

1 Print/Type Company Name: _____
 Contact Name: _____
 Mailing Address: _____
 City: _____ State: _____ Zip Code: _____
 Telephone Number: _____ FAX Number: _____
 E-Mail: _____ CA State Resale Permit # _____

I hereby acknowledge that I have read and understand the terms and conditions (including those on reverse side hereof) of this Application/Contract and on behalf of the exhibiting company agree to be bound. I agree to carry insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person and/or property of others and to provide a binder thereof to CRA.

Signature _____ Date: _____

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		Before 1-08-10		After 1-08-10		Payment in Full		\$400 Deposit per Booth (prior to 1/08/2010)		All requests for exhibit space must be accompanied by payment. \$400 per booth/space is non-refundable. In addition, any total or partial cancellation after 1/08/10 will incur an additional \$200 per booth/space penalty.
STANDARD BOOTH	_____ x	\$795	or	\$895	=	_____	or	_____		
CORNER BOOTH	_____ x	\$895	or	\$995	=	_____	or	_____		
<i>The optional outside demo area is available only with the purchase of a convention hall booth.</i>										
OUTDOOR DEMO AREA	_____ x	\$300	or	\$400	=	_____	or	_____		

BOOTH OPTIONS — Table/Chair Package Qty. _____ x \$35 = _____ Table size: _____
 Package consists of 1 - 6' or 8' Table, _____ x \$35 = _____ 6 ft.
 Table Drape, and 2 Folding Chairs _____ 8 ft.

TOTAL BOOTH PAYMENT ENCLOSED _____ BALANCE _____

3 **PRODUCT DESCRIPTION** (FOR USE IN SHOW PROGRAM - maximum 40 letters) _____

4 **WHERE SHALL WE SEND THE EXHIBITOR KIT AND EXHIBITOR NEWSLETTERS?** Contact Name above **OR**

Print or Type Name: _____
 Mailing Address: _____
 City: _____ State: _____ Zip Code: _____
 Telephone Number: _____ E-Mail: _____
Contact Name for Onsite Show Personnel _____ Cell Ph. # _____

5 **APPLICATIONS WILL NOT BE PROCESSED WITHOUT SIGNATURE, PAYMENT AND PRODUCT DESCRIPTION**

PAYMENT METHOD: Check enclosed (payable in U.S. Funds to California Rental Association)
 Bill my VISA/MasterCard/American Express

Cardholder Name (print or type) _____ Billing Zip Code _____
 VISA/MC/AE Number _____ Security Code _____ Exp. Date _____

Check here to have the remaining balance of your booth fee automatically charged to your credit card. By checking this box, you authorize CRA to keep your credit card number on file and charge your credit card the balance due on this contract on 1/08/10.

Signature: _____

Please return to: CRA, P.O. Box 348420 • Sacramento, CA 95834-8420 • (916) 922-4222 • (800) 272-7400 • Fax (916) 922-4242
 See Reverse for Contract Addendum

FOR CRA USE ONLY

<u>PAYMENT</u>	<u>BOOTH</u>
ID # _____ Exp. Date _____	Entered ALOHA _____
\$ _____ Amount _____	Kit Mailed _____
_____ Check #/Auth. # _____	New Exh. <input type="checkbox"/> Member <input type="checkbox"/>
Notes _____	Booth # Assigned _____

RULES GOVERNING EXPOSITION

(Addendum to CRA Trade Show Exhibitor Contract)

Neither the California Rental Association (CRA and/or Association), CRA's decorating company, or Convention Center, nor their representatives, nor any member of the California Rental Association Expo Committee will be responsible for any injury, loss or damage that may occur to the exhibitor, or the exhibitor's employees or property from any cause whatsoever. It is the exhibitor's responsibility to protect machinery and exhibits so that no injury will result to the public, visitors, guests, or any persons or property. All property of an exhibitor is understood to remain in his care, custody and control in transit to and from or within the confines of the exhibit hall, subject to the rules and regulations of the convention. The exhibitor, on signing this application, expressly releases, holds, keeps and saves harmless and indemnifies the foregoing association, individuals and committee from any and all claims for loss, damage or injury. Exhibitors are advised to carry insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person and property of others. It is understood that all decisions made by the CRA Convention Committee in regard to rules and regulations of the convention, will be binding upon all exhibitors.

