INVITATION TO EXHIBIT

CALIFORNIA GIFT SHOW

NEW DATE PATTERN: SATURDAY OPENING

JANUARY 30–FEBRUARY 2, 2016

LOS ANGELES CONVENTION CENTER
SOUTH & KENTIA HALLS
WWW.CALIFORNIAGIFTSHOW.COM

WHY CALIFORNIA GIFT SHOW?

• Only Show Servicing the Vibrant Southern California Marketplace. 22 million people live in southern California alone - 60% of the state’s population. From the 5 LA metro counties – LA, Orange, Riverside, San Bernardino and Ventura – to San Diego, there’s a vast, underserved retail audience right at the show’s doorstep.

• Retailers from entire Western region trading area see great appeal in the custom-tailored product offerings this vibrant regional show offers. You’ll see retailers from throughout California, Arizona, Nevada, Utah, Hawaii, Oregon and Mexico.

• World Style Resources Attract Attention, Traffic. A large, unique offering of designs from around the world proves a strong magnet for regional and national retailers seeking unique designs.

• Here’s to Hollywood – This show exudes a Hollywood appeal that is decidedly unique to LA.

• LA Resurgence – There's little question that the city of Los Angeles itself is undergoing a rebirth of sorts. Especially the downtown LA Live entertainment district just steps away from the Convention Center. A great place to mix business with pleasure!

• How the West Is One – A strong alliance with the LA’s permanent showrooms further strengthens the show’s offerings for western region retailers.

AGGRESSIVE MARKETING CAMPAIGN
TARGETS REGION’S KEY DECISION-MAKERS

ADVERTISING

• Print, digital ads in leading trade publications, including Giftware News, Gifts & Decorative Accessories, Museums & More, Souvenirs, Gifts & Novelties, California Apparel News and more
• Wide range of advance and on-site exhibitor show sponsorship opportunities

ONLINE | DIGITAL

• Google Adwords campaign targeting Western US
• Comprehensive Show Website
• Mobile Show App
• Online Product Preview Guide with links to participating exhibitor sites
• Personalized Registration URL to send to customers

DIRECT MAIL | PRINT

• Free exhibitor invites and stickers
• Multi-level buyer direct mail campaign including postcards, 4-color product preview guide

SOCIAL MEDIA | PR

• Aggressive social media campaign
• Press releases issued to leading trade publications and industry
• Coverage in trade publications

EMAIL MARKETING

• Regularly scheduled buyer eblasts in weeks and months leading up to the show
• Targeted eblasts focusing on key messages to key buyer categories

BUYER RELATIONS

• Targeted personal call outreach to key accounts
• Store visits to select geographic targets
• Securing partnerships with associations, buying groups
• Focus on attracting more home decor stores, interior designers, museums, boutiques
• Generous VIP travel incentives

SEMINARS | EVENTS | SERVICES

• Full roster of free buyer seminars
• Show floor hospitality
• Parking rebates for pre-registered buyers
• Daily giveaways and drawings
• Product Preview Areas
THE SELECTION
You’ll join leading companies in eight, well-balanced product categories, including:

BOARDWALK - Featuring souvenir, resort, beach apparel and board sport resources.
Booth Price: 10’ x 10’ - $2,140
Additional 10’ x 10’ - $2,040

DESIGN LA - Design-led merchandise custom-tailored for the Southern California marketplace, including contemporary and innovative product lines that cut across all categories, including giftware, home decor, tabletop and more. Juried selection.
Booth Price: 10’ x 10’ - $2,550
Additional 10’ x 10’ - $2,550
Includes: 8’ Hard wall booth configuration (type - art walls or other), carpet, ID sign, wastebasket, two (2) chairs, attractive track lighting package (installed), one (1) 500 watt outlet to illuminate lights and on-site drayage.

GIFTS - The largest selection of the show, this vast and versatile giftware selection will incorporate a number of sub-categories: Gourmet, Seasonal, Plush, Toys and more.
Booth Price: 10’ x 10’ - $2,140
Additional 10’ x 10’ - $2,040

VINTAGE - Vintage, antique and one-of-a-kind items appropriate for display as well as resale - all available for immediate release and restocked daily.
Booth Price: 10’ x 10’ - $1,630
Additional 10’ x 10’ - $1,530
Raw space including drayage.

