



Celebrating Women with Pampering, Shopping & More!

Featuring exhibits for Health, Home, Family, Education, Career, & Finance!
And Holiday Shopping too!
And new this year – *The Party & Wedding Boutique*

November 18, 19, & 20, 2005 at Agricenter International
Friday, noon-6 with Charity Event 7-10; Saturday, 10-6; Sunday, noon-6
www.MemphisWomensExpo.com
Brought to you by Metro Marketing, Publishers of Memphis Woman Magazine

Company Name _____
(As you would like listed in program and on your booth sign – Please print)

Contact Person _____ Title _____

Address _____ City, State, Zip _____

Phone _____ Fax _____ Email _____

Web Site _____ Is this a Direct Marketing Company _____ Yes _____ No

We prefer to use email for communications concerning the Expo. Will this be appropriate for your business? _____ Yes _____ No

Would you prefer phone? _____ or Fax? _____

Describe the products & services you will be promoting, selling, or sampling at the expo. _____

Booth Rates:

• 10' x 10' booth with 8' drape in back, 3' drape on sides, and booth sign (Electricity & booth furnishings are extra, info to follow)	\$500	_____
• 8' x 6' booth with 8' drape in back, 3' drape on sides, and booth sign (Electricity & booth furnishings are extra, info to follow) No double booths	\$395	_____
• Corner booth with side opening	\$50 for each side	_____
• Additional booths (10' x 10' only)	\$400 each	_____
• Booth sharing (Maximum 2 businesses. Both must return completed contract)	\$100 additional	_____
• Space in <i>The Party & Wedding Boutique</i> (table sharing)	\$200	_____
(Requirement to work some hours but not entire show – 1 Exhibitor Badge)		
	Total	_____

Included with Booth Purchase:

- Up to 4 exhibitor badges per booth Number of exhibitor badges _____
- 20 complimentary tickets to the Expo for your clients and customers. Please note if you would like these or not. _____
- Exhibitors get first choice for show stage. Stage request form available by request.
- Listing on Expo web site and in Nov. issue of Memphis Woman Magazine if reserved and paid by Tuesday, Oct. 4, 2005

A non-refundable 50% deposit is required with signed application/contract. Balance is due by Tuesday, October 4, 2005 to be listed on expo web site. Booth assignment is subject to change.

Metro Marketing has the right to refuse any exhibitor for any reason, and has the right to limit the numbers of exhibitors with similar or same products to prevent duplication. Only if exhibitor is refused, deposit will be refunded.

I hereby apply for exhibit space and/or sponsorship for the Memphis Women's Expo on Nov. 18, 19, & 20, 2005 at the Agricenter International. I agree and adhere to the Terms and Conditions set forth by Metro Marketing (see Terms page).

Authorized Signature _____ Date _____

Please Charge \$ _____ to my account circled: Discover Visa MC AmEx

Card # _____ Exp. Date _____

Check Enclosed for \$ _____ Mail form with check to Metro Marketing, P.O. Box 2713, Cordova, TN 38088-2713. No personal or business checks will be accepted after Nov. 1. Please pay after that day with cashier's checks or money orders.

Fax agreements with credit card information to 901.753.7236.

Please contact me about advertising in the November issue of Memphis Woman and/or the Expo Directory (deadline: 10/4).

