

# 2010 Southwest Pool & Spa Show

SAN ANTONIO, TEXAS | FEBRUARY 12-13, 2010 | MARRIOTT RIVERCENTER

**COMPLETE, SIGN AND RETURN THIS APPLICATION ALONG WITH YOUR DEPOSIT TO THE ADDRESS LISTED BELOW.**

Exhibiting Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Street Address (NO P.O. BOXES PLEASE): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

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

SIZE OF BOOTH REQUESTED: \_\_\_\_\_ TTL. SQUARE FOOTAGE REQUESTED: \_\_\_\_\_

Booth Choices: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**PAYMENT:**

Amount \$ \_\_\_\_\_

- Credit Card
- MasterCard
- Visa
- AmEx
- Check

Card Holder's Name: \_\_\_\_\_

Card Holder's Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Card Holder's Signature: \_\_\_\_\_

Card Holder's Phone: \_\_\_\_\_

Specific companies NOT to be located next to, or across the aisle from:

Company Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

**FOR OFFICE USE ONLY**

Date Appl. Rec'd: \_\_\_\_\_

Booth #: \_\_\_\_\_ Sq. Ft: \_\_\_\_\_

Corners: \_\_\_\_\_

**PLEASE FILL OUT AND FAX TO 972-915-6040**

Or mail to: SW Pool & Spa Show, 5005 Royal Lane, Suite 116, Irving, TX 75063  
800-773-7440

WE ARE PLEASED TO INVITE YOU

TO PARTICIPATE AT THE REGION 3 APSP/ REGION 9 IPSSA

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## Defined Terms

The term "Event" means 2010 Southwest Pool & Spa Show, currently scheduled to be held on February 12-13, 2010 (the "Event Dates") at the San Antonio Marriott Rivercenter, San Antonio, TX (the "Exhibit Facility"). The Event is produced and managed by Mpire Management Group (MMG) on behalf of the Southwest Pool and Spa Show (Region 3). As used hereinafter, the term "Organizer" means, collectively, MMG, Region 3 and each of its/their respective officers, directors, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise. The term "Exhibitor" means, collectively, the company or person that applied for exhibit space rental and agreed to enter into this contract upon acceptance by MMG in the manner stated below and each of its officers, directors, shareholders, employees, contractors, agents, representatives and/or invitees, as applicable.

## Contract Acceptance

This contract shall become binding and effective only when it has been signed by a duly authorized representative of MMG and accepted by Exhibitor as evidenced by signature, making a deposit as provided in this contract or by exhibiting at the event.

## Assumption of Risks; Releases

Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event, including without limitation, all risks of theft, loss, harm, damage or injury to the person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtsey storage area), including any subrogation claims by its insurer. Neither Organizer nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither Organizer nor the Exhibit Facility shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this paragraph.

## Indemnification

Exhibitor shall on a current basis indemnify, defend (with legal counsel satisfactory to MMG and Region 3), and hold Organizer, Region 3 APSP/IPSSA Region 9 and the Exhibit Facility harmless from any and all claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys' fees and expenses which result from or arise out of or in connection with:

- Exhibitors' participation or presence at the Event;
- any breach by Exhibitor of any agreements, covenants, promises or other obligations under this contract;
- any matter for which Exhibitor is otherwise responsible under the terms of this contract;
- any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right;
- any libel, slander, defamation or similar claims resulting from the actions of Exhibitor;
- harm or injury (including death) to Exhibitor; and
- loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, acts of God, act of terror, theft, mysterious disappearance or otherwise.

## Limitation of Liability

Under no circumstance shall Organizer, 2010 Southwest Pool and Spa Show or the Exhibit Facility be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. In no event shall Organizer's maximum liability under any circumstance exceed the amount actually paid to MMG by Exhibitor for exhibit space rental pursuant to this contract. Organizer makes no representations or warranties, express or implied, regarding the number of persons who will attend the Event or regarding any other matters.

## Qualifications of Exhibitor

MMG, in its sole discretion, determines whether a prospective exhibitor is eligible to participate in the Event. Eligibility is generally limited to persons or firms who supply product and services to the Pool, Spa products & services industry. Applicants who have not previously exhibited at the Event may be required to submit a description of the nature of their business and the items to be exhibited. MMG reserves the right to restrict or remove any exhibit which MMG, in its sole discretion, believes is objectionable or inappropriate.