MAKERS’ MARKET - Our expanded and rebranded “Handcrafted” sector brings together artisans and designers showcasing hand-styled crafts in all media and across all categories as tabletop, ceramics, textiles, home decor, jewelry, apparel and more. Special spotlight on Made in America and International resources.
See Makers’ Market Show Profile Sheet for complete details on new programs and promotions. Juried Section.
Booth Price: 10’ x 10’ - $2,140
Additional 10’ x 10’ - $2,040
Booth Price: 5’ x 10’ - $1,530
Addition 5’ x 10’ - $1,430
Pavilion: $950

JEWELRY CASH & CARRY - Fine/fashion jewelry, fashion accessories and other items - all available for immediate delivery to the trade.
Booth Price #1: $2,345
Additional 10’ x 10’ - $2,245
Includes: 8’ Pipe and Drape (three sides in line/two sides corner), carpet, ID sign, wastebasket, two (2) chairs, attractive track lighting package (installed), one (1) 500 watt outlet to illuminate lights and on-site drayage.

WORLD STYLE - A special section designed to accommodate retailers’ immediate needs with a blend of global style and fashion resources available for immediate delivery or order-writing.
Booth Price: $2,345
Additional Booth: $2,245
Includes: 8’ Pipe and Drape (three sides in line/two sides corner), carpet, ID sign, wastebasket, choice of one (1) draped table (4’, 6’ or 8’), two (2) chairs and on-site drayage.

ARTISTS’ MARKET - The largest section of the show, this vast and versatile giftware selection will incorporate a number of sub-categories: Gourmet, Seasonal, Plush, Toys and more.
Booth Price: 10’ x 10’ - $2,140
Additional 10’ x 10’ - $2,040

PERSONAL STYLE - This category includes spa products, jewelry and accessories.
Booth Price: 10’ x 10’ - $2,140
Additional 10’ x 10’ - $2,040

FIND NEW BUSINESS AS AN EXHIBITOR AT THE CALIFORNIA GIFT SHOW

WHAT’S NEW?
We’ll be telling retailers to come to the January show to find out! An integral part of our marketing campaign, NEW products, designs and resources will be promoted in all of our materials. We’re also putting a special spotlight on new, first-time exhibitors with a special promotional package. See attached promo sheet for complete details.

A MAGNET FOR SO-CAL AND BEYOND
If you’re looking for a cost-effective, convenient way to reach a broad retail base. This is your show. You’ll see:

- Accessories Retailers
- Apparel Stores
- Casinos
- Destination Retailers
- Hospital Associations
- Lifestyle Retailers
- Museum Stores
- Organic & Green Retailers
- Spas
- Studios
- Upscale Grocery
- Amusement & Theme Parks
- Aquariums
- Cruise Lines
- Garden Centers
- Interior Designers
- Meeting Planners
- Online Retailers
- Recreation Retailers
- Specialty Retailers
- Trend
- Vintage stores

NEW DATE PATTERN: SATURDAY OPENING
WHEN: Saturday, January 30 - Tuesday, February 2, 2016
WHERE: The Los Angeles Convention Center®
South & Kentia Halls
1201 South Figueroa St.
Los Angeles, CA 90015
SHOW HOURS:
Saturday - Monday, January 30 - February 1, 2016
9 am - 5 pm
Tuesday, February 2, 2016
9 am - 3 pm
MORE INFO:
Contact the Urban Expositions Sales Team at
800.318.2238 or 678.285.3976
www.californiagiftshow.com
BOOST YOUR BRAND AND BOOTH TRAFFIC WITH EXHIBITOR PROMOTIONAL PACKAGES AND SPONSORSHIPS

Expand your brand and attract even more attention and booth traffic with enhanced promotional opportunities available through special show promotional packages!

