



# Mixed Media Event 2018

## Exhibitor Booth Reservation Contract

Mountain America Exposition/Expo Center, Sandy, UT – July 16-18, 2018

### EXHIBITING COMPANY

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ COUNTRY \_\_\_\_\_

CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_

TEL \_\_\_\_\_ EXT. \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

ONSITE CONTACT \_\_\_\_\_ MOBILE \_\_\_\_\_

### BOOTH REQUEST

SPACE	Quantity	Price	TOTAL
10' x 10' Booth		\$500 per booth	\$
<input type="checkbox"/> Linear <input type="checkbox"/> Corner <input type="checkbox"/> Peninsula			
<b>AMOUNT OF PAYMENT ENCLOSED</b>			<b>\$</b>

### BOOTH PACKAGE

Each 10' x 10' booth includes:

- Black & White 8' high back wall and 8' side walls
- Standard ID Sign (7" x 44")
- Printed Show Directory & Online listing

### PAYMENT INFORMATION

Contracts received before Monday, May 14, 2018, must be accompanied by a minimum deposit of \$200 per booth. Final payment must be made by Friday, May 25, 2018. Contracts received on or after May 14, 2018 must be accompanied by full payment.

Cancellations must be received in writing. If received by Friday, May 25, 2018, AFCl shall retain 50% of the total space cost. If cancellation is received after May 26, 2017, AFCl shall retain 100% of the total space cost.

*See reverse side for full terms and schedule.*

### BOOTH PREFERENCES & REQUESTS

List booth numbers in order of preference. Location is not guaranteed

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

Special Requests: \_\_\_\_\_

### PAYMENT INFORMATION

Check payable to AFCl. Checks must be paid in U.S. dollars and drawn on U.S. financial institution.

CHOOSE ONE:     MasterCard     VISA     American Express     Discover

THIS CARD IS:     Corporate     Personal     Debit

ACCOUNT NUMBER \_\_\_\_\_ SECURITY (CVV) CODE \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

CARDHOLDER'S NAME \_\_\_\_\_

CARDHOLDER'S SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

### EXHIBITOR AGREEMENT

Signature \_\_\_\_\_ Date \_\_\_\_\_

The above signed hereby applies for exhibit space at the Mixed Media Event 2018 Presented by AFCl in conjunction with SPC and is authorized to complete this Contract. The undersigned agrees to abide by the terms and conditions of the trade show listed on back of this contract and all regulations contained in the Exhibitor Service Kit. The undersigned understands and accepts that Show Management will use its best efforts to locate display in accordance with exhibitor's listed preferences, but it may not be possible based on exhibitor's type of display and overall space demands.

**Complete and Return All Three Pages of Contract:**

AFCl Exhibits • 319 East 54<sup>th</sup> Street • Elmwood Park, NJ 07407 • [exhibits@afci.global](mailto:exhibits@afci.global) • Fax (201) 797-0657

# SPONSORSHIP

## Value Sponsor Package (\$350 value)- \$250

- Blog feature on the AFCI blog
- One Email Blast to attending buyers
- (1) Bag stuffer

## Sponsorship Opportunities a La Cart

- Afternoon Break- Host a 30 minute afternoon break on Tuesday or Wednesday. Choose between an Ice Cream and Lemonade break for **\$5,000** or a donut and coffee break for **\$5800**.
- Education sponsor- get branding and marketing as the education sponsor.- **\$2,000**
  - Get a bag insert, logo decal on AFCI education signage and show floor stage signage.
  - Logo on education specific email communications
- Concession seating- Brand the concessions seating area however you like! Put down branded tablecloths, interactive tools and toys, literature, giveaways or contact us for more ideas! - **\$1,500**
- Attendee show bag- **\$1,000** \*does not include production
- Lanyards- **\$1,000** \* does not include production
- (1) Social Media Posts- 1 post on Facebook, Instagram or Twitter- **\$250**
  - Purchase 3 or more and get them at \$200 each.
  - AFCI has an audience of 82,000 Facebook followers, 9,200 Instagram followers and 18,000 Twitter followers.
- Email Blast to buyers - **\$250**
- Your Logo on the master page of the Mixed Media Event Website **\$250**
- Education (teach a class). **\$80/hour** up to 2 hour workshop\* AFCI will be charging attendees \$5 per workshop class.
- (1) Bag stuffer- **\$50**

Please sign me up and charge the attached credit card for the following sponsorship opportunities.

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I'm not interested in any sponsorship opportunities at this time.

*\*Additional fees possible depending on A/V & electrical needs*

**Note: Deadline to submit for a class is March 23<sup>rd</sup>.**

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# Mixed Media Event Presented by AFCI in conjunction with SPC

## RULES & REGULATIONS SUMMARY

The words "Association" or "AFCI" shall mean the Association for Creative Industries.  
The word "Exhibitor" shall mean the undersigned of this Contract, and his/her employees.

