



BOOTH SPACE APPLICATION AND CONTRACT

34TH WORLD DEER EXPO

Birmingham, AL BJCC Civic Center July 21, 22, 23, 2017

Email: info@worlddeerexpo.com Office: 205-678-4141 Date: _____
Website: worlddeerexpo.com Alternate Line: 205-678-4142

The undersigned applicant, agrees to be legally bound, and hereby applies for booth space in the World Deer Expo, described above, subject to the terms, conditions, rules, regulations and requirements stated herein or made a part hereof by reference. The event is sponsored by the American Deer Hunters' Association, LLC and will be referred hereafter as the Sponsor. The Sponsor agrees, upon acceptance of this application and contract, to send confirmation of booth space according to the terms, conditions, rules, regulations and requirements as described herein and the terms and conditions as listed on our website under the Exhibitor tab, by deposit in the United States mail, addressed to the applicant or by email. Applicant applies for the following booths (list at least four choices) at the rent shown on the floor plan. By signing this "Booth Space Application & Contract", you are agreeing to all of the terms and conditions listed on this application as well as the FULL list of terms and conditions posted on the "Exhibitor Page" of our website.

Visa/MC or
Discover ONLY
No AMEX

Exp.
Date

Back
Code

Billing Address Info
Associated with cc#:

BOOTH NUMBERS TOTAL RENT

*Deposit is
NON-REFUNDABLE
PAYMENT ENCLOSED

***If there is a
COLUMN in
your booth
please initial
that you are
Aware
& Approve of
The Column
in your Booth.
**Exhibitor's
Initials _____**

Street Address

Zip Code

**Make checks payable to:
Bob Coker**

**Mail Check to:
7512 Highway 55
Wilsonville, AL 35186**

1st Choice _____
2nd Choice _____
3rd Choice _____
4th Choice _____

Standard
9'x10'
Booths
are
\$550
Each

Number of tables you would like to rent for your booth _____ \$25 Each
Number of chairs you would like to rent for your booth _____ \$5 Each \bigtriangleright \$ _____ Total

If you wait until the show to order tables/chairs there is a much higher charge.

*You are more than welcome to bring your own tables/chairs to save money, but they are available for rent if that would be easier for you.

3 **FREE** Exhibitor badges are included per booth. Any extra badges are \$10.00 each.

APPLICANT COMPANY: _____

CONTACT NAME: _____ POSITION: _____

MAILING ADDRESS: _____ CITY: _____

STATE: _____ ZIPCODE: _____ CELL PHONE NUMBER: _____

FAX NUMBER: _____ OFFICE/LAND LINE NUMBER: _____

E-MAIL ADDRESS: _____

SIGNED BY: _____ POSITION: _____

PRODUCTS TO BE SOLD: _____

HOW DID YOU HEAR ABOUT THE SHOW? PLEASE CIRCLE ONE

REPEAT VENDOR FACEBOOK GOOGLE EXPO DIRECTORY ATTENDED AS CONSUMER
RECOMMENDED BY A VENDOR RADIO TV EMAIL SALES REP OTHER

*** By signing this application you authorize ADHA, LLC to charge your credit card the non-refundable deposit now and AUTOMATICALLY run the balance on April 15th if you have not already paid the balance. *WE WILL NOT CALL YOU.**

Standard Draped Booth consists of:

1. Draped back wall (8' high)
2. Draped side walls (38" high)
3. One identification sign

Subletting Booth Space:

No applicant shall assign, sublet, or apportion the whole, or any part of the space allotted or display equipment or materials from other than his own firm or joint applicant in said space without the consent of the Sponsor.

Removal Of Exhibits

All exhibits must remain intact until final closing at 6:00pm, Sunday. All exhibits must be removed no later than 11:59pm, Sunday night.

Beverages & Food

Exhibitors selling beverages or food to be consumed at the expo is prohibited.