Memphis Women's Expo

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Terms & Conditions

1. The Exhibitor agrees to abide by all show rules and regulations adopted by Metro Marketing hereby known as "Expo Management" and agrees that the Expo Manager shall have the final decision in adopting any rule or regulation deemed necessary prior to, during or after the show.
2. The Exhibitor agrees to obtain, at its own expense, any licenses or permits which are required, including without limitation, from government bodies, trade or industry associations, and any other third parties, for the operation of its trade or business during the show and to pay all taxes that may be levied against it as a result of the operation of its trade or business in their space allocated.
3. No food, drink, candy, vending machines, souvenirs, sundries, or other items may be allowed in exhibit areas except those for which proper space has been paid to the Expo Management and approved by Agricenter International and the Shelby County Health Department. All food vendors must contact the Shelby County Health Department at 901.644.7762 to obtain an event permit form.
4. The Exhibitor agrees to provide official tax receipts for all sales to visitors during the show.
5. All exhibit space must be paid for in full. If exhibitor fails either of said payments by the proper time, or fails to fulfill the contract in any way, all rights of the Exhibitor shall be forfeited and all payments made on said contract shall be retained by the Expo Management as damages for breach of contract, and the Expo Management may recall and resell said space.
6. No nails or screws may be driven into the floor. No tape may be used on windows, doors or walls. Damage of any nature may not be done to the booth structures or to any part of the exhibit hall. Exhibitors will be held responsible for damages.
7. All aisles must be kept clear of exhibits. No interviews, demonstrations, distribution of literature, canvassing, solicitation of business or conferences in the interest of business, except by exhibiting time is allowed and must be confined to the booth area.
8. All structural work, such as extra shelving, standard display racks, etc. must meet the approval of the Expo Management and/or the director of the Agricenter International.
9. Subletting of space is prohibited without the prior written permission of Expo Management.
10. Exhibitor agrees to occupy the contracted space during the term of the show and to exhibit only the products described in the agreement.
11. Exhibit booths MUST remain intact until the close of the show. Exhibitors are to have their booth set up and ready one hour before the show opening. Violation to occupy a leased space during all of the exhibition hours may be cause for Expo Management to remove and replace the display with that of another exhibitor.
12. No exhibitor shall change or add to the products and services to be displayed without written consent of Expo Management.
13. Exhibitor shall maintain a responsible individual or individuals in the leased space at all times during the exhibition hours. Exhibitor shall be responsible for the conduct of any employee, agent, visitor or guest of Exhibitor in the exhibit space.
14. Exhibitor's working personal must display identification badge provided by Expo Management at all times they are working in the exhibit.
15. Exhibitor, at his own expense, must drape the back of unsightly structures if exposed to view. Displays must be neat and professional in appearance and avoid the look of a "Flea Market" or "Fire Sale." Tattered cardboard cartons, unattractive drums, tubes, etc. may not be visible to the public.
16. No special signs, partitions, apparatus, shelving, etc., may extend more than 8 ft. above the floor in a booth without the prior written permission of Expo Management. No similar materials should extend above the side rail on a booth over 36 inches except to the point half way in the booth to the back wall line. Exhibitor must not obstruct the view of an adjoining exhibitor's space, nor permit such exhibit to be placed or operated in any manner offensive or objectionable, in the reasonable opinion of the Expo Management, to the adjacent or surrounding exhibitors or the show as a whole.
17. All labor necessary in setting up or removing exhibits must be supplied by exhibitor and must comply with labor regulations.
18. Any Exhibitor conducting a free drawing in the show must, prior to the show's opening, notify Expo Management about the drawing and the prizes to be awarded. Exhibit may not solicit names for drawings where a cash purchase is required to win, and must comply with all local, state, and federal regulations free prize drawings and raffles. Expo Management may in its sole discretion disallow or terminate a drawing at any time if it has reasonable concerns or questions related to the drawing.
19. Expo Management is not responsible for loss or damage to Exhibitor's property; and in the event the Exhibitor desires to have the goods, samples and other property brought upon the exhibition premises insured against loss due to any cause, he shall obtain such insurance at his/her own expense.
20. Exhibitor accepts all risks associated with the use or occupancy of the exhibit space and environs and shall not make any claim or demand or take any legal action whatsoever against Expo Management, show sponsors or facility for any loss, damage, or injury howsoever caused to the Exhibitor, their officers, employees, agents or their property.
21. The Exhibitor further agrees to carry for the full term of the contract and at the Exhibitors own expense liability insurance against all claims or suits set for above.
22. Expo Management is not responsible for any errors, omissions, typos, misspellings, etc. in any show publication, advertising, or electronic media.
23. Although security service will be furnished for the Expo, all the Exhibitor's property at the show shall be at the sole risk of the Exhibitor and neither Expo Management nor Agricenter International assumes any responsibility for damage to, loss, or theft of property belonging to the Exhibitor, its agents, employees, business invitees, visitors or guests.
24. All video and still photography of any show exhibit and/or exhibit staff taken by any agent of Expo Management will remain the property of Expo Management for use in promoting current and future events or for use of any other purpose.
25. Oil, gas or gasoline engines may not be operated in the building. Gas tanks must be drained and batteries disconnected. All propane containers must be empty or removed.
26. Freight and express shipments of exhibit material should be handled by such drayage and shipping. All shipping services must be prepaid.
27. Exhibit hours will be defined by the Expo Management with said notice being provided to Exhibitors as to the hours of move-in, show operation and move-out. Such hours of move-in, show operation, and move-out shall be strictly adhered to by all participating Exhibitors.
28. The Expo Management reserves the right to stop or remove from the show any Exhibitor or its representative performing any act or practice which in the opinion of the Management and/or director of the Agricenter, is objectionable or distracts from the dignity of the show.
29. All matters not covered in these conditions are subject to the decision of the Expo Management and/or director of the Agricenter International. No exception to this rule is allowed.
30. In the event of litigation of this contract, exhibitor agrees to pay all attorney fees, legal fees and court costs involved.