



Application & Contract for space

Great Iowa Pet Expo October 15-16, 2011 | Iowa State Fairgrounds
Managed by: CE Enterprises LLC.

Company Name _____ Contact Name _____

Street Address _____ City/State/Zip _____

Telephone _____ Cell _____ Fax _____

E-mail _____ Website _____

PRODUCTS AND/OR SERVICES TO BE EXHIBITED:

It is necessary to fill out this section. This copy will be included on our website to describe your booth. Show management reserves the right to approve all products & services: _____

Yes, I would like to donate a product or gift certificate to the Contests. All prizes will be recognized during the event:

BOOTH RATES:

 Please note: Booth fees do not include tables/chairs.

- Premium Corner 10' x 10' open on two sides \$420
- Artist 10' x 10' All original art or handmade items \$300
- Line 10' x 10' open only on one side \$350
- Additional booths \$300 per 10 x 10 line space
- Non-Profit \$120 (501C3 organizations) (limit one booth per group, contact list marketing agreement*)

ADDITIONAL ITEMS:

- Table(s): 8' skirted table \$30 if ordered in advance, \$40 if ordered on site, Chairs: \$3 each
- Electricity: \$35 if ordered in advance, \$50 if ordered after September 15th.

OPTIONAL SPACE RESERVATION PLAN:

We're happy to report that the Great Iowa Pet Expo sold out of booth space last year, we're not happy to report that we had to turn away several vendors as the show approached. Send \$150 in now to hold your space, then send the balance for your booth by September 1st. We hope this will help you budget, we know it will help us plan!

Booth \$ _____	Discounts Applied \$- _____
Table/Chairs \$ _____	<input type="checkbox"/> Early Bird <input type="checkbox"/> Multiple Show
Electricity \$ _____	<input type="checkbox"/> Reservation Fee \$150 Balance Due on 9/1/2011
Total \$ _____	Payment Enclosed: \$ _____

Paypal Option Online:
www.GreatIowaPetExpo.com, under Vendor tab

**Please note that we do not allow sharing of exhibit space or distribution of materials by companies that are not contracted with the Great Iowa Pet Expo. (See #4 in Terms of Contract.)

ORIGINAL APPLICATIONS MUST BE SIGNED AND SUBMITTED TO GREAT IOWA PET EXPO. When application for exhibit space has been accepted and signed by Great IOWA Pet Expo, this application will constitute a contract, and its terms and conditions shall include and incorporate the terms of contract that are printed on Page 2 of this application. Great Iowa Pet Expo, will return a signed copy to you. Contract takes effect when each party has a copy of contract signed by the other and payment has been received by Great Iowa Pet Expo.

Your signature below indicates your agreement with all the Great Iowa Pet Expo policies outlined on the front & back of this form:

Exhibitor Signature _____ Date _____

Exhibitor Printed Signature _____

Make check payable to Great IOWA Pet Expo. Forward contract and check to: Great Iowa Pet Expo | P.O. Box 292 | Adel, Iowa 50003

(office use only) Accepted by _____ Date _____

customers or walking throughout the Show is strictly prohibited.

5. **FUNCTIONS.** It is understood that CE Enterprises is merely performing the function of obtaining a location for and promoting the Great Iowa Pet Expo. Neither CE Enterprises, nor any of its agents or employees has made any representations to the Exhibitor beyond those specifically contained in this Contract. All activities carried on by the Exhibitor or any other party during the course of the Expo which are not otherwise restricted by this Contract shall be the sole responsibility of the Exhibitor.

6. PRICE LIST

Advertisement, exhibit, or promotion may include prices but shall not make price comparisons with competitive products.

7. REJECTION OF APPLICANTS AND EXHIBITORS

The GREAT IOWA PET EXPO management 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 he/she has paid for said space.

8. CHANGES IN BOOTH LOCATION

The GREAT IOWA PET EXPO management reserves the right to make such booth changes as it deems absolutely necessary for the good of the show.

9. ATTENDANCE

Show Management shall have sole control over admission policies at all times.

10. LIABILITY INSURANCE

Exhibitor is held responsible to insure his/her own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident or other cause. Exhibitor is charged to maintain liability insurance with respect to both property damage and personal injury, doing business with companies of sound responsibility authorized to do business in the state of IOWA. Insurance certificate must be provided.

