

VIRGINIA WINE SHOWCASE - 2012 EXHIBIT APPLICATION

| | | |
|---------|---------|-------------|
| COMPANY | CONTACT | WEB |
| STREET | | CITY/ST/ZIP |
| EMAIL | PHONE | FAX |

REFERRED BY _____

PRODUCT DESCRIPTION (All products must be handmade by the exhibitor to qualify for our artist rate.)

| PAYMENT METHOD | |
|---|---------------------|
| All Applications must include payment in full | |
| Payment by <input type="checkbox"/> Check <input type="checkbox"/> Credit Card <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AmEx <p style="text-align: center; color: red; font-size: small;">Please make checks payable to Virginia Wine Shows.</p> | |
| CREDIT CARD NUMBER | |
| EXPIRATION DATE _____ / _____ | SECURITY CODE _____ |

February 18-19, 2012 - Presidents Day Weekend
6th Annual Virginia Wine Showcase
Crystal Gateway Marriott, 1700 Jefferson Davis Highway, Arlington, Virginia 22202

Spaces are all empty 8' deep x10' wide spaces with pipe & drape included Fees

| | | |
|---|--|--|
| <input type="checkbox"/> Artist \$475 All products must be hand-made by the exhibitor to qualify for our artist rate | <p>This is an indoor event. We have purchased the entire Crystal Gateway Marriott Hotel in Arlington Virginia, one metro stop away from Washington DC, for this special President's Day weekend event.</p> <input type="checkbox"/> Corner + \$100 <input type="checkbox"/> Electric + \$50 <input type="checkbox"/> Furniture Package + \$60 (1 table, 2 chairs) <input type="checkbox"/> Accommodations - Exhibitors will be able to stay at the hosting hotel at a greatly discounted rate for this event. Please check here if you will need accommodations and we will have information out soon on how to book your room. | |
| <input type="checkbox"/> Franchise \$575 Products must be at-home franchise products to qualify for our franchise rate (Mary Kay, Silpada, Wine Club at Home) | | |
| <input type="checkbox"/> Farm Winery ...\$285 (min 2 booths = \$570) +2 bottles wine This rate is available to licensed Virginia Farm wineries only. Winery space is limited for this event. | | |
| <input type="checkbox"/> Commercial \$900 Products and services of commercial companies and wine related distributors qualify to participate at our commercial rate. | | |

I agree to abide by all rules and exhibit notes governing the events applied for above. Booth fees are non-refundable for any reason, including booth location, conflicts with neighboring exhibitors, less than desirable sales, fewer than anticipated guests, cancellation of the event due to weather or any other unforeseen act of nature or circumstance. No full refunds will be given after application is submitted. Partial refunds will be given based on number of days before the opening day of the show written cancellation notice is received:

| | |
|-------------------------------|---------------------------|
| 150 days or more notice - 80% | 120-149 days notice - 60% |
| 90-119 days notice - 40% | 60-89 days notice - 20% |
| 30-59 days notice - 10% | under 30 days notice - 0 |

Set-up is to be completed the Friday prior to each event. Set-up on the date of the event will result in an additional \$400 fee. Dismantling of the booth prior to close of the show will result in a \$1000 penalty fee. Any property damages incurred by an exhibitor will be directly charged to the exhibitor. In the event of litigation relating to this Agreement, the non-prevailing party shall reimburse the prevailing party for all reasonable attorney fees and costs relating to that litigation.

I agree to hold event producers, venues, sponsors, beneficiaries and their officers, agents, employees and volunteers harmless for any resulting loss or damage to any person or property for any reason.