STANDARD PROMOTIONAL PACKAGE
(included for all exhibitors)

• This program is part of all booth packages, for all exhibitors, ensuring maximum marketing exposure.
• Personalized registration code - we will send you your own, unique registration code/url to add to your own buyer evites, social media and website. You will receive $25 for every new company that attends the event through your show code.
• Show website and mobile listing, including links to your website, extensive company information, including show specials and new products
• Access to full attendee list

NEW EXHIBITOR PACKAGE -- $100

• Custom-tailored to first-time exhibitors, this package makes the most of your new show experience.
• Inclusion in New Exhibitor Listing on show mobile app and official website
• Listed on at least two promotional emails going out to pre-registered attendees prior to show (contingent on date signed up)
• Inclusion in a special New Exhibitors listing handed to all buyers at check in at the registration desk
• Listing on New Exhibitor stand alone sign at entrance
• Booth identification indicating you as a new exhibitor.
• Participation in New Exhibitor Product Preview area

SILVER PACKAGE -- $300
Includes all of the STANDARD PACKAGE, PLUS

• “Preferred Exhibitor” web and mobile listing highlighting your company as a preferred exhibitor, including new products, show specials, social media engagement and scroll through background product listings
• Pocket Guide Call Out
• Company logo and product image inclusion in 2 pre-show emails sent to all pre-registered attendees
• Company logo and product image inclusion in email to all pre-registered VIP attendees with a special invitation to visit your booth

GOLD PACKAGE -- $500 PACKAGE
Includes all of the STANDARD PACKAGE, PLUS
*Limited to 10 exhibitors

• “Preferred Exhibitor” web and mobile listing highlighting your company as a preferred exhibitor, including new products, show specials, social media engagement and scroll through background product listings
• Company logo and product image inclusion in 2 pre-show emails sent to all pre-registered attendees
• Company logo and product image inclusion in email to all pre-registered VIP attendees with a special invitation to visit your booth
• Featured web and mobile exhibitor “pop up” when buyers do an exhibitor search
• Featured website exhibitor button/logo
• 25% discount on advertising on mobile application
• Call out on web product preview guide landing page

SEE NEXT PAGE FOR A LA CARTE SPONSORSHIP OPPORTUNITIES
DRIVE TRAFFIC TO YOUR BOOTH WITH ON-SITE OPPORTUNITIES THAT GET YOU NOTICED!

<table>
<thead>
<tr>
<th>ONSITE OPPORTUNITIES</th>
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<tbody>
<tr>
<td><strong>$1500</strong> Internet Café **</td>
</tr>
<tr>
<td>Featured in well-trafficked area on show floor, Internet Café has high-speed internet workstations accompanied by prominent displays of your company’s logo and information.</td>
</tr>
<tr>
<td><strong>$1000-$3000</strong> Banner Opportunities</td>
</tr>
<tr>
<td>Variety of opportunities to feature hanging banners on show floor. Call for details.</td>
</tr>
<tr>
<td><strong>$700</strong> Floor decals*</td>
</tr>
<tr>
<td>Decals featuring your company name and booth number featured in key areas throughout the show floor.</td>
</tr>
<tr>
<td><strong>$700</strong> Window decals *</td>
</tr>
<tr>
<td>Decals featuring your company name and booth number on convention center entrance windows/doors.</td>
</tr>
<tr>
<td><strong>$800</strong> Badge Pouches/Lanyard**</td>
</tr>
<tr>
<td>Provided to all attendees, lanyard will feature the name and/or logo of your company and name of show. Sponsor required to provide a minimum number of lanyards for distribution.</td>
</tr>
<tr>
<td><strong>$800</strong> Hotel Shuttle Bus Sponsor **</td>
</tr>
<tr>
<td>Reach customers before and on their way to the event. Sponsor logo and booth number included on shuttle bus, show and lobby signs in the official show hotel.</td>
</tr>
<tr>
<td><strong>$800</strong> Official Show Bag*</td>
</tr>
<tr>
<td>Provide official show give-away bags distributed to attendees at registration. Sponsor logo co-branded with show logo. Minimum number of bags required.</td>
</tr>
<tr>
<td><strong>$700</strong> Hand out in Registration</td>
</tr>
<tr>
<td>Your company’s brochure or product information available to all attendees in the main lobby of the show before they enter the exhibition area.</td>
</tr>
<tr>
<td><strong>$500</strong> Pocket Directory/Addendum Sponsor**</td>
</tr>
<tr>
<td>Company logo and information prominently displayed on the official pocket directory addendum insert, included with every directory given out at registration featuring the most updated seminar and event information as well as late listings.</td>
</tr>
<tr>
<td><strong>$500</strong> Meter board</td>
</tr>
<tr>
<td>Company name, logo, booth number and promotional information featured on meter board sign placed in high trafficked area.</td>
</tr>
<tr>
<td><strong>$500</strong> Column Wrap one side</td>
</tr>
<tr>
<td>Where available, sponsor’s logo and booth number featured on one side of column on show floor.</td>
</tr>
<tr>
<td><strong>$300</strong> Restroom Rejuvenation Sponsor*</td>
</tr>
<tr>
<td>Geared toward companies looking to provide products (featuring company name/booth #) including aromatherapy, lotions, sanitizers, soap or scents in the restrooms surrounding the show floor.</td>
</tr>
</tbody>
</table>