BOOTH SIZES & PRICES:

Upstairs Oversized - #73-76 10'x20' - \$1500 each; 77 & 78: 10'x30' on top of 20'x20' - \$3500; #80-87 10'x30' each for a cost of \$2000 each; #88 50'x30' - \$12,500, #716-718 - \$2000

Upstairs Standard Size - #100-1811 9'x10' each - \$550 each

Downstairs Standard Size - #2004-2013, 2200-2925, 4100-4519, 4713-4819 9'x10' each - \$550 each

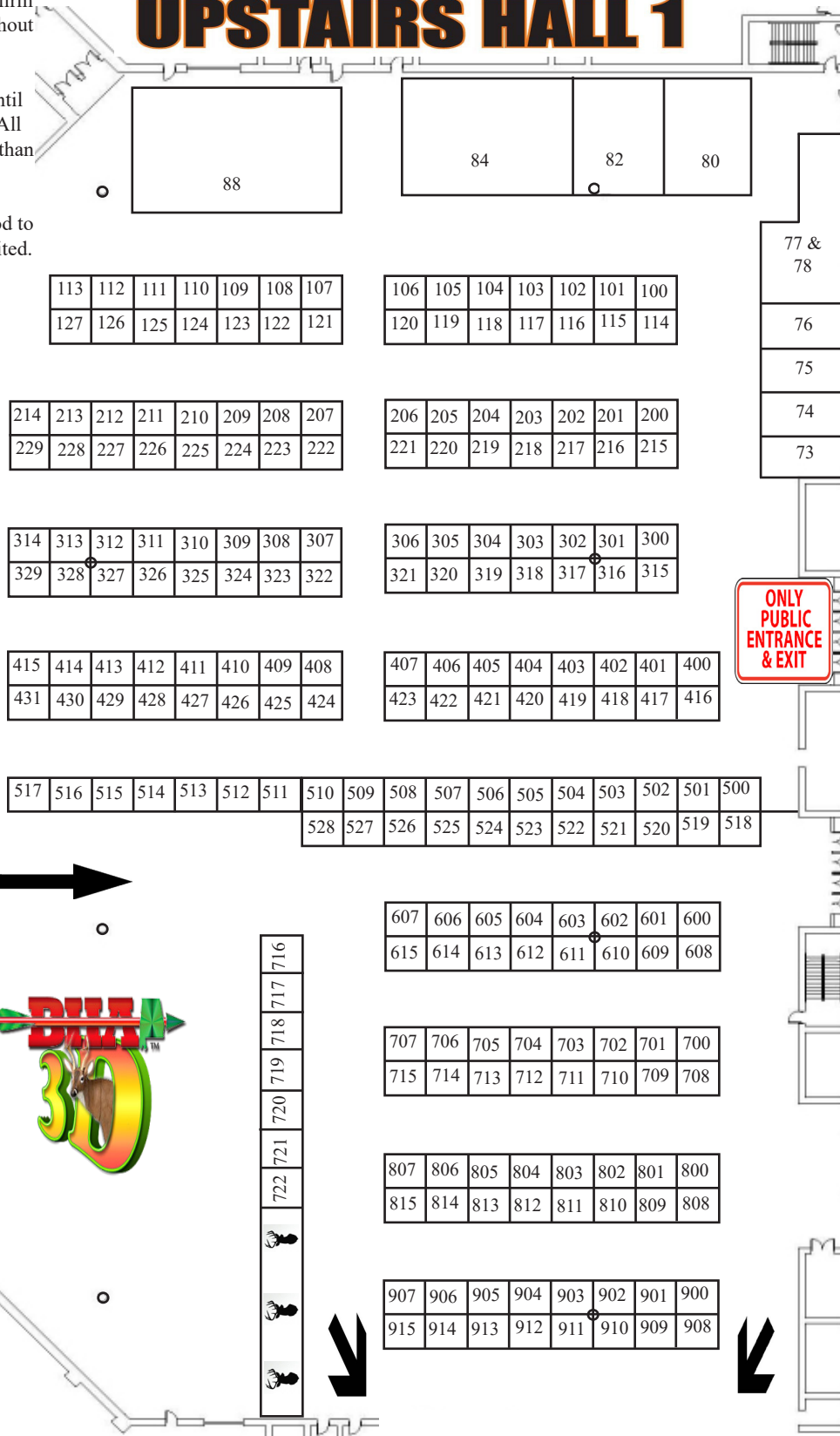
Downstairs Oversized - #2014 - 2026 10'x17' each - \$900 each; #2100-2102 10'x16' each - \$1100 each; #2103 - 2107 10'x30' each - \$1200 each; #2108-2111, & 3006 - 3015 10'x25' each - \$1200 each;

