



STERLING
 THE *Competitive* ADVANTAGE
 JUNE 1-4, 2010 • JW MARRIOTT ORLANDO GRANDE LAKES

EXHIBITOR CONTRACT

(PLEASE PRINT)

Company Name (as it should appear in print)

Mr. Ms. Mrs. Dr.

Contact person to receive all exhibitor information

Contact person's title

Address

City

State/Province

Zip/Postal Code

Phone

Fax

Web site

Email Address

Contact person's signature

BOOTH LOCATION PREFERENCE

First Choice: _____ Second Choice: _____

Please list any exhibitors or companies that you do not wish to be placed next to:

Please print the name of your organization exactly as you would like it to appear in the Conference programs and on your booth sign:

Please provide a 25 word description of what you will be exhibiting (the FSC reserves the right to edit descriptions)

Please provide the names of representatives to be listed in the Program:

PAYMENT INFORMATION

(Please review the cancellation policy under the Exhibition Rules and Regulations) *Save \$100 off a single or \$200 off a double if paid by January 31, 2010.

- Standard 10' x 8' Quantity x \$1800 each = \$ _____
- Premium 10' x 8' Quantity x \$1950 each = \$ _____
- Standard Double 20' x 8' \$3200 each = \$ _____
- Premium Double 20' x 8' \$3400 each = \$ _____

Total Amount Due \$ _____

- Booth Location preference is available on a first-come, first-served basis.
- A 25% deposit is required upon exhibitor's return of this contract. Exhibitor agrees that an application accepted by the FSC with deposit shall be deemed as valid and binding.
- If remitting this contract after **April 15, 2010**, payment must be made in full.

- Check enclosed for: \$ _____
- Please charge my credit card: \$ _____
- VISA MC AMEX

Credit Card Number

Expiration Date

Signature

Name of Cardholder (Please Print)

PLEASE SIGN THIS CONTRACT AND RETURN IT WITH 25% OF THE BOOTH RENTAL FEE TO:

Florida Sterling Council
 Post Office Box 13907
 Tallahassee, FL 32317-3907
 Phone: 850-922-5316 Fax: 850-488-7579
 Or download contract from <http://www.floridasterling.com>

EXHIBITION RULES AND REGULATIONS

1. **EXHIBITION SPONSORSHIP AND MANAGEMENT.** This Exhibition is produced by and is the property of the Florida Sterling Council, Inc. FSC will provide exhibition management and attendance promotion.
2. **CONTRACT FOR SPACE.** The order for booths, upon acceptance by FSC, assignment of space, and the full payment of rental charges by the deadlines outlined, constitutes a contract for rental of the space assigned. Any exhibitor failing to occupy space is not relieved of the obligation of paying the full rental price. This contract will not be binding upon FSC in the event of strikes or other circumstances beyond FSC's control.
3. **ASSIGNMENT OF SPACE.** Allocation of available space will be made at the discretion of the Florida Sterling Council, Inc.
4. **PAYMENT FOR SPACE.** Application must be accompanied by a 25% down payment made payable to the Florida Sterling Council, Inc. **Payment of the balance of the rental charge is due April 15, 2010.** FSC reserves the right to cancel space if the full amount of the rental charge has not been received by this deadline. **Contracts submitted after April 15, 2010, must be accompanied with full payment.**
5. **CANCELLATION OR WITHDRAWAL.** Upon giving written notice, an Exhibitor may cancel or withdraw from the Exhibit subject to the following conditions and restrictions:
 - A. If cancellation occurs on or before February 28, 2010, the full amount of the initial down payment received will be refunded.
 - B. If cancellation occurs after February 28, 2010, but before April 15, 2010, the full amount of payment received, less the required initial down payment, will be refunded.
 - C. If cancellation occurs on or after April 15, 2010, no refund will be made. In such a case, the Exhibitor becomes obligated to make immediate payment of any unpaid portion of the total cost of the assigned exhibit. Failure to do so will bar the Exhibitor from future FSC Exhibits until the debt is paid.
 - D. If an Exhibitor reserves a space after May 1, 2010, verbally or in writing, then cancels their commitment, the Exhibitor shall be invoiced in the amount of 50% of the rental charge for the space. Failure to make payment will bar the Exhibitor from future FSC Exhibits until the debt is paid.

In the event of cancellation, FSC will have the right to use the canceled space, including the sale of space to another exhibitor without any rebate or allowances to the canceled Exhibitor.