1. **ADMISSION.** The Association shall have sole control over admission policy at all times.

2. **ALCOHOLIC BEVERAGES.** The distribution or use of alcoholic beverages in exhibits is prohibited.

3. **ARRANGEMENT OF EXHIBITS (Maximum Display Heights).** All exhibits shall be arranged in accordance with DISPLAY RULES AND REGULATIONS.

Display material height limitations vary according to the type of booth. Standard Booth: Front half, 4 ft. maximum height; back half, 8 ft. Perimeter Wall Booth: front half, 4 ft. maximum height; back half, 12 ft. (For Standard or Perimeter Wall Booths of 30 lineal feet or more, see Display Rules and Regulations.) Peninsula Booth: most of area, 12 ft. maximum height; certain portions near adjoining booth, 4 ft. (see Display Rules and Regulations). Island Booth: 12 ft. maximum height throughout.

The height limitations shall not apply in the case of machinery or equipment taller than 8 or 12 ft. placed in a position comparable to actual utilization for shop or field purposes, provided such position does not interfere with the line of sight from the aisle to an adjacent exhibitor.

4. **BOOTH REPRESENTATIVES.** Booth representatives shall be restricted to the booths of their exhibiting companies. Booth representatives shall wear badge identification furnished by the Association at all times; the Association may limit the number of booth representatives at any time. Badges must be in full view, at all times, when in your respective booth.

5. **ATTORNEY'S FEES.** In the event of a dispute under the terms of this agreement, the prevailing party shall be entitled to its reasonable attorney's fees and costs.

6. **COSTUMES.** Exhibitor's representatives wearing distinctive costumes, or carrying banners or signs separately or as part of their apparel, must remain in their own booths. Booth representatives may not wear clothing that the Association deems inappropriate.

7. **DAMAGE TO PROPERTY.** Exhibitor is liable for any damage caused to building floors, walls, or columns, or to standard booth equipment, or to other exhibitors' property. Exhibitor may not apply paint, lacquer, adhesive or other coating to building columns and floors or to standard booth equipment.

8. **DECORATION.** The Association shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by Exhibitor, and may require the replacing, rearrangement, or redecorating of any item or any booth, and no liability shall attach to the Association for any costs that may devolve upon Exhibitor thereby. Exhibitors who build special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to exhibitors in adjoining booths. If such surfaces remain unfinished at 4:00 p.m. of the day before the opening day of the Exposition, the Association may at its discretion authorize the official decorator to effect the necessary finishing and Exhibitor must pay all charges incurred.

9. **DEFAULT IN OCCUPANCY.** Any exhibitor failing to occupy space contracted for is not relieved of the obligation to pay the full rental of such space. If not occupied by the time set for completion of installation of displays, such space may be possessed by the Association and re-allocated or assigned for such purposes as it may see fit.

10. **DISPLAY RULES.** Exhibitors will be required to follow the display rules and regulations accepted and endorsed by the National Association of Exposition Managers, Exhibit Designers and Producers Association, Exposition Service Contractors Association, and the International Exhibitors Association.

11. **ELIGIBLE EXHIBITS.** The Association has sole right to determine the eligibility of any company or product for inclusion in the exposition.

12. **EXHIBITORS' ADMITTANCE DURING NON-SHOW HOURS.** Booth representatives will not be permitted to enter the Exposition earlier than one hour before the scheduled opening time each day of showing, and will be allowed thirty (30) minutes after official closing hours, with the exception of the final night. Exhibitors having special problems that require additional time should check at the Decorator's Show Management Office on the previous day.

13. **FIRE PREVENTION.** All materials used for decorative purposes must be flameproofed. All exhibit, display or demonstration installations must meet the requirements of all regulations and inspections enforced by the local Fire Department. No cans of spray paint may be used at any time on the exhibit floor.

14. **FLOOR LOAD.** Under no circumstances may the weight of any equipment or exhibit material exceed the Exposition facility's maximum floor load. Exhibitor accepts full and sole responsibility for any injury or damage to property or person resulting from failure, knowingly or otherwise, to distribute the load of his exhibit material in conformity with the maximum floor load specifications.

