



Atlanta Pet Fair & Conference Exhibit Booth Space Contract 2018

March 9-11, 2018 • Georgia International Convention Center • Atlanta, GA
WPA, 135 West Lemon Avenue, Monrovia, CA 91016
P: 800-999-7295 • F: 626-447-8350 • exhibit@atlantapetfair.org • www.atlantapetfair.org



Exhibitor Information: please type / print clearly

Company Name (for Booth ID Sign & Show Program): _____

Address: _____ **City:** _____

State: _____ **Zip:** _____ **Country:** _____

Company Phone: _____ **Company Fax:** _____

Company Email: _____ **Website:** _____

Show Contact Name: _____ **Title:** _____

Contact Email: _____ **Contact Cell:** _____

Description of Products (no brand names): _____

Signature Accepting Terms of Contract _____ **Date** _____

Booth Request: Standard Booth Sizes can be seen on the floor plan. Please indicate number and type of exhibit spaces requested.

Requested Booth Size: _____ ft. X _____ ft. = _____ Total Sq. Ft

Booth Number(s) Requested: _____

AA Booth \$21.50 per sq. ft. **A Booth (Corners \$100 more)** \$19.00 per sq. ft. **B Booth** \$18 per sq. ft.

▪ 4 or more booths receive 10% off the total booth value ▪ Island booths will be charged net booth price plus 20% ▪

<p>Please use this formula to calculate your total booth fee: _____ x _____ = \$ _____</p> <p style="text-align: center;">Total Sq. Ft. Fee per Sq. Ft. Total Booth Fee</p>

BOOTH ASSIGNMENT: Show Management will provide the best possible locations for exhibits on early reservation of space. Please state three preferences of locations in three different areas of the Exhibit Floor: _____ **No booths will be assigned or held without a deposit.**

If possible, please do not place us near the following exhibit(s): _____

EXHIBIT SPACE INCLUDES: Each booth space includes: ID sign (17" x 11"), 8' draped backwall and 3' side drapes (island booths will not have drapes). All booths (excluding any island booths 20' x 20' or larger) will receive one (1) 6' skirted table, two (2) chairs and one (1) trash can. Island booths may request their complimentary tables, chairs and trash cans by calling Atlanta Pet Fair show management at WPA. No canopies or awnings are permitted. Hanging banners and signs are only allowed in island booths 20' x 20' and larger.

BOOTH OCCUPANCY: Your booth must be occupied by the company on this contract. It may not be sublet to any other person, company or entities.

REMITTANCE: A 50% deposit of the total space fee is required with this Exhibit Space Contract. The remaining 50% balance must be received by the Balance Due Date of January 19, 2018. **Contracts received after January 1, 2018 require payment in full and an additional \$200.00 for each booth space reserved.** Booth Assignments are made after deposit is received. Returned checks will be charged a \$50.00 fee.

Make check payable to WPA, send to: WPA, 135 West Lemon Avenue, Monrovia, CA 91016

ACCEPTANCE: This contract is subject to the Terms and Conditions as set forth on the back of this form and in the Exhibitor Service Kit. Upon acceptance of this application by Show Management, you will receive a confirmation of your booth assignment. (Show Management will have final determination on exhibitor acceptability.)

FINAL PAYMENT: If final payment is not received by Balance Due Date, January 19, 2018, your booth may be reassigned. Booth requests received AFTER the Balance Due Date of January 19, 2018 require full payment in order for a booth to be assigned. If Exhibitor fails to make full booth payment due hereunder on the balance due date, Management may change Exhibitor's space assignment without further notice or may cancel such Exhibitors rights to exhibit and/or such Exhibitor shall not be entitled to a refund, either in whole or in part, of any fee.

CANCELLATION/REFUND POLICY: All cancellations of booth space must be in writing on company letterhead and are subject to all terms on the back of this form. **No** refunds will be issued in the event of cancellation after December 31, 2017. Applicable refunds will be returned within 30 days of show close.

Payment Information:

MasterCard Visa Amex Discover

Card Number: _____ **Exp. Date:** _____ **Code:** _____

Billing Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Authorized Person (please print): _____ **Date:** _____

Signature: _____ **Amount of Charge:** _____

(PLEASE DO NOT WRITE BELOW THIS LINE)

BOOTH SPACE ASSIGNED: _____ **BOOTH SIZE:** _____ x _____ **TOTAL COST:** \$ _____ **AMOUNT RECEIVED:** \$ _____

AUTHORIZED SIGNATURE: _____ **DATE:** _____

Basic Terms and Conditions

Atlanta Pet Fair & Conference

1. CONTRACT

This application properly executed by Applicant (Exhibitor) shall upon written acceptance by Atlanta Pet Fair & Conference and World Pet Association (WPA) acting as show management constitute a valid and binding contract. Show Management reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition. It is further agreed that the conditions, rules and regulations as herein stated and as outlined in the Exhibitor Service Manual are made a part hereof as though fully incorporated herein, and that the said exhibitor agrees to be bound by each and every one thereof.

