



The Cowtown Health & Fitness Expo

We request exhibit space in The Cowtown Health & Fitness Expo to be held February 27-28, 2015 at Will Rogers Memorial Center in the Cultural District.

Company Name _____
Contact Name _____
Title _____
Booth Contact Name _____
Phone No. _____
E-mail _____
Address _____
City, State, Zip _____
Product/Service _____
Web Address _____

Payment

A 50% deposit or payment in full along with your signed contract is required to confirm your request for space. Upon receipt, The Cowtown will forward to you a confirmation letter with your booth details. Please make payment to: The Cowtown – checks, Visa, Mastercard, money orders, and cash are all accepted.

Insurance

All Exhibitors must provide proof of liability coverage applicable to The Cowtown Expo. The certificate of insurance should be Commercial General Liability or a Special Event Liability insurance policy in the minimum amount of \$1,000,000 per occurrence. The certificate of insurance should name Cowtown Marathon, Inc. and City of Fort Worth as “additional insured”. You will forfeit your payment and not be allowed to exhibit if you do not provide proof of insurance.

Food Service

In order to distribute food and beverage of any kind, not pre-packaged by the manufacturer, you must request The Cowtown's permission and pay an additional fee for the Temporary Food Service Permit required by the City of Fort Worth Health Department.

Show Rules and Exposition Services

All exhibitors in The Cowtown Health & Fitness Expo are required to comply with the following regulations.

REQUEST FOR SPACE

Receipt of your application does not guarantee space in the expo. The Cowtown reserves the right to refuse applications deemed inappropriate for the expo or the maximum number of vendors in that product line is already assigned.

ASSIGNMENT OF SPACE

Exhibit space is allocated on a first-come, first-served basis. If the space requested has been assigned to another Exhibitor, The Cowtown will assign what it considers the best space alternative. The Cowtown reserves the right to change floor plans and relocate spaces if necessary; advance notice to Exhibitors will be provided.

PAYMENT REQUIREMENTS

A 50% deposit on the exhibit space rental fee must be submitted with this application and balance for the event must be paid no later than **January 30, 2015** or your booth is subject to reassignment. This is a non-refundable deposit upon acceptance and this contract is non-cancelable and non-assignable. If The Cowtown rejects the application of Exhibitor, all deposits will be promptly refunded. Exhibitor is contractually liable for any legal fees or costs in fulfilling the terms of this contract.

*Unless otherwise instructed, balance due will be automatically charged on the credit card provided.

USE OF EXHIBIT SPACE

Exhibit space is to be used solely for the display of the exhibitor's products and services offered for sale or information. Exhibitors are not permitted to sublet any portion of their space or to display merchandise of other manufacturer's or distributors where no direct business exists between them. All exhibits must be of such a nature as to not obstruct the view or interfere with exhibits of others. No exhibit material may extend beyond the boundaries of the exhibit space.

INSTALLATION, DISMANTLING AND EXPO SHOW HOURS

Booths may be installed on:	Thursday, February 26, 2015 from noon to 7pm Friday, February 27, 2015 from 7am to 11am
EXPO hours are:	Friday, February 27, 2015 from 11:30am to 7pm Saturday, February 28, 2015 from 6am to 5pm
Exhibits must be dismantled:	Saturday, February 28, 2015 from 5pm to 8pm

Exhibits must remain intact until the show closes. All booths must be manned the entire duration of the EXPO.

EXHIBIT RATES AND GUIDELINES

The basic booth size is 10' x 10' – included with your rental of an exhibit space are:

One 6' skirted table, two chairs, one wastebasket, 8' high back drape, 36" high side drapes, 7" x 44" identification sign with company name for booth.