15. **FOOD AND DRINK.** If Exhibitor desires to provide food or drink in the booth, Exhibitor must purchase these items from the facility's official concessionaire. Any exhibitor planning to distribute food or drink samples must receive approval from the official concessionaire of the exhibition facility. However, Exhibitor must conform to the Association's regulation prohibiting the distribution of alcoholic beverages, including beer.

16. **FORCE MAJEURE.** In case of cancellation of the Exhibition or unavailability of the exhibit space for the specified uses due to war, governmental action or order, act of God, fire, strike, labor disputes, or any other causes beyond the Association's control, this Agreement shall terminate, and the Exhibitor shall be entitled to the return of the rental fee for the exhibit space, less the pro rata share allocable to the exhibit space of the expenses incurred by CRA in connection with the Exhibition. In case of cancellation by CRA for any other reason, or a change in the place or date of the Exhibition which is unsatisfactory to the Exhibitor, the Exhibitor shall be entitled to return of sums paid for the exhibit space. Refund of the rental fees, as provided in this section, shall be the exclusive remedy of the Exhibitor against CRA in the event the Exhibition is canceled or rescheduled or the exhibit space is unavailable for use.

17. **INSTALLATION-SHOWING-DISMANTLING.** Hours and dates for installation, showing, and dismantling shall be those specified by the Association. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exposition before conclusion of the dismantling period as specified by the Association.

18. **LABOR.** In order to conform with rules and regulations, it will be necessary for all exhibitors to use qualified personnel for installation and dismantling and all material handling services at the show site. In addition, it is required that all exhibitors are covered with appropriate insurance and workers' compensation.

Exhibitor to deliver its equipment and exhibit to BS&E Company, Inc. at least 15 calendar days prior to Exposition. BS&E Company, Inc. to deliver equipment and exhibit to Exposition Hall for an agreed fee payable to BS&E Company, Inc. for such services.

19. **LOTTERIES AND CONTESTS.** The operation of games of chance, lotteries or contests is permitted only on written approval from the Association. Requests, including the description of the lottery or contest and the item(s) involved, must be submitted in writing at least 30 days prior to Exposition.

20. **NOISE, FUMES, AND ODORS.** Exhibitors in Hall with noisily operated displays, such as power tools, are requested to limit their demonstrations to five minutes each hour, and to provide a sign stating when the next demonstration is scheduled to begin. Exhibits producing objectionable fumes and odors will not be allowed. This rule is enforced in consideration of neighboring exhibitors.

21. **OBSTRUCTION OF AISLES OR BOOTHS.** Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby exhibitors' booths shall be suspended for any periods specified by the Association.

22. **REBUILT MACHINERY.** Exhibitor may not exhibit rebuilt or reconditioned machinery or equipment, unless integrated with an historical theme or background, and then only if this is expressly understood.

23. **REGULATIONS.** Rulings of CRA shall in all instances be final with regard to use of any exhibit space.

24. **REJECTED DISPLAYS.** Exhibitor agrees that his exhibit shall be admitted and shall remain from day to day solely on strict compliance with the rules herein specified. The Association reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or Exhibitor or his representatives, with or without giving cause. If cause is not given, liability shall not exceed the return to Exhibitor of the amount of rental unearned at the time of ejection. If an exhibit or exhibitor is ejected for violation of these rules or for other reasons, no return shall be made.

25. **SAFETY.** Exhibitor agrees to accept full responsibility for compliance with national, state and city regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment.

26. **SALES.** Sales solicitations on the Show premises are permitted providing that actual display items sold are not removed from the booth until the show is over.

27. **SAMPLES AND SOUVENIRS.** Samples, souvenirs, publications, etc., may be distributed by Exhibitor only from within his booth. The distribution of any article that interferes with the activities in or obstructs access to neighboring booths, or that impedes aisles, is prohibited. No article containing any product other than the product or material made or processed or used by Exhibitor in or as the product or service he sells, may be distributed except by written permission of the Association. Requests, including description of items, must be submitted in writing at least 30 days prior to Exposition.

28. **SECURITY.** Security guards may be posted throughout the halls from the beginning of move-in to the end of move-out. It should be made clear, however, even though CRA may provide this service, CRA is NOT responsible for any loss of material by an exhibitor. We ask your assistance in our security effort by being aware of the following rules and guidelines:

Badges must be worn at all times to gain admittance to the Exhibit Hall.