**PAYMENT:** Contracts received on or before Monday, May 14, 2018, must be accompanied by a minimum deposit of \$200 per booth. Contracts received thereafter must be accompanied by full payment. Final payment for full balance owed is due on Friday, May 25, 2018. If you pay by credit card you agree not to dispute the charge against your credit card for the amount listed on the contract. By furnishing the required signature, you are authorizing the charge against your credit card for the requested deposit and balance. Association has the right to administer a fee of \$25.00 for all returned checks.

**CANCELLATION:** Cancellations must be received in writing. If received by Friday, May 25, 2018, AFCI shall retain 50% of the total space cost. If cancellation is received after May 26, AFCI shall retain 100% of the total space cost. Downsizing of booths space is treated as a cancellation on the booths eliminated and the cancellation policy is enacted on that space.

**USE OF BOOTH SPACE:** Subletting of booth space is not permitted. Any violation will result in prompt order to vacate and forfeiture of all booth fees and deposits. Association reserves the right to dispose of unpaid space and the right to dispose of space that is contracted and paid for, but which is not set-up during event move in time, within the judgment of the show management. Association has the right to cancel an Exhibitor Contract in the event of any violation of specific rules and regulations, without refund.

**SALES TAX:** (when applicable) Sales tax must be collected on items sold. Seller is responsible for maintain all proper licenses and records and submitting taxes and reports to the proper authorities.

**EXHIBITOR RESPONSIBILITIES:** Arrangement of merchandise in the booth must be attractive, neat, and orderly displayed during all hours of open days of show. Exhibitor must protect the convention facility and property from damage done by the Exhibitor, its employees, representative, and agents. Nothing may be tacked, nailed, taped, glued, or in any way attached to facility property. Any repair cost incurred to repair such damage will be assumed by the Exhibitor.

**FLAMMABLE MATERIALS:** No combustible decorations or drape material shall be used. All material must be flame-proof. As directed by the fire ordinance in all states. Exhibitor hereby agrees to accept full responsibility and full compliance with National, State and City regulations in the provisions and maintenance of adequate safety devices and condition for operation.

**ARRANGEMENT OF EXHIBITS:** Displays and items must be confined within the perimeter of booth. Personnel may not work aisles. Back drops must not exceed 8 feet. Booth designs must be such as not to obstruct the view or interfere with the exhibits of others. Exhibit will not extend beyond the 10 foot depth of assigned booth. No exhibit display shall lean or rest against an adjacent booth. Pinning, hanging or fastening any item to the drape is strictly forbidden. Signs and graphics can be hung from "S" hooks over the pipe.

**PHOTO RELEASE/VIDEO:** With my participation at this event, I realize that I and/or my product may be included in publicity photos and/or videos in future promotional materials. I hereby give my consent to the event's producers to use any such photos and/or video.

**LOGO:** Please submit a JPEG version of your logo by May 25, 2018.

**NO TRESPASSING:** Exhibitors are allowed to occupy their rented space only. No Exhibitor, their employees, temporary help or family members may enter the unoccupied space of another Exhibitor without consent from that Exhibitor. If an Exhibitor, their employees or family are found in an unoccupied booth space you will immediately be removed from the show floor and you may no longer be eligible to exhibit at future shows.

**PHOTOGRAPHY AND VIDEO TAPING:** No Exhibitor shall photograph or record another exhibitors booth or booth content without the express written permission of the Exhibitor.

**INDEMNIFICATION:** Exhibitor hereby agrees to indemnify, defend, protect, hold harmless and save Association from any and all claims, demands, suits, liability, damages, loss, costs, attorney fees and expenses of any nature, which might arise out of any action of failure to act of the Exhibitor or any of its agents, employees, representatives, or assignees, including, but not limited to, claims of damages or loss of property, harm, injury, or death of any of its agents, employees, representatives or assignees.

**INSURANCE:** Exhibitors must carry and maintain insurance during the period of the show in which he or she exhibits, including move-in and move-out days at his or her sole expense. Exhibitor shall carry public liability insurance against injury to persons or property of others and to insure exhibit material against damage and loss. Failure to do so is grounds for termination of this agreement. Further, the applicant, agent, employee, or assignee shall not hold AFCI Management or Show Management accountable for or liable in the case of fire, water, earthquake, and other acts of God or any accident or loss therein related.

**ISSUES NOT COVERED HEREIN:** Show management shall rule upon all matters or issues not covered herein, regarding questions, disputes, or problems which may arise pertaining to issues not specifically covered and/or agreed upon in the foregoing paragraphs of this contract, and such ruling, when made, shall be binding both on the Exhibitor and Association.

**Company:** \_\_\_\_\_ **Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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