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<tr>
<th>DIGITAL/ONLINE/MOBILE OPPORTUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$1500</strong> MOBILE APP TITLE SPONSOR **</td>
</tr>
<tr>
<td>Company logo and booth number appears on initial splash page and on header on all following pages of show app.</td>
</tr>
<tr>
<td><strong>$800</strong> REGISTRATION CONFIRMATION EMAIL*</td>
</tr>
<tr>
<td>Company logo, booth number and website included in confirmation email sent to each buyer completing online registration.</td>
</tr>
<tr>
<td><strong>$800</strong> WEBSITE BANNERS</td>
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<tr>
<td>Custom-sized banners available on select areas throughout show website.</td>
</tr>
<tr>
<td><strong>$750</strong> MOBILE PUSH NOTIFICATION</td>
</tr>
<tr>
<td>A custom push alert about your company /booth (show special, event, etc) sent to all mobile app users during the show.</td>
</tr>
<tr>
<td><strong>$200</strong> WEBSITE LISTING INCLUDING VIDEO</td>
</tr>
<tr>
<td>Website listing and video along with your company listing on show website and mobile app.</td>
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</tbody>
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*Exclusive
** Exclusive and available only to exhibitors with a minimum 2-booth (200 square feet) space commitment.

Note: Production NOT included on below opportunities. Select opportunities not available at all shows and restrictions apply. Contact show director for complete details.

CONTACT
Dirk von Gal, Show Director for details and availability of these and other opportunities.
Phone: 800.318.2283, ext. 0345, 678.370.0345
E: dvongal@urban-expo.com
EXHIBITOR CORRESPONDENCE (**the below information will be used for all show correspondence**)

Firm: _____________________________________________ Exhibiting As*: _____________________________________________

Key Contact Name: ___________________________________ Title: ____________________________________________________

Email Address: ______________________________________

Address: __________________________________________ State: __________________ Zip: __________ Country: ___________

City: ___________________ State: __________ Zip: __________ Country: __________________

Phone: __________________ Fax: ___________________ Cell: __________ Website: __________________

Product Description for Booth Placement: _____________________________________________________________

*Cancellation fee of 100% of the total exhibit space will be applied
for cancellations less than 90 days prior to show.

PAYMENT SCHEDULE: Deposit (50%) due by September 10, 2015 or upon signing of contract, whichever is later. All applications submitted past initial deadline date must include a 50% deposit. Booth assignments will not be final until 50% deposit is received. Final payment: due by November 19th, 2015. Full payment due with contracts submitted after November 19th, 2015.

CANCELLATION POLICY: A cancellation fee of 50% of the total exhibit space will be applied for cancellations 90 days or more prior to the show opening, deposits are non-refundable. A cancellation fee of 100% of the total exhibit space will be applied for cancellations less than 90 days prior to the show. Exhibit space assignment cannot be made without the required payment. Exhibit space reservation cannot be guaranteed if payment schedule is not maintained. By signing this agreement the exhibitor agrees to receive fax and e-mails correspondence from Urban Expositions to charge the remaining balance on November 19th, 2015, unless I notify show management of another means of payment in advance of the November 19th, 2015 deadline. If I submit my contract after the November 19th, 2015 deadline, I certify that I understand my full payment will be charged to the credit card provided here.

My signature authorizes the use of this credit card information by Urban Expositions to charge my 50% deposit fee on September 10, 2015 or immediately upon receipt of my contract, whichever is later. My signature here also authorizes the use of this credit card information by Urban Expositions to charge the remaining balance on November 19th, 2015.