## Assignment of Space

MMG will attempt to honor an Applicant's request for booth space and its desires with respect to companies it does not wish to have located next to its space. However, MMG specifically reserves the right to assign Applicant to the space available should its choices be unavailable. Further, should a space location conflict arise, MMG specifically reserves the right to require the Applicant to choose between waiving its request not to be located next to a specific company or selecting another available exhibit space. Exhibit space shall be assigned by MMG in its sole discretion for the Event and for the Event Dates only. Any such assignment does not imply that similar space will be assigned for future Events. MMG reserves the right to change the floor plan or to move an Exhibitor to another booth location prior to or during the Event if MMG in its sole discretion determines that to do so is in the best interest of the Event.

## Booth Payment Schedule

An initial 50% deposit of the total exhibit fee must be received in order to reserve a booth space. Final booth payment will be due no later than December 11, 2009. Booth space

reserved after December 11, 2009 will require full payment.

## Cancellation Policy

Cancellation of exhibit space by the Exhibitor must be received in writing. Cancellations received before December 11, 2009 will result in the forfeit of 50% of the total booth cost without exception. Exhibitor will continue to be liable for the full amount of exhibit fees on cancellations received after December 11, 2009. MMG reserves the right to treat an exhibitor's downsizing of booth space as a cancellation of the original space and purchase of new booth space. An Exhibitor may be required to move to a new location if it requests to downsize a contracted booth space.

## Contract Assignability

MMG may assign any or all obligations, rights, title and interests in this contract, including any sums of money due or which become due under this contract. The assignee shall have all rights to enforce any provision of this contract assigned to them, including the right to collect any sums due under this contract.

## Cancellation by MMG

If Exhibitor fails to make a payment required by this contract in a timely manner, MMG may terminate this contract (and Exhibitor's participation in the Event) without further notice and without obligation to refund monies previously paid. MMG reserves the right to refuse Exhibitor permission to move in and set up an exhibit if Exhibitor is in arrears of any payment due to MMG. MMG is expressly authorized (but has no obligation) to occupy or dispose of any space vacated or made available by reason of action taken under this paragraph in such manner as it may deem best, and without releasing Exhibitor from any liability hereunder. MMG may also terminate this contract effective upon written notice of termination if Exhibitor breaches any of its obligations under this contract, without any obligation on MMG's part to refund any payments previously made and without releasing Exhibitor from any liability arising as a result of or in connection with such breach. If MMG removes or restricts an exhibit, which MMG considers to be objectionable or inappropriate, no refund will be due to Exhibitor.

## Cancellation of the Event

If MMG cancels the Event due to circumstances beyond the reasonable control of MMG (such as acts of God, acts of war/terror, governmental emergency, labor strike or unavailability of the Exhibit Facility), MMG shall refund to each Exhibitor its exhibit space rental payment previously paid in full satisfaction of all liabilities of Organizer to Exhibitor. MMG reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held. If MMG changes the name of the Event, re-locates the Event to another event facility within the same city, or changes the dates for the Event to dates that are not more than 30 days earlier or 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to the Exhibitor, but MMG shall assign to Exhibitor, in lieu of the original space, such other space as MMG deems appropriate and Exhibitor agrees to use such space under the terms of this contract. If MMG elects to cancel the Event other than for a reason previously described in this paragraph, MMG shall refund to each Exhibitor its entire exhibit space rental payment previously paid, in full satisfaction of all liabilities of Organizer to Exhibitor.

## Exhibit Space Occupancy

Hours and dates for installing, occupying and dismantling exhibits shall be those specified by MMG. If Exhibitor fails to install its display in its assigned space by 9:00 a.m. on February 12, 2010, or leaves its space unattended during the Exhibit hours, MMG shall have the right to take possession of the space and no refund will be due to Exhibitor. All exhibits must be open for business during the Event hours. Exhibitor may not dismantle the display until the Event is officially closed by MMG.