#4000-4001 24'x30' - \$2400; #4002-4005 40'x30' - \$4800; #4006-4009 40'x30' - \$4800; #4600 20'x20' - \$2,000;

#4604 40'x50' - \$12,000; #4628 20'x20' - \$2200, #4632 20'x20' - \$2200;

#4700 20'x20' - \$2,200; #4900-4901 20'x25' - \$2400; #4902-4904 30'x25' - \$3600; #4905-4908 40'x25' - \$4800

UPSTAIRS HALL 1



Applications for booth space must be made by filling out the front page of the "Application & Contract for Booth Space" completed as requested and accompanied by the required payment. Products and services to be displayed must be specified on the application under the title Products to be sold.

The sponsor reserves the absolute right to decline any application for booth space.

Exhibit Space & Floor Plan

The exhibit space floor plan for this exhibit will normally be maintained as initially offered. The sponsor reserves the right, however, to modify the floor plan to the extent necessary for the best interest of the exhibition

Booth Assignment

The Sponsor will assign booth space in accordance with the priority of date of receipt at the Sponsor's headquarters. Any conflicts in assignment will be decided by a special allocation committee.

All applications must be accompanied by the required payment and no phone reservations will be taken without a credit card to secure the **non-refundable** deposit. In the event that an applicant's choices have been previously assigned, the Sponsor will attempt to phone the Exhibitor to discuss which booths are still available.

If the Sponsor is unable to contact by phone, the Sponsor will assign booth space to the applicant. The Sponsor reserves the right to assign or reassign booth space so the arrangement of the floor plan is to the best interest of the expo and or the interest of the sponsor.

Concessions

Loading Dock #4
Entrance/Exit for Exhibitor Set-up & Move Out

ONLY PUBLIC ENTRANCE & EXIT

DISPLAY CONSTRUCTION

A. Height Limits: The standard booth height limit is 10 feet.

B. Sidewalls: All booths must provide "see-through" lanes extending four feet from the aisle into the booth and is limited to 38 inches in height.

C. Exposed Walls: All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from aisles or other adjoining booths.

D. Coordination with Adjoining Exhibitors: The Sponsor, upon request, will advise an exhibitor which other exhibitors are occupying adjacent booths as they may mutually coordinate their booth construction. By doing so, it is frequently possible to eliminate the need for more than one divider to finish the back or side walls to fit in with adjoining constructions, and to generally cooperate in achieving an attractive exhibit.



Standard Booths 9'x10' - \$550

\$100 non-refundable deposit (PER 10ft) is due with Application. Balance is due prior to April 15th. There is a 10% late fee.

UPSTAIRS HALL 2

Booth Space Rent

The rent for each booth is specified on the exhibit space floor plan. Full payment is due BEFORE April 15th, of the year of the Expo. A late fee of 10% will be collected for each month your full payment is late. By accepting these terms and conditions, the applicant has given The American Deer Hunters' Association LLC authorization to charge their credit card the remaining balance of their booth space if it is not paid prior to April 15 of the same year of the expo. Those charges will occur on April 15 of the same year of the expo.

