



The undersigned company does hereby make application to participate as an exhibitor at the *Salt Lake City Golf Show* being held at the South Towne Exposition Center, Sandy, Utah, on March 26-28, 2010. The *Salt Lake City Golf Show* is owned and produced by Varsity Communications, Inc. This will be a binding contract when accepted by the *Salt Lake City Golf Show*. Acceptance of contract is reflected by deposit of check for booth space. It is understood that specific booths will be available based upon FIRST COME, FIRST PAID system. Invoices for the 2010 show will be mailed upon receipt.

Your registration fee will include: a piped and draped 10' x 10' booth, one draped table, exhibitor booth sign, waste basket, and two chairs.

Please complete this form and return to the Salt Lake City Golf Show, 12510 33rd Ave NE, Suite 300, Seattle, WA 98125 Attention: David Stolber, make check made payable to Varsity Communications, Inc. Please include a current business card. Payment is due upon receipt of invoice. Exhibitor is subject to finance charges if booth payment is not received on time.

**RATES: (PLEASE CHECK APPROPRIATE BOOTH SIZE AND ADDITIONAL OPTIONS)**

\_\_\_\_\_ 10' x 10' booth, \$850, if received by 10-15-09, \$925 if received between 10-15-09 and 11-15-09, \$1025 after 11-15-09.

\_\_\_\_\_ 10' x 10' booth, (\*Special discounted rate of \$800 each year for a two-year commitment to the Salt Lake City Golf Show in 2010 and 2011 if received by 10-15-09, \$875 if received between 10-15-09 and 11-15-09, \$1000 after 11-15-09).

\_\_\_\_\_ 20' x 10' booth, \$1600, if received by 10-15-09, \$1700 if received between 10-15-09 and 11-15-09, \$1800 after 11-15-09.

\_\_\_\_\_ 20' x 10' booth, (\*Special discounted rate of \$1525 each year for a two-year commitment to the Salt Lake City Golf Show in 2010 and 2011 if received by 10-15-09. \$1625 if received between 10-15-09 and 11-15-09. \$1725 after 11-15-09).

\_\_\_\_\_ Corner booth requests are an additional \$150.00.

Do you wish to sell from your booth or display area? Yes \_\_\_\_\_ No \_\_\_\_\_  
(The *Salt Lake City Golf Show* retains the right to approve all retail activity).

**\*Approximately 30 days prior to show, you will receive an exhibitor service list for additional equipment and services.**

MOVE IN TIMES:	Thursday	3-25-2010	9:00 a.m. - 4:00 p.m.
	Friday	3-26-2010	8:00 a.m. - 10:00 a.m.

MOVE OUT TIMES:	Sunday	3-28-2010	4:01 p.m. - 8:30 p.m.
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COMPANY NAME: \_\_\_\_\_

CONTACT NAME/TITLE: \_\_\_\_\_

CONTACT ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

E-MAIL: \_\_\_\_\_ WEB ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

PRODUCT/SERVICE DESCRIPTION: \_\_\_\_\_

BOOTH SIGN TO READ: \_\_\_\_\_

1. **Booth Space:** Exhibitor subscribes for booth space at the Salt Lake City Golf Show, to be held at the Utah Convention Center, Salt Lake City, Utah on March 26-March 28, 2010. The Salt Lake City Golf Show reserves the right to reject any applicant or

exhibitor the amount he/she has paid for space. The Salt Lake City Golf Show reserves the right to assign, designate, or change your booth location.

2. **Payment:** Payment in full or exhibitor's booth space is required by show check-in time. Exhibitor will be invoiced upon receipt. All rates quoted and contracted are for cash payments. Credit card processing is available with a 3.5 % convenience fee for all transaction amounts processed.

3. **Hours of Operation:** Hours of show are Friday, 11 a.m. - 6 p.m.; Saturday, 9 a.m. - 5 p.m.; and Sunday, 9 a.m. - 4 p.m. Exhibitor shall have its exhibit(s) completely assembled and ready to be viewed by guests no later than 11 a.m. on Friday, March 26, 2010. Exhibitor shall staff its booth during all hours of the Salt Lake City Golf Show. Exhibitor shall not begin disassembling its exhibit(s) until 4:01 p.m. Sunday, March 28, 2010.

4. **Interference Prohibited:** Excessive noise, bothersome lighting or other use by exhibitor which interferes with the exhibition space used by other exhibitors is prohibited, as is the creation or maintenance by exhibitor of any dangerous or hazardous condition or situation. The aisles belong to the show. Neither exhibitor nor advertising material shall protrude into the aisles. Booth shall not exceed 8 feet in height without show coordinator's approval. Exhibitor business activities must be contained within the 10 x 10 booth space purchased. The show owner must approve "Roaming" or any additional business outside the 10 x 10 exhibit space in writing prior to the Salt Lake City Golf Show.

5. **Services Not Provided:** The Salt Lake City Golf Show does not provide equipment, decoration, labor carpenters, storage for exhibit materials, special lighting, gas, water supply or other related services. Exhibitor must make all arrangements for these items, and exhibitor shall defend, indemnify and hold harmless the Salt Lake City Golf Show for any and all claims, losses, damages, injuries or other charges, which may occur from such arrangements made by Exhibitor.

6. **Security Services:** The Salt Lake City Golf Show will provide overnight security services the nights of March 25, 8 p.m. - 8 a.m.; March 26, 8 p.m. - 8 a.m.; and March 27, 8 p.m. - 8 a.m. While security is provided, the Salt Lake City Golf Show shall not be responsible for any losses exhibitor may suffer.

7. **Insurance Not Provided:** Exhibitor acknowledges Salt Lake City Golf Show and Varsity Communications, Inc do not have insurance covering exhibitor's property. It is exhibitor's sole responsibility to obtain interruption, property damage, personal injury, vandalism, theft and any other insurance it may need to cover any losses it may suffer at the Salt Lake City Golf Show.

8. **Indemnification:** Exhibitor shall defend, indemnify and hold harmless Varsity Communications, Inc., Salt Lake City Golf Show and their designated agents, employees and/or contractors, from and against any and all claims, losses, damages, injuries, penalties, governmental charges or fines in any amount arising out of or caused by exhibitor's use of the premises, the conduct of exhibitor's business or from any activity or work done, permitted or suffered by exhibitor in or around the premises, including but not limited to, the installation, operation, maintenance or removal of exhibits.

9. **Assignment Prohibited:** Exhibitor shall not assign any portion of its booth space to any individual, partnership, corporation, company, firm or entity, without the prior written consent of the Salt Lake City Golf Show.

10. **Cancellation Policy:** If Exhibitor is not able to attend the Salt Lake Golf Show, Exhibitor is financially and contractually responsible for payment of fees on the following schedule.

- a. **75 day:** If written cancellation is received 75 days prior to show opening, exhibitor is responsible for 50% of booth fee.
- b. **45 day:** If written cancellation is received 45 days prior to show opening, exhibitor is responsible for 75% of booth fee.
- c. **Less than 45 days:** If Exhibitor cancels within 45 days of show opening, exhibitor is responsible for 100% of booth fee.

AGREED BY:

\_\_\_\_\_  
Representative signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title (Print)