DESERET NEWS
HOME SHOW

OCTOBER 7-9, 2016
South Towne Expo Center

SaltLakeHomeShow.com

PLEASE COMPLETE THIS AGREEMENT AND:

FAX TO: 801-456-7470
OR MAIL TO: Marketplace Events
5151 South 900 East, Suite 50
Salt Lake City, UT 84117

Tel:
Becca Roper *(Alpha A-F)* (801) 456-7488
Ian Richmond *(Alpha G-R)* (801) 456-7484
Chelsea Peterson *(Alpha S-Z, #)* (801) 456-7482

EXHIBIT SPACE APPLICATION/CONTRACT

1. Company Name _____ Website _____

Contact _____ Title _____

Email _____ ☐ Yes, you may email show information to me at _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Mobile _____ Fax _____

2. **EXHIBIT SPACE PREFERENCES**

OPTION 1 Booth _____ Size _____
OPTION 2 Booth _____ Size _____
OPTION 3 Booth _____ Size _____

Exhibit Space Rate	$ _____
Corner Fee ($150)	$ _____
Direct Sell Fee ($150)	$ _____
Main Aisle Premium ($200/corner)	$ _____
Buyer's Guide Listing - Required ($59)	$ _____
TOTAL COST OF SPACE	**$** _____
Marketing Opportunities	$ _____
TOTAL INVESTMENT	**$** _____

____ *Initial here if you would like your Buyer's Guide Listing activated with new booth number.*

MARKETING OPPORTUNITIES

Banner Ad in Pre-Show Consumer Email Blast	____ $300
Logo & Booth # on Tickets Purchased Online	____ $300
Logo in Show Guide	____ $300

10'x10'	$1,399	10'x20'	$2,798	20'x20'	$5,596
10'x15'	$2,098.50	10'x30'	$4,197	*Multi-Show Discount 10% * see sales rep*	

3. **SOCIAL MEDIA**

Please list your social media accounts.

_____

_____

4. **PRODUCT DISPLAYED**

We will exhibit the following products and/or services
(Only the products that are listed below may be exhibited and must have Show Management approval)

_____

_____

DO NOT LOCATE BY:

5. **PAYMENT**

PLEASE FIND MY CHECK ENCLOSED (PAYABLE TO MARKETPLACE EVENTS) $ _____

OR

CHARGE TO MY ☐ VISA ☐ MASTERCARD ☐ DISCOVER ☐ AMEX $ _____

CREDIT CARD ACCOUNT NUMBER _____ EXPIRATION DATE _____ CARDHOLDER ZIP CODE _____

By signing below, I authorize Marketplace Events to process all payments on the above credit card. All payments will be charged based on the payment schedule right.

CARD HOLDER'S NAME _____

SIGNATURE _____

PAYMENT SCHEDULE:
33% with signed contract _____
33% payment due June 8, 2016 _____
Balance due August 8, 2016 _____

Any change in the Exhibiting Company's mailing address, show guide information, brand names or product listings must be communicated in writing. Filming may be in progress at the event. By exhibiting in this event, you agree to allow for your image to appear in our videotaping and photography for any and all commercial purposes.

6. _____ Signature _____ Date

MARKETPLACE EVENTS
Largest Home Show Producer in North America

PLEASE INITIAL PAGE 2

Please retain a photocopy of this form for your own records.

Terms and Conditions on Reverse Side

TERMS AND CONDITIONS

INITIAL HERE _____ ***INITIAL IN THREE PLACES TOTAL***

1. EXHIBITOR COVENANTS

a) The Exhibitor agrees to (i) obey all laws,by-laws,ordinances and regulations governing use of the facility and operation of the Show, (ii) abide by the rules and regulations of the city, fire and police departments and of any other government or regulatory body having authority to regulate the facility and the Show, and (iii) obey all laws,including those pertaining to health and safety, consumer protection and protection of visitors to the Show.

b) The Exhibitor agrees to abide by all rules and regulations governing the Show established from time to time by Marketplace Events LLC ("MPE"), including rules and regulations set forth in the Exhibitor Manual.