Sign: _____ **Date:** _____

Rules of the Show

- » An application is a commitment to exhibit throughout the entire duration of the applied for event. No full refunds will be given after you submit your application. Partial refunds will be given based on number of days before the opening day of the show written cancellation notice is received:
 - 150 days or more notice..... 80%
 - 90-119 days notice..... 40%
 - 30-59 days notice..... 10%
 - 120-149 days notice..... 60%
 - 60-89 days notice..... 20%
 - under 30 days notice..... 0
- » Corner space requests are not guaranteed. Exhibitors will be notified when they get their specific space assignment whether or not they have received a corner space. Those not receiving corners will have the corner fee returned to them at that time.
- » Spaces not occupied by 7:30 pm on set-up day (one day prior to the event's opening day) may be filled with standby exhibitors with no refund or allowance whatsoever. Set up on the date of the show opening will result in an additional \$400 set-up charge.
- » Exhibitors shall be liable for delivery, handling, erection, and removal of their own displays and materials.
- » Exhibitor's booth must have a suitable backdrop to block the view of walls, storage areas or other Exhibitors' booths. Booth displays, including chairs, must be placed within the confines of the space. Nothing is to be placed in the aisles.
- » Exhibitors must abide by all fire regulations and/or decisions of the representatives of local fire departments. All booth materials shall be in accordance with local fire regulations.
- » Nothing shall be nailed, stapled or otherwise fixed to the walls, floors or any part of the exhibition rooms.
- » Exhibitor's booth must not interfere with adjacent exhibits in any way.
- » The Exhibitor's booth must be open and staffed during all regular show hours. In many cases, anyone arriving late, leaving before closing or breaking down during show hours may be refused entrance to future shows.
- » All Exhibitors are responsible for keeping their area clean during show hours, including clean-up at end of show. All displays should be neat and clean and tables should be covered on all sides to the floor with a suitable, professional looking cover of flame retardant materials.
- » All extension cords used at the show must be the heavy-duty, three wire type. No two wire extension cords are allowed.
- » No open flames are permitted.
- » Farm Wineries Council, Inc. may require the removal of work considered to be offensive, for adult audiences only, inappropriate, or in violation of the category in which the exhibitor applied for the show. FWC reserves the right to make final interpretation of all conditions based solely on management's subjective opinion.
- » All exhibits, goods and materials must be removed by 10 pm of the last day of the show. Failure to have everything off site by this time may result in extra charges.
- » Parking and traffic will not be permitted in the show area or fire lanes from one half hour before show opens until fifteen minutes after the show closes each day. All loading and unloading must be planned around these hours and vehicles are to be removed to the Exhibitor parking lots before the show opens. Vehicles remaining in the show area or fire lanes during these hours may be towed away at the owner's risk and expense.
- » Exhibitors are not to bring pets to the show.
- » We reserve the right to revoke the license granted by this contract at any time, including at the show, by refunding the space fees paid by the Exhibitor. Farm Wineries Council will not be liable for paying any travel expenses, lost revenue or any other liability whatsoever beyond the space fees paid by the Exhibitor as a result of enforcing this provision.
- » Farm Wineries Council, Inc. will not be liable for refunds or any other liabilities whatsoever for the failure to fulfill this contract due to reasons of the facility in which the show is to be produced, being destroyed by fire or other calamity, or by any act of God, nature, public enemy, strikes, statutes, ordinances, or any legal authority, or any cause beyond its control.
- » Insurance, if required by show venue, promoter, health or fire department or if desired by the Exhibitor, must be obtained by the exhibitor at their own cost.
- » This contract shall be deemed to have been made in the State of Virginia and shall be interpreted in accordance with the laws of such state. In the event that legal action is required to enforce this contract or any of the terms thereof, such action shall be brought in the Courts of Loudoun County, Virginia, and the Exhibitor expressly consents to the jurisdiction of such courts. The parties agree to accept service of process in such action by ordinary mail sent to their business addresses as set forth in this contract.
- » No refunds will be given for bad weather, booth location on the show floor, less than desirable sales of your product, feuds with neighboring exhibitors, last minute booth location changes, or cancellation of show due to weather, acts of nature or any other unforeseen circumstance. Dismantling of an exhibit prior to end of show will result in an additional \$1000 charge to the exhibitor.
- » Promoter reserves the right to change floor plan and place exhibitors in any way to best produce the event.
- » In the event of litigation relating to this Agreement, the non-prevailing party shall reimburse the prevailing party for all reasonable attorney fees and costs relating to that litigation.
- » Show promoter does not guarantee how many people will attend the event and does not offer future comps or refunds based on the size of the crowd. There is no way to accurately predict how many guests will arrive at a consumer event.