Credit Card: □ Visa □ MasterCard □ American Express □ Discover
Card Holder's Name: __________________________________________

Card #: ____________________________________________ Exp. Date: __________ V Code: __________ Billng Zip: __________

50% Deposit Amt.: ________________ Remaining Balance: ________________

Authorized Signature: __________________________________________

© 2016 Urban Expositions, Inc. All rights reserved. Mail correspondence from Urban Expositions to charge the remaining balance on November 19th, 2015, unless I notify show management of another means of payment in advance of the November 19th, 2015 deadline. If I submit my contract after the November 19th, 2015 deadline, I certify that I understand my full payment will be charged to the credit card provided here.
TERMS AND CONDITIONS

1. CONTRACT: This Application, Properly Executed by applicant (Exhibitor), shall, upon acceptance by Urban Expositions, LLC (herein after called Show Management), constitutes a valid and binding contract.

2. ASSIGNMENT OF SPACE: It is understood by Exhibitor that space will be assigned to Exhibitor by Show Management at Show Management’s sole discretion. Notification of space assignment shall be communicated to Exhibitor. After assignment, space location may not be changed, transferred or canceled except on written request and with the subsequent written approval of Show Management. Space assignments may be revoked or changed by Show Management if Exhibitor fails to meet payment deadlines. The size and location of Exhibitor’s space may, at Show Management’s election, differ from show to show. Notwithstanding and aforementioned, Show Management reserves the right to relocate Exhibitor. Show Management will make reasonable effort to notify Exhibitor by phone, fax, e-mail and/or mail of such relocation. Show Management assumes no responsibility whatsoever for exhibitor’s goods, products or fixtures before, during or after the show.

In assigning exhibit space, Show Management shall carefully consider and at its sole discretion weigh collectively such factors (NOTE—factors are not presented in priority order nor to be construed to be weighed or prioritize) as:

A. The size of exhibit space requested versus the overall space available for allocation to eligible exhibitors;
B. The need to accommodate and encourage the introduction of new products for the buyer’s benefit;
C. The quality and creativity of the product displays;
D. The continuity and length of an Exhibitor’s previous exhibit activity;
E. The size and shape of the space need as it relates to the effective display of an applicant’s products for the convenience and benefit of the buyers;
F. The Exhibitor’s commitment to aggressively promote buyer attendance both independently and in cooperation with Show Management; and
G. The need to balance traffic and promote buyer activity in all exhibit areas.

3. PAYMENT OF FEES: PAYMENT OF FEES: A minimum deposit of fifty percent (50%) per booth is required by Show Management no later than the deposit due date specified on the space application, which, upon acceptance, shall be non-refundable except under conditions stated below in Section 4. The balance will be due on the final balance due date specified on the space application. Acceptance of deposited fees does not guarantee exhibit space in the show. There will be a twenty-dollar ($20) service charge for all checks returned by the bank.

4. REFUND POLICY: Policy for written cancellations will be governed as follows (effective date of cancellation is upon receipt by Show Management): A cancellation fee of 50% of total exhibition space will be applied for cancellations 90 days or more prior to the show. A cancellation fee of 100% of total exhibition space will be applied for cancellations less than 90 days prior to the show. Exhibit space assignment cannot be made without required payment. Exhibit space reservation cannot be guaranteed if payment schedule is not maintained.

5. International Companies: International companies requiring a Visa/Invitation letter must purchase a minimum of one 10x10 Booth, Show Managements refund policy will apply to all International companies. In the event however, that your company or any personnel from your company’s request for a Visa is denied you will NOT be issued a refund for any fees paid to Show Management. It will be at the total discretion of Show Management whether or not to apply any fees to future shows. Payments made by wire transfer will be charged a $50 wire transfer fee.

6. DEFAULT: Failure on the part of Exhibitor to meet payment deadlines as required herein shall entitle Show Management, at its election, to terminate this contract and retain all fees previously paid to Show Management. It is further understood that in the event of cancellation by Exhibitor, Show Management shall, at its discretion, reassign exhibit space assigned to Exhibitor without any obligation of refund to Exhibitor, except as provided above in Section 4. Show Management reserves the right to prohibit, close, correct, remove or eliminate any exhibit or display or any part thereof including signs, printed matter, souvenirs, visuals and catalogs or any conduct, action and/or noise. Show Management’s rights as set forth above include, without limitation, the cancellation of this lease, the closing of Exhibitor’s exhibit or display of the Exhibitor’s merchandise. In exercising its rights under this paragraph, Exhibitor agrees that Show Management shall have no liability whatsoever to Exhibitor. Failure on the part of Exhibitor to set up booth space or fail to notify Show Management that Exhibitor cannot set up booth space by 6:00 p.m. on the last move-in day shall result in the forfeiture of exhibit space. Show Management at its sole discretion shall attempt to contact Exhibitor prior to forfeiture of space but is not obligated to so do. In the event that Exhibitor arrives after booth space has been forfeited, Show management shall make every reasonable attempt to reassign Exhibitor booth space within the show.