No one under the age of 16, unless accompanied by an adult, will be permitted in the Exhibit Hall prior to, during or after the close of the Show.

During the Show, Exhibitor may only enter the Hall in which they are exhibiting one hour prior to the opening of the Show and will be allowed to remain thirty (30) minutes after the close of the Show. You must check with Show Operations on site if additional time is required.

Exhibitors will not be allowed to remove any hand-carried items or equipment from the Exhibit Hall without an Equipment Pass.

At the close of the Show, Equipment Passes must be obtained in order to remove any hand-carried equipment from the Hall. These passes will be available approximately two hours before the close of the show.

29. **SIGNS, SIGN COPY, AND ILLUMINATION.** Electric flashers, signs involving the use of Neon or similar gases are prohibited unless prior approval is received. Should the wording on any sign or area in Exhibitor's booth be deemed by the Association to be contrary in any way to the best interests of the Exposition, Exhibitor shall make such changes as are requested by CRA. Merchandise prices and "sold" signs will not be permitted. Exhibitors may construct and erect their company's sign or logo up to a height not to exceed the maximum allowable height (8 ft. or 12 ft.) for their booth from building floor to top of sign or logo.

30. **SOLICITING BUSINESS.** Exhibitor or his representatives shall not solicit business in aisles or in booths other than his own.

31. **SOLICITING EMPLOYMENT.** Exhibitor shall not have in his booth any displays, signs, literature, or related media that refer to or describe employment opportunities in his company.

32. **SOUND, MOVIES, AND SLIDE FILMS.** Provided the Exhibitor maintains reasonable low volume, the Association permits the use of devices for mechanical reproduction of sound as part of a movie or slide film presentation. Volume levels, at all times, must be at such a level as to not disturb other exhibitors.

33. **COPYRIGHT INDEMNITY.** The use of copyrighted materials is permitted only upon prior written approval of the Association. Requests, including the complete description of the copyrighted material, must be submitted in writing at least thirty days prior to exposition. Exhibitor agrees to indemnify, defend and hold harmless Association and Convention Center from any and all claims, costs, expenses, etc., relative to exhibitor's use of copyrighted material.

34. **SPACE SHARING.** Two or more companies may share the same exhibit space, provided that the booth's total area averages a minimum of 100 square feet per company, e.g., a booth with two exhibiting companies must be at least 200 square feet in size. Individual Space Reservation Applications and Exhibitor Information Forms must be submitted for each exhibiting company.

35. **SUBLEASING.** Exhibitor may not sublet his space, nor any part thereof, nor exhibit, give as a premium, or advertise articles not manufactured or sold by his own company, except where such articles are required for the proper demonstration or operation of Exhibitor's display, in which case identification of such articles shall be limited to the regular nameplate, imprint, or other identification which in standard practice appears normally on them. Exhibitor may not permit non-exhibiting companies' representatives in his booth as exhibitor personnel.

36. Exhibitors cannot take attendees from the show floor or demo area during the show hours.

37. Any product in a hospitality suite also has to be on the exhibit floor and the suite will not be open during show hours to attendees, excluding exhibitors.

38. **EQUIPMENT DEMONSTRATION.** Exhibitors are required to carry adequate insurance to cover equipment demonstration against damage and loss and public liability to persons and property of others. Exhibitors agree, in consideration of their demonstration of equipment to indemnify, defend and hold harmless CRA from any damage, loss and/or liability including injury to persons and property of others resulting from exhibition and/or use of equipment. Exhibitor further releases, holds, keeps and saves harmless and agrees to indemnify and defend CRA from any and all claims for loss, damage or injury. Exhibitor acknowledges that it is Exhibitor's sole responsibility to protect machinery and equipment, exhibits and demonstrations so that no loss, damage or injury will result to the public, visitors, guests, or any other persons or property.

POLICY:

NON-WAIVER. No waiver of any breach of this contract shall be held to be a waiver of any other or subsequent breach.

SUCCESSORS IN INTEREST. This Agreement shall bind the respective parties and their successors in interest.

GOVERNING LAW. This Agreement shall in all respects be governed by the laws of the State of California.

CALIFORNIA RENTAL ASSOCIATION

P.O. Box 348420, Sacramento, California 95834-8420

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