2. INDEMNIFICATION

The applicant hereby agrees to indemnify, defend and protect Show Management, the Facility and the Official Service Contractor against, and hold and save the Show Management, the Facility and the Official Service Contractor harmless from any and all claims, demands, suits, liability, damages, loss, costs, attorney fees and expense of whatever kind or nature (collectively "Claims") which might result from or arise out of: (i) any action or failure to act of the applicant or any of its officers, agents, employees, or other representatives; (ii) damage or loss to property, or from or out of any damage, loss, harm or injury to the person or any property of the applicant or any of its officers, agents, employees or other representatives, or any third parties, and (iii) all Claims relating to or arising from patent or copyright infringement. In addition to the duty of applicant to indemnify, the Management shall also have the right to terminate this Agreement if a Claim arises during or prior to the Show.

3. WRITTEN CANCELLATION

Refund Policy - An exhibitor must deliver a written cancellation notice on company letterhead signed by the authorized person no later than 6 months prior to the show opening to receive a full refund less a cancellation fee of \$200.00. Any written cancellation notice received after 6 months prior to opening day is subject to a cancellation fee of 50% of total booth space plus \$200.00 cancellation fee. No refunds will be issued in the event of cancellation after December 31, 2017. It is agreed that if the Exhibitor fails to comply in any respect with the terms of the agreement, then Show Management shall have the right without notice to the Exhibitor to sell or offer for sale the exhibit space covered by this Contract. Said Exhibitor will be liable for any deficiency, loss or damage suffered by the exhibition by reason of the premises stated, and further agrees to pay Show Management upon demand reasonable expenses and costs incurred by reason thereof. It is further agreed that actual occupation of the exhibit space by an exhibit is of the essence thereof, and that should the exhibition be unable to affect the sale of the space as herein provided, the exhibition is then expressly authorized to occupy or cause said space to be occupied in such a manner as it may deem in the best interest of the exhibition, without any rebate or allowance whatsoever to the Exhibitor and without in any way releasing said Exhibitor from any liability hereunder, and said Exhibitor expressly agrees to pay the exhibition the full sum as herein set forth. World Pet Association, Inc. will not be liable for the fulfillment of this Contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: By reason of the facility being damaged or destroyed by fire, act of God, public enemy, war or insurrections, strikes, the authority of the law, postponement or cancellation of the exhibition, or for any cause beyond their control. It will however, in the event of its not being able to hold an exhibit for any of the previously named reasons, reimburse Exhibitor on a pro-rata basis on the amount paid in, less any and all legitimate expenses incurred, such as but not limited to: Rent, advertising, operation costs, etc.

4. INSURANCE

Exhibitors must carry worker's compensation, commercial general liability including products and completed operations independent Contractors, personal injury and blanket Contractual liability insurance at limits of at least \$1 Million per occurrence, \$2 Million aggregate. These coverage's must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder naming World Pet Association, Inc., Georgia International Convention Center, GES Global Experience Specialists as additional insured. If requested by Show Management, they must be made available on show site. It is strongly recommended that Exhibitors also carry insurance to cover loss or damage to their exhibits or other personal property while such property is located at or is in transit to or from the exhibit site. Atlanta Pet Fair & Conference and WPA assume no liability for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever. While the exhibition may provide security guards, it is solely done as an accommodation to Exhibitors. The Exhibitor expressly agrees to save and hold harmless Atlanta Pet Fair & Conference and WPA, their management, agents and employees from any and all claims, liabilities and losses for injury to persons or animals (including death) or damage to property arising in connection with Exhibitor's use of the exhibit space, except such losses as may be the result of the sole negligence of Atlanta Pet Fair & Conference or WPA.