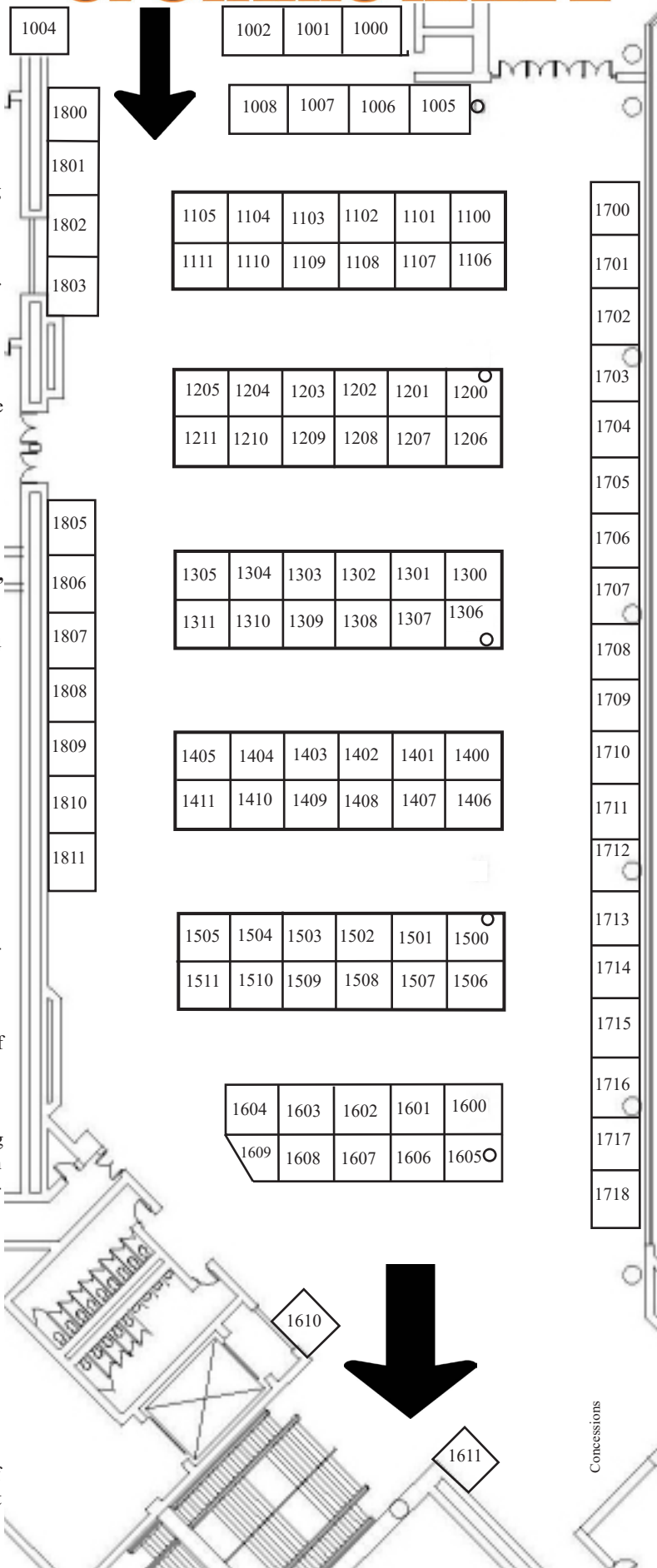
***If you have NOT PAID your balance by April 15th, of the same year of the expo, & you become "non-responsive" we will be forced to cancel your booth reservation. At that point, you/your company will be canceled as an exhibitor in the expo, WITHOUT RECEIVING ANY REFUND.**

CANCELLATION AND WITHDRAWAL

Any applicant who cancels or withdraws from the exhibit regardless of the date, will owe the entire rent for the assigned space which will be retained by the Sponsor as cancellation fees. By accepting these terms and conditions the applicant has given The American Deer Hunters' Association LLC authorization to charge their credit card the remaining balance of their booth space if it is not cancelled before April 15 of the year of the EXPO.

Arbitration Clause

Whereas, the Exhibitor is entering into a booth lease agreement with American Deer Hunters' Association, LLC. For and in consideration of this lease agreement, it is agreed that any controversy or dispute arising out of or relating to said lease shall be determined by arbitration conducted in Birmingham, Shelby County, Alabama, in accordance with the Federal Arbitration Act. Prior to the institution of the arbitration proceedings the parties shall notify each other of the existence of any controversy and shall attempt in good faith to resolve their differences within 15 days after the receipt of such notice.