## Listing and Promotional Materials

By exhibiting at the Event, Exhibitor grants to MMG a fully-paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of Exhibitor in any directory (print, electronic or other media) listing the exhibiting companies at the Event and to use such names in MMG promotional materials. MMG shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials. MMG may also take photographs of Exhibitor's booth space, exhibit and personnel during, before or after the open hours of the Event and use such photographs for any purpose.

## Care of Exhibit Facility

Exhibitor shall promptly pay for any and all damages to the Exhibit Facility or associated facilities, booth equipment or the property of others caused by Exhibitor.

## Taxes and Licenses

Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals under federal, state or local law applicable to its activities at the Event. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, royalties, license fees, use fees, or other fees, charges, levies or penalties that become due to any governmental authority in connection with its activities at the Event. Exhibitor will not permit the delivery of merchandise at the Event Facility without the express permission of MMG.

## Insurance

Exhibitor shall, at its own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph.

## Workers' Compensation Insurance

Comprehensive General Liability insurance with limits not less than \$3,000,000 for each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury or property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable); Automobile Liability insurance with limits not less than \$500,000 for each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators.

## Comprehensive General Liability and Automobile Liability Insurance

Policies shall name as additional insured Mpire Management Group and each of its subsidiaries. If requested, copies of additional insured endorsements, primary coverage endorsements and complete copies of policies, satisfactory to MMG, shall be furnished to MMG sixty (60) days before the first day of the Event. Certified copies of the Certificate of Insurance of policies shall provide that they may not be cancelled without thirty (30) days advance written notice to MMG.

## Copyrighted Materials

Exhibitors shall not play or permit the playing or performance of, or distribution of any copyrighted material at the Event unless it has obtained all necessary rights and paid all required royalties, fees or other payments.

## Observance of Laws

Exhibitors shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulations of the Exhibit Facility (including any union labor work rules). Without limiting the foregoing, Exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.

## Additional Terms and Conditions

MMG has sole control over attendance policies. Except as provided to the contrary in this contract, all monies paid by Exhibitor shall be deemed fully earned and non-refundable at the time of payment. Exhibitor shall conduct itself at all times in accordance with normal standards of decorum and good taste. In addition to its right to close an exhibit and withdraw acceptance of the contract, MMG in its sole judgment may refuse to consider for participation in the future Events an Exhibitor who violates or fails to abide by the contract and any of the accompanying rules and regulations. Any amendment to this contract must be in writing and signed by an authorized representative of MMG. Exhibitor may not assign this contract or any right hereunder nor may Exhibitor sublet or license all or any portion of exhibit space.

## Exhibitor Service Manual

Approximately three months before the Event, MMG will send an Exhibitor Service Manual to the "Primary Contact" listed on the front of this contract. The Exhibitor Service Manual will include information integral to participation at the Event, including but not limited to: additional exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage information, utilities and building services, exhibitor display rules, and move-in, move-out schedules.

## Incorporation of Rules and Regulations

Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this contract shall be subject to determination by MMG in its sole discretion. MMG may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time. Any such rules and regulations (whether or not included in an Exhibitor Service Manual or similar document) are an integral part of this contract and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by MMG as such as these additional rules or regulations are communicated to Exhibitor. This contract (including Exhibitor Service Manual and any additional rules or regulations adopted by MMG from time to time) states the entire contract of the parties with respect to the subject matter hereof.

## Governing Law

This contract is governed by the laws of the State of Texas as applied to contracts entered into and entirely performed within such state. Exhibitor agrees that the courts located in the State of Texas shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this contract or the breach of any provision of this contract. Exhibitor waives any right to assert lack of personal or subject matter jurisdiction and agrees that the venue properly lies in the County of Dallas and the City of Irving, Texas. If legal action is required to enforce this contract, the prevailing party is entitled to recover reasonable attorney fees, administrative costs, costs of court and any other expenses incurred in enforcing the contract.

## For more information:

SW Pool & Spa Show  
5005 W. Royal Lane | Suite 116 | Irving, TX 75063-2516  
800-773-7440 | Fax 972-915-6040  
Email: susan@mpire-group.com

No person under the age of 16 will be admitted into the exhibit hall during move-in and move-out. No exceptions.  
Proof of age may be required.