5. AVAILABLE SERVICES

On behalf of the Exhibitors, Atlanta Pet Fair & Conference has designated official Show Contractors to provide the following: Drayage, cartage, furniture, booth and floor decorations, signs, photographs, telephone service, plant and floral, etc. Services of electricians, plumbers, carpenters and other labor will be available and charged for at the prevailing rates. Contractors and rates will be listed in the Exhibitor Service Manual to be issued separately. Atlanta Pet Fair & Conference assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons, parties and organizations. Arrangements for these services and payments are to be made between Exhibitors and official Show

Contractors. The local unions make rules and regulations for union labor and these regulations may be changed at any time. Where union labor is required because of building or contractor requirements, exhibitor agrees to comply with the regulations

6. RESTRICTIONS AS OTHER EXHIBITS:

Exhibitor expressly agrees that neither it nor any of its employees, or agents will conduct or otherwise participate in any displays of products, models, samples or similar Trade Show (whether for viewing or sales purposes) in any location in the hosting region (other than the Exhibitor's booth) at any time for the duration of Atlanta Pet Fair & Conference without approval from WPA. Further, Exhibitor expressly agrees that its employees will not conduct official exhibitor functions in private rooms during business hours of Atlanta Pet Fair & Conference.

7. TERMINATION OF ATLANTA PET FAIR & CONFERENCE/FORCE MAJEURE:

In the event that the premises in which Atlanta Pet Fair & Conference is or is to be conducted becomes unfit for occupancy, as determined by Management, or in the event the holding of the Atlanta Pet Fair & Conference or the performance of Management under the agreement (of which these Terms and Conditions are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of Management, said agreement and/or Atlanta Pet Fair & Conference (or any part thereof) may be terminated by Management. Management shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause(s) not reasonably within the control of Management. If Management terminates said contract and/or Atlanta Pet Fair & Conference (or any part thereof) as mentioned above, then Management may retain such part of an Exhibitor's booth fee as shall be required to recompense Management for expenses incurred up to the time such contingency occurs, and there shall be no further liability on the part of either party. For purposes hereof, the phrase "cause(s) not reasonably within the control of Management" includes, but not by way of limitation; fire, casualty, flood, epidemic, earthquake, explosion or accident, blockade, embargo, inclement weather, governmental restraints, restraints or orders of civil defense or military authorities, act of public enemy, riot or civil disturbance, acts of war and warlike operations, threats or acts of terrorism, strike, lockout, boycott or other labor disturbance inability to secure sufficient labor, technical or other personnel failure, impairment or lack of adequate transportation facilities, inability to obtain condemnation, requisition of commandeering of necessity supplies or equipment, local state or federal law, ordinances, rules, orders decrees or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional or Act of God.

8. RESOLUTION OF DISPUTERS:

In the event of a dispute or disagreement between Exhibitor and an official contractor; or between Exhibitor and labor union or labor union representative or between two or more Exhibitors, all interpretations of the rules covering the exhibition actions or decisions concerning this dispute or disagreement by Management, intended to resolve the dispute or disagreement shall be binding on Exhibitor.

9. AGREEMENT TO RULES:

Exhibitors shall abide by and observe all laws, rules and regulations of the hosting state, county and city, and their departments and all rules of the exhibition venue. Exhibitor, for itself, employees and agents, agrees to abide by the foregoing rules, as well as additional rules appearing in the Exhibitor Services Manual herewith incorporated by reference, and by any amendments that may be put into effect by Management. This agreement shall not be binding on Management unless it is completed in full by Exhibitor and duly executed by both parties. Deposit of Exhibitor's check does not constitute contract acceptance. End-caps, two corner booths side by side, or Peninsula's, 4 end booths, are available for an additional \$200 per 10'x10' booth space. Exhibitor must adhere to end-cap rules.

10. AMENDMENT IN RULES:

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of Management. Management shall have full power in the matter of interpretation, amendment and enforcement of all said rules and regulations and that any such amendments when made and brought to the notice of the said Exhibitor shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.

11. SEVERABILITY:

If any term of this agreement is held null and void by a court of competent jurisdiction, then this agreement and each of its terms will remain in full force and affect as if the nullified term or its constituents was never made a part of this agreement. This agreement is governed and shall be construed under the laws of the state of California including the laws governing choice of forum.

12. PENALTIES:

In the event Exhibitor breaches any agreement set forth in these Terms and Conditions, the Exhibitor Services Manual, or fails to comply with Management's prescriptions for Atlanta Pet Fair & Conference, Management may seek to remove all of Exhibitor's items including, but not limited to; booth, decorations and products from the Atlanta Pet Fair & Conference floor for the remainder and duration of Atlanta Pet Fair & Conference. This does not prohibit or otherwise limit, Management from also prohibiting Exhibitor's application or entry into future Shows for violation of any Show rules, regulations or other limitations set for the herewith. Removal of Exhibitor's property does not constitute grounds for a refund of the Booth Rental Cost or other associated Show fees.

Early Move out- Closing down exhibitor booth prior to show closing will result in a \$500.00 fine that will be due and payable prior to inclusion in any other WPA event.

Exhibitor parking is under the control of the FACILITY and exhibitors may be subject to a parking fee.