

Produced and presented by

St. Petersburg
Times

NATURE COAST HOME EXPO FEBRUARY 2010

**Gulfview
Square Mall**

February 20 & 21, 2010

RESERVE YOUR SPACE TODAY!

COMPANY NAME

ADDRESS

CITY

ZIP

PHONE

FAX

CONTACT

TITLE

PRODUCT OR SERVICES TO BE DISPLAYED

BUSINESS TYPE

E-MAIL ADDRESS

RETAIL AT SHOW

YES NO

E-MAIL

Exhibitor hereby executes and agrees to this agreement for Exhibit Space which includes all information and provisions contained on both sides of this agreement. Upon confirmation and acceptance of this agreement by the St. Petersburg Times the undersigned agrees to be bound by all the terms and conditions contained herein and on the reverse side hereof.

Authorized Signature

Date

Show Use

PARTICIPATION AGREEMENT

Reserve Space today

Exhibit Booths: \$495 per _____ Investment \$ _____
10' x 8' booth fee includes skirted table, chairs, ID sign.

Booth locations will be assigned throughout the event.

Corner booths add \$50 per _____ \$ _____

Check here if you need electric

Deadline:
February 12, 2010

Plus 7% sales tax \$ _____

Total Investment \$
with 7% sales tax

A. Payment Schedule: 50% with contract, balance due by February 1, 2010. If payments are not made according to the schedule, the promoter reserves the right to reassign your booth space.

B. All Sales are final.

C. Named Show Credentials are not transferable and are used only for individuals working the show.

D. Exhibit booths must be staffed during show hours, opening and closing.

E. No exhibit structure, material or signs may extend more than eight feet in height.

F. No exhibit structure shall extend more than three feet on each side except for a corner booth.

G. Additional Rules & Regulations on reverse side of this contract.

H. Any Federal, State or Local sales tax or assessments are the responsibility of the exhibitor.

CREDIT CARD AUTHORIZATION

AMEX M/C VISA # _____

EXP. DATE _____

EXACT NAME ON CARD _____

By the signature below, St. Petersburg Times is authorized to put a block or hold on the credit card account indicated above for show related charges/balances.

SIGNATURE _____

Please return to: St. Petersburg Times, **Home Show**

P.O. Box 1121, St. Petersburg, FL 33731

Make all checks payable to: St. Petersburg Times

For more information, call: **727-893-8523**, or fax: **727-893-8200**

MEV/T2356

EXHIBIT SPACE CONTRACT RULES AND REGULATIONS

Exhibitor shall be bound by the show rules and regulations set forth herein and printed in the show prospectus for exhibitors, and by such amendments or additional rules and regulations that may be established by Show Management. References to "Show Management" herein shall be deemed to include the Show, St. Petersburg Times, the Managing Directors, Show sponsors, endorsers and duly authorized representatives, agents or employees of the foregoing.

Assignment of Space

Whenever possible, space assignment will be made by Show Management in keeping with the desires of the Exhibitor. However, Show Management reserves final determination of space assignment and assignments will be made or changed in the best interest of the Show as determined by Show Management's sole discretion.

Payments and Refunds

Within thirty days of the contract date, Show Management must receive the executed Contract along with payment(s) equaling 50% of the total space rental; otherwise space will not be held or guaranteed. The balance of payment must be received by Show Management prior to Show Move-In. Exhibitor is liable for the entire space rental unless written notice of space cancellation is received (45 days) prior to Show Opening. Exhibitor will be refunded 50% of any money collected if written notice of cancellation is received 45 days or more prior to Show Opening. No refunds will be made thereafter.

Termination of Contract

Show Management reserves the right to cancel this contract without further obligation at any time prior to the Show opening by releasing Exhibitor from all future obligations under this Contract. Said cancellation may be for any cause or for no cause. In the event a cancellation occurs due to fire, casualty, strike embargo, injunction, act of war, act of God or any other like emergency, then Show Management will return such portion of the amount already paid for space as may be determined to be equitable by Show Management after deduction of such amounts as may be necessary to cover expenses related to the termination, including a reserve for claims in connection with the Show. If for any reason Show Management determines the location of the Show should be changed or the dates of the show postponed, no refunds will be made but Show Management shall assign to the Exhibitor, in lieu of the original space, such other space as Show Management deems appropriate and the Exhibitor agrees to use such space under the same rules and regulations. The Show and Show Management shall not be financially or otherwise obligated in the event the Show is canceled, postponed or relocated except as provided herein.

Transfer of Space Prohibited

Exhibitor shall neither assign nor sublet all or any part of the space rented. Further, no exhibitor shall exhibit or permit to be exhibited in the space allotted to them any goods or services other than those specified in the Space Contract, nor shall they exhibit in the space, or permit to be exhibited therein, displays or advertising materials of any sort bearing name or form of advertising other than their own, or part of Exhibitor's regular products or services.

Liability and Insurance

Exhibitor is held responsible to insure their own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident, or other cause. Exhibitor shall maintain liability insurance with respect to both property damage and personal injury, with companies with sound responsibility authorized to do business within the State of Florida. It is expressly understood and agreed by the Exhibitor that no claim of any kind will be made against Show Management for any loss, damage, theft or destruction of goods or exhibit; nor for any injury that may occur to Exhibitor or employees while in the exhibition place, nor for any damage of any nature, or character whatsoever, and without limiting the foregoing, including any damage to their business by reason of the failure to provide space for an exhibit or removal of the exhibit, or for any action of Show Management in relation to the exhibit of the Exhibitor. The Exhibitor shall be solely responsible to its own agents and employees, and to all third persons, including invitees and the public for all claims, liabilities, actions, costs, damages, and expenses arising out of or relating to the custody, possession, operation, maintenance, or control of said leased space or exhibit, or negligence or otherwise relating thereto. Exhibitor does hereby indemnify and hold harmless Show Management against any and all such claims and is asserted against it. Upon the request of Show Management, Exhibitor shall provide Show Management with proof that it is in possession of paid-up liability insurance policy as aforesaid.

Third Party Dealings and Disclaimer of Responsibility

Show Management, shall ascertain the person in charge of service(s) used at/or in conjunction with the Show, including parking, food, concessions, and loading and unloading areas and Show Management shall serve as the liaison between the Exhibitor and any such third party. Exhibitor agrees not to deal directly with any such third party without first obtaining the agreement of Show Management. Notwithstanding the provision as set forth immediately above. Exhibitor agrees that Show Management is not responsible for any aspect of parking, food, concessions, loading and unloading areas, or any other facilities for services used in, or in conjunction with the Show.

Agreement Acceptance and Unwritten Rules

Upon acceptance of this Contract by the Exhibitor and Show Management it shall be a legal binding Contract, provided each party may cancel within the conditions of the Contract. Show Management reserves the right to make and publish Show Rules and Regulations for the conduct of the Exhibitors and Show generally. Further, Show Management reserves the right to make changes, amendments and additions to these rules and such further rules and regulations as it considers necessary for the good of the Show. Any matter specifically covered herein or in the Show prospectus are subject to decision by Show Management, and its decisions in any matters which may arise hereunder shall be final.