6. **DEADLINE FOR OCCUPANCY OF SPACE.** All exhibits must be completed and in place by 11.00 a.m. Wednesday, June 2, 2010, for opening at 12:15 p.m.
7. **CLOSING TIME.** Final closing time is 2:00 p.m., Thursday, June 3, 2010. No dismantling or packing may begin prior to closing time.
8. **TERMINATION OF EXHIBIT.** The officially chosen decorating firm, JW Marriott Orlando Grande Lakes, Orlando, and Florida Sterling Council, Inc. will not be liable for the fulfillment of this contract as to delivery of space, and further will not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions due to the following causes: by reason of the building being destroyed by fire, act of God, public enemy, national emergency, strikes, the authority of the law, or any other causes beyond their control. They will, however, in the event of not being able to hold to an exhibition for any of the above named reasons, reimburse the Exhibitor prorate for any unpaid rent, less any and all legitimate expenses incurred by the officially chosen decorating firm, JW Marriott Orlando Grande Lakes, Orlando, and the Florida Sterling Council, Inc. for advertising, salaries, fees, etc.
9. **COMPLIMENTARY CONFERENCE REGISTRATION.** Two (2) complimentary Conference Registrations will be allowed for each 80 square feet of exhibit space rented. This entitles two persons to attend all educational events and the banquet.
10. **CHARACTER OF EXHIBITS.** FSC reserves the right to judge the appropriateness of any exhibit and to decline to permit an Exhibitor to conduct or maintain an exhibit if, in the judgment of the FSC, said Exhibitor or exhibit or proposed exhibit shall, in any respect, be deemed unsuitable. This reservation relates to persons, conduct, article of merchandise, printed matter, souvenirs, catalogs, and any and all other things, without limitation, which might negatively affect the character of the Exhibition.

In the event that the FSC shall determine that the conduct of any Exhibitor or its employees, agents or servants is not in keeping with the character of the Exhibition, the FSC may, at any time, without notice, terminate the contract for space entered into with said Exhibitor and, with or without process of law, remove Exhibitor, its employees, agents, servants, and all of the property of the Exhibitor from the space contracted for and from the Exhibition. No Exhibitor shall have any right or claim against FSC on account of any action so taken. The determination of the FSC as to the suitability of any Exhibitor, exhibit or proposed exhibit as to whether any exhibit or the conduct of any person is in keeping with the character of the Exhibition shall, in each instance, be final.

11. **EXHIBITOR ACTIVITY.** All exhibitor activities must be kept within the contracted area. No persons, signs, distribution of material, or other attention-getting devices will be permitted outside of the area. No excessively loud audio or mechanical equipment will be permitted. The decision of the FSC is final in determining what noise level is excessive.
12. **SOLICITATION BY NONEXHIBITORS.** Any firm or organization not assigned space will be restricted from soliciting business in any manner within the exhibit hall.
13. **FIRE SAFETY.** The exhibitor assumes all responsibility for compliance with local city and state ordinances and regulations covering fire, safety, and health. Only fireproof materials should be used in display, and necessary fire precautions should be taken by exhibitors. All materials and displays are subject to inspection by the local fire marshal and/or JW Marriott Orlando Grande Lakes, Orlando, officials.

14. **LIABILITY AND INSURANCE.** Each exhibitor is expected to carry his/her own appropriate insurance. Exhibitor agrees to hold the officially designated decorating firm, the State of Florida, JW Marriott Orlando Grande Lakes, Orlando, and any representatives thereof forever harmless from any damages or charges imposed for any violation of any law or ordinance by the negligence of the exhibitor or those subordinate to the exhibitor. Neither the State of Florida, the FSC, or JW Marriott Orlando Grande Lakes, Orlando, or representatives thereof will be responsible for loss or theft of property belonging to any exhibitor, his agent, employee, visitors, or guests.
15. **SHIPPING.** It is recommended that all property be shipped through the official FSC shipping contractor by each Exhibitor. Neither the State of Florida, the FSC, or JW Marriott Orlando Grande Lakes, Orlando, or representatives thereof assume liability for damage to crates, boxes or any other shipped material received at the exhibition site.
16. **SHARING AND SUBLETTING.** Exhibitor agrees not to assign or sublet the whole or any portion of the rented space covered by this contract. However, two companies of separate ownership may, upon advance application to the FSC be permitted to share a single booth. Separate contracts from each exhibiting company must be submitted.
17. **UNION LABOR RULES.** Union labor rules and regulations are made by the officially designated decorating firm. Therefore, these rules may change at any time. If union labor is required, it will be necessary for the exhibitor to comply with those locally established regulations. A copy of the Union Rules will be enclosed in your Exhibitor Package.
18. **SITE ANGLES.** End booths may not obstruct adjacent booths from the view of exhibit attendees at any angle.
19. **SECURITY.** Security will be provided during workshop periods so that exhibitors can attend sessions if they desire.
20. **HOSPITALITY SUITES.** Hospitality suite functions must not conflict with programmed events. Invitations and company literature may be distributed from exhibit booths. All hospitality suites must be approved by the FSC.
21. **TRADEMARKS.** Vendors must receive approval from JW Marriott Orlando Grande Lakes, Orlando, before using any trademark symbols, titles, etc. in advertisements and mailings.
22. **HOLD HARMLESS.** The Exhibitor agrees to indemnify the FSC against and hold it harmless from any claims arising out of the acts or negligence of the Exhibitor, his agents, or employees.
23. **RESPONSIBILITY.** It is the responsibility of the exhibiting firm to be fully familiar with these Rules and Regulations and to see that each member of the firm attending the Conference and Exhibition, whether as exhibit personnel or registrant, as well as the Exhibitor appointed Independent Contractor are familiar with the Rules and Regulations. Any matters not specifically covered by the Rules and Regulations of the Exhibition shall be subject solely to the