

# DULUTH HOLISTIC EXPO 09 EXHIBITOR

*application & contract*

## **DULUTH HOLISTIC EXPO: AUGUST 15-16, 2009**

DECC (Duluth Entertainment Convention Center), 350 Harbor Drive, Duluth, MN 55802-2698 • EDGELIFE.NET

All Exhibitor Information will be mailed to the following address:

COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
CONTACT PERSON: \_\_\_\_\_ TITLE: \_\_\_\_\_  
TELEPHONE: ( ) \_\_\_\_\_ CELL: ( ) \_\_\_\_\_ FAX: ( ) \_\_\_\_\_  
E-MAIL: \_\_\_\_\_  
EDGE LIFE SALES REPRESENTATIVE: \_\_\_\_\_

### **BOOTH LOCATION & RESERVATION (SEE MAP IN EXHIBITOR PROSPECTUS)**

Number of First choice Booth(s): \_\_\_\_\_ Second choice Booth(s): \_\_\_\_\_

- Single Booth = \$429.00 \$ \_\_\_\_\_
- Corner Booth = \$479.00 \$ \_\_\_\_\_
- Double Booth = \$739.00 \$ \_\_\_\_\_
- Double Booth 1 Corner = \$789.00 \$ \_\_\_\_\_
- Double Booth End Cap = \$870.00 \$ \_\_\_\_\_
- Intuitive Reader Space = \$295.00 \$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

**Deposit: 50% non-refundable deposit retainer required:** \$ \_\_\_\_\_

**Balance Due by June 23, 2009** \$ \_\_\_\_\_

Enclosed is a check for \$ \_\_\_\_\_ payable to: "LEAP PRODUCTIONS/EXPO"

Please charge my credit card. Check the card you wish to use: VISA \_\_ MC \_\_ AMEX \_\_ DISC \_\_

**ACCOUNT NUMBER:** \_\_\_\_\_

**Authorized Signature** \_\_\_\_\_

**Expiration Date of Credit Card:** \_\_/\_\_/\_\_ **Code on back of Card:** \_\_\_ **Today's Date:** \_\_\_\_\_

**FAX YOUR COMPLETED CONTRACT TO: 763.427.5401. Send your check and completed contract to:**  
EXPO MANAGER, Leap Publications, 14590 Bowers Dr. NW, Ramsey, MN 55303.

\_\_\_ Check here if you would like to be contacted about advertising in the EdgeLife.net website.

\_\_\_ Check here if you would like us to contact you about placing your products or advertisement in our Expo Bags.

**IMPORTANT:** YOU WILL BE GIVEN AN ONLINE LINK TO PROVIDE A DESCRIPTION OF YOUR EXHIBITION BOOTH AND/OR FREE WORKSHOP. PLEASE ASK FOR THIS LINK IF IT IS NOT CLEARLY PROVIDED. IF YOUR BOOTH / WORKSHOP INFORMATION IS NOT RECEIVED IN DUE TIME FOR THE PUBLICATION OF THE EXPO GUIDE AND PRE-PUBLICITY, IT WILL NOT BE PUBLISHED.

### **APPLICANT MUST COMPLETE AND SIGN BACK OF THIS FORM**

FOR INTERNAL USE ONLY. PLEASE PROCEED TO BACK OF THIS FORM

Booth signage & description received via online form

Free Expo Workshop Title & description received via online form.

Balance Due to be Automatically Charged to Credit Card of Exhibitor

## **APPLICANT MUST COMPLETE AND SIGN THIS SIDE OF FORM**

### **Exhibitor Rules and Terms of Agreement**

**1.** Booth(s) will not be reserved without the 50% retainer deposit, which is a non-refundable fee. Final Payment is due June 23, 2009. Arrangements must be made with the Show's producer if the balance cannot be paid by June 23, 2009, otherwise the booth will be released for sale and the deposit forfeited by the applicant. Should the exhibitor decide to cancel or terminate this agreement before June 23, 2009, the 50% fee shall be retained by the show producer. Should the exhibitor decide to cancel or terminate this agreement after June 23, 2009, the entire fee collected for the spaceshall be forfeited by the applicant as a cancellation fee for handling, advertisement and reassignment of the space. The Edge Life Expos reserve the right to reject any applicant at any time by refunding the applicant for the amount paid for the exhibit space. Unless by written agreement by both exhibitor and show producer, this agreement is non-cancelable.

**2.** Liability for any loss to the exhibitors shall not be the responsibility of the show producer nor the facility. Exhibitors are encouraged to carry insurance, covering trade shows and fairs, which insures their goods and exhibits against loss or damage. The exhibitors also agrees to indemnify and hold harmless the show producer and its employees against any and all claims arising out of acts of the exhibitor and/or his representative, or out of products, services or activities within or outside the exhibitor booth area. Exhibitors are responsible for damage they cause to the facility including labor charges to repair such damage. Exhibitors will be billed for such damage at an amount determined by the facility.

**3.** Exhibitors must conform to the all-local Police, City, and Fire laws, health regulations, electrical codes, and other local, state, and federal laws and regulations. It is the exhibitor's responsibility to acquire any permits necessary to meet local regulations. Exhibitors must maintain 10' aisles for fire escape. All materials used in the exhibit hall must be flameproof and fire resistant. All materials are subject to the inspection of the Fargo Fire Department and its regulations shall govern. No open flames will be allowed without proper permits.

**4.** The following practices are prohibited: Noisy electrical, musical or other mechanical apparatus interfering with other exhibitors, Canvassing or distributing any material outside the exhibitor's own space, entering of another exhibitor's booth without permission, taking photographs, audio or videotaping without permission from the Edge Life Expo Executive Director, installation of any materials or decorations that obstruct or interfere with other exhibitors or that shall extend beyond the boundaries of the designated booth space or interfere with the required 10' aisles for fire escape and the use of the Edge Life name, logo, or acronym in any printed material or signage unless the Executive Director grants specific permission.

**5.** Exhibitors must have booth assembled and running before the opening of the show. Dismantling of exhibits before the official close at 5:00 PM on Sunday, August 16, 2009, is strictly prohibited. Dismantling of exhibits may begin at 5:00 PM must be completed by 8:00 PM. No exhibitor shall have the right prior to the closing of exhibits to pack or remove articles from the exhibit without approval of the Executive Director. It is the exhibitor's responsibility to promptly box all items immediately following the exposition as exhibit material remaining unboxed on the exhibit floor can be mistaken for trash.

**6.** The show producer may Cancel this agreement and reschedule show if Cancellation is due to facility damage, snow, strike, act of war, act of God, state of emergency or any other reason and the exhibitor agrees not to hold the show producer, its employees or successors liable for damage or injury caused therefrom and the Edge Life Expo shall determine an equitable basis for the refund of such portion of the exhibit booth fees as is possible, after consideration of expenditures and commitments already made.

**7.** The Edge Life Expo official Bookstore and/or the show producer will have exclusive rights to sell all books, tapes or other publications authored by our Keynote and Guest Speakers at the Expo. Edge Life Expo management must approve any Exceptions.

I AGREE TO THE ABOVE RULES (sign here) \_\_\_\_\_ DATE \_\_\_\_\_

#### **IF YOU HAVE ANY QUESTIONS, CONTACT EDGE LIFE SALES AT**

**Dee LaFroth: 715.259.3047**

**dee@edgelife.net**

**Gary Beckman: 763.427.7979**

**TOLL-FREE 1.888.776.7616**

**gary@edgelife.net**