhibit area. Vehicles brought indoors must have their gas tank capped and comply with the Fire Regulations.

11. CARE OF BUILDING AND EQUIPMENT:

Exhibitors, or agents, must not injure or deface the walls or floors of the building, booths, or the equipment of the booths. Exhibitors are prohibited from posting any signs, advertisement or matter of any description on any surface in the exhibition hall outside of their designated booth. When such damage appears, the Exhibitor is liable to the owner of the property so damaged. All materials used in decoration must be flameproof. Electric wiring must conform with the National Electric Code Safety Rules and all other applicable rules, regulations, fire laws, electrical codes and all other laws of the city in which the Expo is located, and any other governmental authority maintaining jurisdiction over the said exposition facility, which affect the installation, conduct and disassembly of the exhibit. Combustible materials or explosives are not permitted in the facility used. The Exhibitor shall also comply with all reasonable requests of officials of the facilities and the Management with respect to the installation, conduct and disassembly of its exhibit.

12. AMENDMENTS:

Management shall have full power to interpret and/or amend these rules to make any additional rules and regulations which, in its discretion, shall be in the best interest of the Show.

13. AGREEMENT OF RULES:

Each Exhibitor, for himself and his employees, agrees to abide by the above rules and regulations and by any amendments or additions thereto that may hereafter be established or put into effect by Management. For convenience of the Exhibitor, Management will accept a signed copy of this agreement transmitted by facsimile, that the facsimile copy shall be deemed to be an original document and fully enforceable.

14. ELECTRICAL AGREEMENT:

Charges for electrical are based on the following:

1. Electrical service only will be supplied within 25 ft. of your booth.
2. Power provided with ONE PLUG per 2000 watts ordered.
3. Exhibitor supplies all extension cords and outlet strips. For example: If you order 1000 watts and have 6 items to plug in, you must bring a power strip that has 6 plugs on it and 25 feet of extension cord to reach your booth. You will be sharing the power with a booth next to you who also needs 1000 watts. The electrician will supply one plug for each booth space that has paid for electricity.
4. All cords must be securely taped down where public traffic is in/around your booth.
5. Wattage is determined by the amount listed under "Wattage" marked on your appliance. The total amount of wattage is added, and you will pay the price as noted on the front of this contract for each 500 units of wattage used.
6. Requirements for 220 volts must contact office.
7. All electrical orders, placed within 7 calendar days before the show and during the show, will be at double rate.