RULES AND REGULATIONS

1. DISPLAY

- a. Exhibitor agrees to occupy the contracted space during the term of the show and to exhibit only the products described on the Agreement.
- b. Exhibit booth MUST remain intact until the close of the show. Exhibitors are to have their booth set-up prior to show opening unless prior written approval is given by The Cowtown. Failure to occupy a leased space during all of the exhibition hours is cause for The Cowtown to remove or replace the display with that of another Exhibitor.
- c. No Exhibitor shall change or add to the products and services to be displayed without the written consent of The Cowtown.
- d. Exhibitor shall maintain a responsible individual or individuals in the leased space at all times during the designated exhibition hours. Exhibitor shall be responsible for the conduct of any employee, agent, visitor or guest of Exhibitor in the exhibit space.
- e. Exhibitor's working personnel must display identification credentials provided by The Cowtown at all times they are working in the exhibit.
- f. All aisles must be kept clear of exhibits.
- g. Artificial lighting, such as lanterns or candles are not permitted.
- h. Helium balloons are not permitted.
- i. Use of sound equipment, such as televisions, DVD's, etc. will be permitted where appropriate to the display, provided the sound is maintained at no more than conversational level. Electrical loud speakers shall not be used for the purpose of amplification. The Cowtown reserves the right to restrict Exhibitor's use of sound and other devices that may interfere with the best interests of the show.
- j. Vendors should place trash containers in the aisles each evening. Cleanup personnel will not enter a booth for cleanup or to empty trash containers.
- k. All Vendors shall be responsible for acquiring and shall pay the cost of any and all licenses, permits, and taxes required by the authorities having jurisdiction over Will Rogers Memorial Center, the Licensee or a specific activity. The local sales tax is currently 8.25%.
- l. Telephone service can be arranged through AT&T at 1.800.499.7928. In order to insure proper installation, your order should be placed a minimum of 6-8 weeks before the service is required. It is always a good idea to follow up on all orders.
- m. Wireless internet service can be arranged through Avitt, LLC. PO Box 470794, Fort Worth, TX 76147. 817.332.0900 (office) or 817.929.5816 (direct).
- n. Electricity available through Lone Star Electric at 817.335.8044

2. EXHIBITOR PROPERTY

- a. Although security service will be furnished for the show, all of the Exhibitor's property at the show shall be at the sole risk of the Exhibitor.

3. BUILDING

- a. Smoking is not permitted inside the facility at any time.

The Cowtown Expo Price Sheet

Booth Style	Booth Size	Rate
10 x 10	100 sq. ft.	\$950
10 x 10 Corner	100 sq. ft.	\$1,100
10 x 20	200 sq. ft.	\$1,600
10 x 20 End Cap	200 sq. ft.	\$1,750
10 x 30	300 sq. ft.	\$2,250
10 x 40	400 sq. ft.	\$2,750
Island (4 booths)	400 sq. ft.	\$2,900

2-Day Parking Permit \$20 (Permit is good Fri. and Sat. ONLY) This permit allows you to park in the underground parking garage at Amon G. Carter, Jr. Exhibit Hall. Parking passes will be mailed to the address listed on the contract unless otherwise instructed. No replacement passes will be provided.

Food Permit \$50
Virtual Runner Bag Ad \$150

Please call for any additional booth options not listed

Do you require parking permits? _____ Yes _____ No

Quantity: _____ @ \$20 per vehicle = _____

Will you be distributing food samples? _____ Yes _____ No

There is an additional charge of \$50 for the food permit.

Please see food distribution form for further details.

Number of booth spaces requested _____
Booth Choice 1 _____ Booth Choice 2 _____ Booth Choice 3 _____
DEPOSIT of 50% included \$ _____ (payment in full by 1-30-15)
AMOUNT ENCLOSED \$ _____

If using credit card: Name on credit card exactly as it appears

Name Printed: _____ Credit Card No. _____
Expiration Date _____ CV# _____ Billing Zip Code _____
Address for credit card if different from contact address _____
Signature approving charge _____ Amount Approving \$ _____

I hereby agree to all of the above terms and show rules governing our participation in The Cowtown Health & Fitness Expo. Further, I understand that this application becomes a contract when signed and accepted by The Cowtown.

Authorized signature _____ Date _____
Title _____

Please return with your payment to: The Cowtown
P. O. Box 11565
Fort Worth, Texas 76110-0565

If you require additional services not listed please contact The Cowtown at 817-207-0224 or expo@cowtownmarathon.org.

For The Cowtown Use:
Booth amt. \$ _____
Type: Check () Cash () Credit Card () MC () Visa ()
Total Due \$ _____ Amt. Received \$ _____ Approval _____ Date _____

*This contract is subject to the Additional Terms and Conditions, all of which are binding on Exhibitor, appearing on this contract.

The Facility means the building in which the Show is held.

*Contract is not valid until the designated representative of The Cowtown accepts it and responds with an invoice acknowledging consideration due or paid. Placement is not guaranteed until Consideration is received and approved by management.

THE COWTOWN SIGNATURE & PRINTED NAME

DATE