If the dispute cannot be resolved within the said 15 day period either party may file a written demand for arbitration with the other party. The party filing such a demand shall simultaneously specify such party's arbitrator giving the name, address, and telephone number of said arbitrator. The party receiving such notice shall notify the party demanding arbitration of such receiving party's arbitrator, giving the name, address, and telephone number or said arbitrator within 10 days of the receipt of such a demand. The arbitrators named by the parties need not be neutral, but must be a licensed attorney approved by the American Arbitration Association. The Circuit Judge of the Circuit Court of Shelby County Alabama, on request by either party, shall also appoint a neutral licensed attorney to serve as the third arbitrator and shall also appoint an arbitrator for any party refusing or failing to name his arbitrator within the time herein specified. The arbitrators thus constituted shall promptly meet, select a chairperson, fix the time (taking into account the complexities of each case and the time needed for the parties to prepare for arbitration), and place of the arbitration (Birmingham, AL), and notify the parties. The decision of the majority of the arbitrators shall be final, binding, and conclusive upon the parties hereto and judgment upon the award in any such arbitration may be entered in any state or federal court having jurisdiction. In making their decision the arbitrators shall consider only material evidence that is pertinent, relevant, and probative to or of the issues presented or raised in the arbitration proceeding. In any controversy or dispute arising out of this agreement where the arbitrators have determined that The American Deer Hunters' Association LLC must pay damages, the sole damages, if any which may be considered or awarded by the arbitrators shall be actual damages and shall not consider or award any other types of damages including without limitation remote non-economic, consequential, punitive, or exemplary damages.

Further, it is the intent of the parties that no claim arbitrated hereunder shall be arbitrated on a class wide basis or in proceeding in the nature of the class action. Each party shall pay expenses of its own arbitrator & share the expenses of the third arbitrator & the arbitration with the other parties.