Security guards will be on hand during the show and move-in and move-out periods, and GREAT IOWA PET EXPO management and IOWA STATE FAIRGROUNDS 4H BUILDING personnel will take all reasonable precautions to safeguard exhibitor property; however, neither GREAT IOWA PET EXPO management nor IOWA STATE FAIRGROUNDS 4H BUILDING will assume liability for loss or damage, through any cause, of equipment, products, goods, exhibits or other materials owned, rented or leased by exhibitor. The exhibitor shall indemnify CE ENTERPRISES LLC, GREAT IOWA PET EXPO management and IOWA STATE FAIRGROUNDS 4H BUILDING, and hold them harmless from, any complaints, suits or liabilities resulting from negligence of the exhibitor in connection with the exhibitors use of exhibit space.

Exhibitors are responsible for damage they cause to IOWA STATE FAIRGROUNDS 4H BUILDING walls and floors, including labor charges to remove stains and adhesives from the walls or floors. Exhibitors will be billed for such damage with the dollar amount determined by IOWA STATE FAIRGROUNDS 4H BUILDING.

11. **DISPUTES.** CE Enterprises shall be the final arbiter of disputes between Exhibitors and/or concessionaires.

12. **EXHIBITS WITH ANIMALS.** Any exhibitor displaying animals must have all licenses, permits and vaccinations required by City, State or Federal government bodies with jurisdiction over the display, care and handling of such animals. The Expo reserves the right to approve any animal or the display of any animal at the Expo. Any animal that the Expo or its agents deem unhealthy, not cared for, too dangerous or in any other way not satisfactory for display at the Expo must be immediately removed from the Expo by the Exhibitor upon notification. No animals may be sold. Exhibitors are responsible for the removal of pet waste, food and other related materials to the approved waste receptacles.

13. CANCELLATION OF SHOW

If IOWA STATE FAIRGROUNDS 4H BUILDING should be destroyed by fire or if a strike makes it impossible for GREAT IOWA PET EXPO management to permit an exhibitor to occupy the premises, the exhibitor shall pay for the space only for the period in which the space was occupied. CE ENTERPRISES LLC is released from any and all claims which might arise in consequence thereof.

If any other event or circumstance not caused by GREAT IOWA PET EXPO management prevents an exhibitor from erecting or staffing his exhibitor for all or any part of the show period, the contractual responsibility between the exhibitor and CE ENTERPRISES LLC shall be considered to be satisfied and there shall be no refund to the exhibitor.

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GREAT IOWA PET EXPO will provide an exhibitor identification sign and number for each exhibit space and where applicable 8-foot back drapes and 3-foot side drapes. Exhibits shall be arranged so as not to obstruct the general view nor hide the exhibits of others. No signs, apparatus, construction, etc. may extend more than 8 feet above the floor in the exhibitor booth space. The exhibit may extend forward four feet from the rear wall at the 8-foot height, but further extension must be limited to a 3-foot height.

Deviations from the 8 x 3 regulations as outlined above may be permitted with GREAT IOWA PET EXPO management approval in cases where exhibit space constitutes a 4-booth (or more) island.

With prior approval of GREAT IOWA PET EXPO management, exhibitors with a 4-booth (or more) island may hang a banner/sign with company name and/or logo to a maximum height of 16 feet. The banner/sign may not be used to advertise sales, products or services and must be set away from the back of the booth at a distance equal to at least 25% of the booth width.

The Exhibitor must finish or drape the back of unfinished or unsightly structures at his/her own expense. No homemade signs may be displayed. All tables must be professionally skirted.

Exhibitors obtain electricity, gas, water and special cleaning service for their booths at their expense.

4. USE OF SPACE AND AISLES

Nothing may be stored behind back wall drapes. All aisles must be kept clear. Interviews, demonstrations and distribution of literature must be done inside the exhibitor booth space.

Aisles will be cleaned each day by IOWA STATE FAIRGROUNDS 4H BUILDING personnel. Exhibitors must keep their own booth space clean and vacuumed. Exhibits must be attended during all show hours. No loud speakers will be allowed on the exhibit floor. Small sound amplification systems may be used, but the sound must be inoffensive to neighboring exhibitors.

The exhibitor may not assign this contract nor permit any other company to share his/her exhibit space without written permission from GREAT IOWA PET EXPO management. No company can exhibit, pass out literature or put up a sign unless he has a contract for space with the GREAT IOWA PET EXPO. Exhibitors must conduct all business inside their exhibit space. Standing in aisles to solicit