c) The Exhibitor agrees to observe,to the extent applicable,all union contracts and labor relations agreements in force (i) between MPE and contractors providing services to the facility, and (ii) governing companies operating in the facility in which the Show is taking place.

d) The Exhibitor agrees to obtain,at its own expense,any licenses or permits which are required for the operation of its trade or business during the term of the Show and to pay all taxes, including all applicable sales taxes,of any nature or kind that may be levied against it as a result of the operation of its trade or business in its contracted space.

e) The Exhibitor agrees not to conduct or be associated with any promotional contests held at or in connection with the Show unless (i) the Exhibitor satisfies MPE that the Contest is being operated in accordance with applicable law; and (ii) the prior written consent of MPE is obtained.

f) The playing, performing, reproduction, broadcasting or other use at the Show of any music, materials, devices, processes and dramatic rights that is the subject of any third party copyright, trademark, industrial design, patent or any other intellectual property right, by the Exhibitor or its agents, representatives or employees is prohibited without the express written consent of MPE. The Exhibitor agrees to indemnify and save harmless MPE and the facility (and their respective officers, directors, employees, insurers, agents, representatives and those for whom the Exhibitor is responsible in law) against any and all claims, losses, liabilities and damages (including legal fees and expenses) costs and charges arising from or as a result of any unauthorized use of any Work by the Exhibitor, its agents, representatives, employees and those for whom the Exhibitor is responsible in law.

g) The Exhibitor agrees to occupy the contracted exhibit space during Show hours and to sell, promote or advertise only the products and services described in this license agreement.

2. MPE RIGHTS

a) MPE reserves the right, in its sole and unfettered discretion to: (i) determine the eligibility of Exhibitors and exhibits for the Show, (ii) reject or prohibit exhibits or Exhibitors which MPE considers objectionable, inappropriate, disruptive or offensive to MPE, other Exhibitors or Show attendees; (iii) change or modify the layout of the Show and/or relocate exhibits or Exhibitors; (iv) cancel, in whole or in part, the Show due to an event of force majeure; or (v) change the date, location and duration of the Show; without any liability to MPE.

b) MPE shall have the right to establish and amend or modify any regulations governing use of the facility and the Show.

3. ASSIGNMENT AND SUBLETTING

The Exhibitor shall not assign any rights or sublet space under this license agreement without the prior written permission of MPE, which permission may be withheld in MPE's sole discretion.

4. INDEMNIFICATION

The Exhibitor agrees to indemnify and hold harmless MPE and the facility, their respective officers, directors, agents, representatives and employees,against all claims, losses, liability, damages (including legal fees and expenses),costs and charges of every kind resulting from (i) its occupancy of the exhibit space and/or its environs,(ii) the use of equipment or devices furnished to or used by the Exhibitor or other persons in connection with the Show, and (iii) personal injuries,death,property damages or any other damage sustained by the Exhibitor, MPE, the facility, Show sponsors or a visitor to the Show and their respective directors, officers, agents, representatives and employees or those for whom the Exhibitor is responsible in law.

5. LIABILITY AND INSURANCE

a) The Exhibitor shall obtain and maintain at its own expense a comprehensive general liability and all risk property insurance policy acceptable to MPE for the period commencing on the first move-in date and terminating on the last move-out date. The policy shall name MPE as additional insured and insure the Exhibitor against all claims of any kind arising from or in any way connected with the Exhibitor's presence or operations at the Show. The policy shall provide coverage of at least $1,000,000 for each separate occurrence. At the request of MPE, the Exhibitor shall provide MPE with a copy of such policy.

b) The Exhibitor is responsible to insure its own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident or other cause and accepts all risks associated with the use of the exhibit space and its environs. The Exhibitor shall not make any claim or demand or take any legal action, whatsoever, against MPE, the Show sponsors or the facility in which the Show is held, for any loss, damage or injury howsoever caused, to the Exhibitor, its officers, directors, agents, representatives, and employees or their respective property.

c) Neither MPE nor the facility will assume liability for loss for damage, through any cause, of equipment, products, goods, exhibits or other materials owned, rented or leased by the Exhibitor.