7. RULES & REGULATIONS FOR EXHIBITORS: The exhibitor shall abide by the rules of Show Management together with any amendments thereto adopted by Show Management from time to time of which Exhibitor may receive notice. Under unusual circumstances, and at its own discretion, Show Management may also make specific exceptions to or changes in the rules without necessarily establishing a precedent or applying the modification beyond the specific case involved. Show Management shall have final authority as to the interpretation of the rules, and their application, and shall have the authority to establish penalties in the event of violations.

8. SUBLETTING PROHIBITED: Subletting, licensing or sharing of space by Exhibitor, or use of space assigned to Exhibitor by anyone other than Exhibitor, is expressly prohibited. Exhibitor shall not display signs, issue literature, exhibit or permit to be exhibited in the space allotted to it any merchandise other than specified in the exhibit contract. Violation of the terms of this paragraph will result in immediate dismissal from the current show and exclusion from participation in future shows. No refund of exhibit fees will be made.

9. SAMPLE SELLING POLICIES: In keeping with the wholesale nature and intent of the show, the sale of samples or merchandise for delivery at point of sale during the show is expressly prohibited and, therefore, no merchandise will be permitted to leave the exhibit floor. This does not apply to exhibitors that have been identified and approved by show management as immediate delivery (cash & carry) exhibitors, when exhibiting in Urban Expositions shows that have a designated area for immediate delivery/cash and carry. All booths must remain fully intact until the official close of show for the benefit of the buyers. Violations of the terms of this paragraph may result in immediate dismissal from the current show and exclusion from participation in future shows. No refund of exhibit fees will be made.

10. RELEASE & INDEMNIFICATION: If the show or any part thereof is prevented from being held, is canceled by Show Management, or the exhibit space applied for herein becomes unavailable because of war, fire, strike, government regulation, public catastrophe, act of God or the public enemy or other cause. Show Management shall determine and refund to Exhibitor its proportionate share of the balance or the aggregate exhibit fee received which remains after deducting expenses incurred by Show Management and reasonable compensation to Show Management, but in no case shall the amount of refund to exhibitor exceed the amount of the exhibit fee paid. Neither Show Management nor any of its owners, officers, agents, employees and other representatives or advisors shall be held accountable or liable for, and the same are hereby released from accountability or liability for any damage, loss, harm or injury to the person or any property of Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. Exhibitor hereby agrees to indemnify, defend, protect and hold Show Management and its owners, officers, agents, employees and other representatives or advisors harmless against any and all claims, demands suits, liability, damages, loss, costs, attorney fees, and expenses of whatever kind or nature that might result from or arise out of any action or failure to act of Exhibitor or any of its officers, agents, employees, invitees, or other representatives.

11. COMPLIANCE: The Exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and or owners of the property wherein the show is held. It is further agreed that the Exhibitor agrees to abide by all rules and regulations concerning local unions having jurisdiction in the property wherein the show is held or with authorized contractors employed by Show Management.

12. MISCELLANEOUS: You have provided your fax and/or email to Urban Expositions as part of the exhibitor application process. Urban Expositions does not use customer lists for any activities not associated with our shows. Periodically, messages, containing information, updates and special offers about this or other Urban Exhibitions Shows will be sent to you at this email or fax number. Submission of this application constitutes exhibitor’s consent to receive fax or e-mail messages from Show Management. Exhibitor will have the opportunity to be removed from these lists when/if you receive messages.

13. EXHIBITOR INSURANCE: Exhibitor is strongly urged to obtain exhibition insurance through their own insurance company to cover their personnel, exhibit material and equipment for the duration of move-in, show days, and move-out including public liability, property damage, fire and theft. etc.

14. These Terms & Conditions supersede any and all previous negotiations, understandings, brochures, procedures, rules and practices that may have governed the conduct of the show. In signing this contract, Exhibitor acknowledges that there are no representations between Show Management and the Exhibitor other than those contained in this contract.