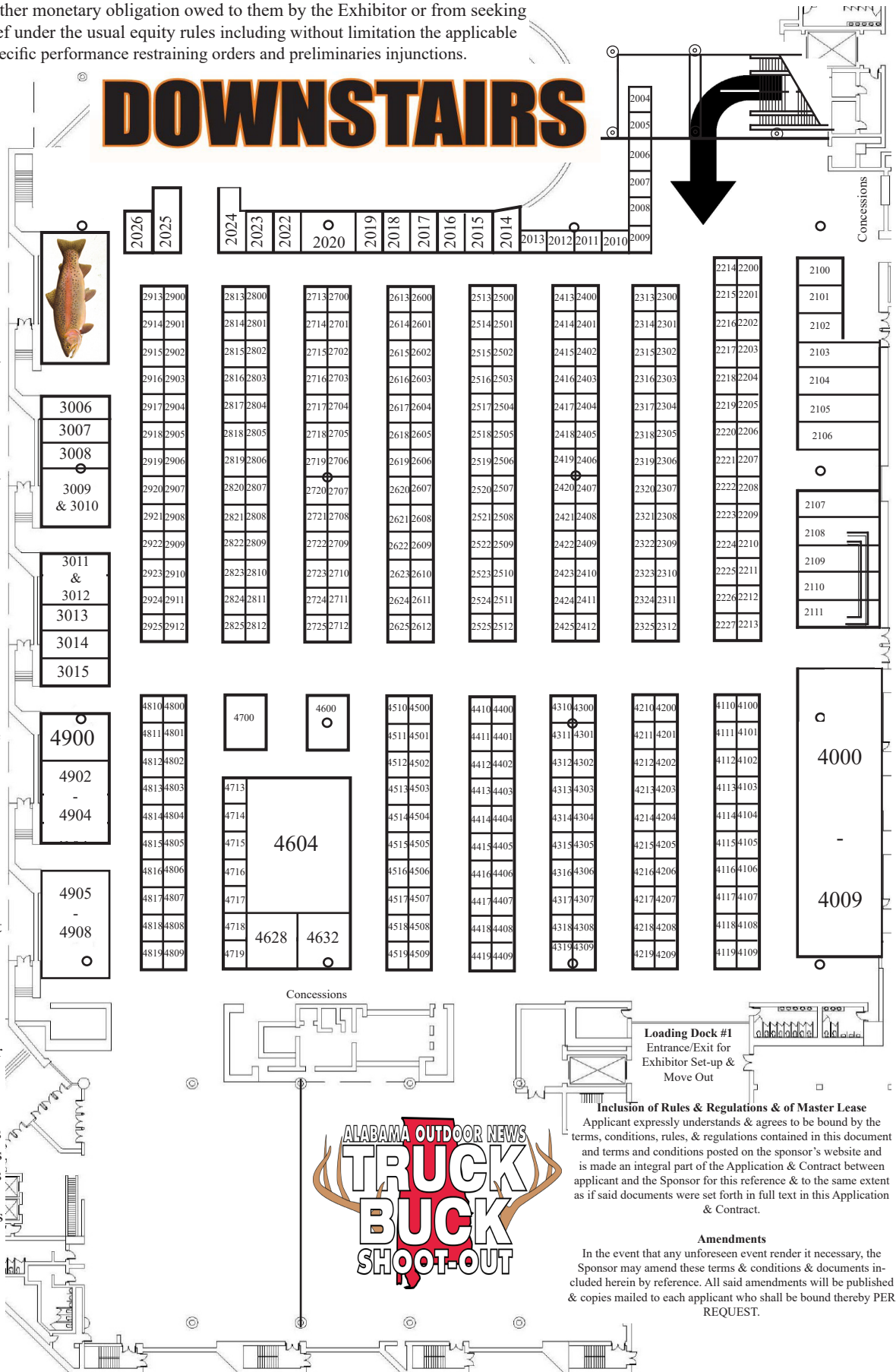
Notwithstanding this agreement nothing shall bar American Deer Hunters' Association LLC or its assign from proceeding in a court of law or equity to resolve disputes or controversies arising in connection with a debt note or other monetary obligation owed to them by the Exhibitor or from seeking or obtaining injunctive relief under the usual equity rules including without limitation the applicable rules for obtaining specific performance restraining orders and preliminaries injunctions.

Limitation of Liability -

Applicant covenants and agrees to protect, indemnify and save harmless the Sponsor, its service contractors, and the Exhibit Hall management from any and all liability, damage, or expense arising out of or connected with any injury to any person while in the applicant's exhibit area, or loss, theft, damage, or injury to property, resulting directly or indirectly from any act or omission of applicant or failure of applicant to comply with any of the terms and conditions of the Application & Contract or the Conference & Exhibit rules & regulations, or of the terms of the written lease entered upon by and between the Sponsor & the applicant or of the rules and regulations of the applicant, or of the laws of the United States. The applicant is responsible for the total rent for booth space irrespective of the date or reason

of such cancellation and withdraw, including withdraw by the applicant because of failure of exhibit to arrive for any reason, or cancellation by the Sponsor as the result of the action by the Exhibit Hall Management or the result of strikes, lockouts, acts of God, inability to obtain labor or materials, government actions of whatsoever nature, war, civil disturbances, fire, unavoidable causality, or other causes whether similar or dissimilar beyond the control of the Sponsor. In the event of cancellation by the Sponsor as a result of the aforesaid causes, the applicant expressly waives such liability and releases the Sponsor of and from all claims for damages and agrees the Sponsor shall have no obligations to applicant.

DOWNSTAIRS



Inclusion of Rules & Regulations & of Master Lease
 Applicant expressly understands & agrees to be bound by the terms, conditions, rules, & regulations contained in this document and terms and conditions posted on the sponsor's website and is made an integral part of the Application & Contract between applicant and the Sponsor for this reference & to the same extent as if said documents were set forth in full text in this Application & Contract.

Amendments
 In the event that any unforeseen event render it necessary, the Sponsor may amend these terms & conditions & documents included herein by reference. All said amendments will be published & copies mailed to each applicant who shall be bound thereby PER REQUEST.