6. BOOTH DISPLAY

_____ **a) Booth construction and signage must be exhibited in accordance to the rules and regulations pertaining to the Exhibitor's booth type and as outlined below and in the Exhibitor Manual.**

- All exhibits require CLEAN floor covering that covers the entire area of the Exhibitor's booth from corner to corner.
- Linear booth displays must NOT be more than 8' high across the back ***(including signage)***.
- Tables must be professionally skirted (no plastic, no bed sheets, no draperies, no shower curtains) with floor-length skirting ON ALL FOUR SIDES. Fine furniture is acceptable without skirting. Linear booth displays provide 8' back drape and 3' side drapes. All exhibiting companies may utilize the 8' height for the full 10' depth of their booth. Exhibitors have purchased frontage, not line of sight.

_____ b) **The Exhibitor agrees that no display will be dismantled or goods removed during the term of the Show, but will remain intact until the end of the final closing hour on the last Show day. The Exhibitor also agrees to remove its display and equipment from the Show site by the final move-out day, and in the event of a failure to do so, or failure to return the allocated space to the same condition as at the move-in date, the Exhibitor agrees to pay for any additional costs and expenses incurred by MPE.**

7. CANCELLATION AND TERMINATION

a) The exhibitor shall have the right to cancel this license agreement by notice in writing to be delivered to MPE. All deposits/payments received by MPE up to the date of notice of cancellation are non-refundable and non-transferable and the balance of the full cost of the space is due immediately. In the event that the Exhibitor (i) fails to make payments in accordance with the payment schedule setout herein or (ii) fails to appear at the show; MPE reserves the right to cancel this license agreement without notice and all rights of the Exhibitor hereunder shall cease and terminate. MPE will retain any and all deposits/payment(s) made by the Exhibitor as liquidated damages (and not as a penalty) for breach of this license agreement and all payments will be due per the terms of the contract. In the event of either of the above circumstances, MPE has the right to (i) re-rent said space and (ii) bring action against the Exhibitor for payment of the full cost of the space originally licensed from MPE.

b) If the Exhibitor violates or breaches any other terms or conditions of this license agreement, all payments made by the Exhibitor and all amounts due to MPE shall be deemed earned by MPE and all deposits received shall be non-refundable and non-transferable. In the event of any violation or breach of the terms and conditions of this license agreement, MPE shall have the right to immediately occupy the space of the violating and/or breaching Exhibitor and utilize it in any manner as MPE deems appropriate, including, but not limited to, re-licensing its use to another exhibitor. The Exhibitor shall not be entitled to any offset or mitigation of the amount due under this license agreement as a result of the use of or payment for the space by another exhibitor in the Show.

c) Each covenant by the Exhibitor contained herein is material and of the essence of this license agreement and violation of any term or condition hereof by the Exhibitor shall be a default of the entire agreement entitling MPE to immediately and without notice revoke the privileges granted to the Exhibitor and take possession of the space of the defaulting Exhibitor. Any such revocation of the license granted herein shall be without prejudice to MPE to make any claim for damages or enforcement of the payment of any amounts due pursuant to the terms hereof.

8. FORCE MAJEURE

In the event that (i) the facility in which the Show is to be held or is held is destroyed or becomes unavailable for occupancy or (ii) MPE is unable to permit the Exhibitor to occupy the facility or the space, or (iii) if the Show is cancelled or curtailed, for any reasons beyond the control of MPE, including but not limited to, casualty, explosion, fire, lightning, flood, weather, epidemic, earthquake or other Acts of God, acts of public enemies, riots or civil disturbances, strike, lockout or boycott, MPE will not be responsible for any loss of business, loss of profits, consequential or special damages or expenses of whatever nature that the Exhibitor may suffer.

9. MISCELLANEOUS

a) Waiver by MPE of any breach of any term or provision of this license agreement by the Exhibitor shall not be deemed a waiver of any subsequent breach of the same or any other provision hereof.

b) No alterations or variations of the terms of this license agreement shall be valid unless made in writing and signed by each of the parties hereto.

c) This license agreement shall be governed by and construed in accordance with the laws of the governing jurisdiction in which the Show is held.

d) If a show guide is produced for the show, MPE is not responsible for any errors or omissions in the show guide.

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