

Elite Equestrian Horse Expo at the Reading Pet Expo March 18-20, 2011



at The Greater Reading Expo Center, Reading, PA

Contract For Exhibitor Space

Booth Includes Pipe & Drape. **No furniture supplied with Booth(s) .**

Exhibit Information

<input type="checkbox"/> Reserve One Booth (10'x10'), for	\$ 600
<input type="checkbox"/> Reserve Two Booth's , for	\$ 1050
<input type="checkbox"/> Reserve 20' x 20' space	\$ 1550
<input type="checkbox"/> Reserve Stallion/Breed Booth and Stall* , for	\$ 750
<input type="checkbox"/> Reserve Stallion/Breed Additional Stall , only for	\$ 200
<input type="checkbox"/> Reserve Corner Additional	\$ 75
<input type="checkbox"/> Sponsor A Rescue , for	\$ 175
<input type="checkbox"/> Reserve Extra Badges (per Badge) (Booth includes 2 Badges)	\$ 5
<input type="checkbox"/> Reserve One Furniture Package	\$ 75
<i>*Furniture Package Includes: (1) 6' Skirted Table & 2 Chairs</i>	
<input type="checkbox"/> Reserve Basic Electric (1-300 W) (Includes sales tax)	\$ 110
<input type="checkbox"/> Reserve Bulk Space up to 1900 sq ft	\$1.50 sq ft
<input type="checkbox"/> Reserve Bulk Space over 1900 sq ft	\$1.00 sq ft
<input type="checkbox"/> Reserve Additional Bag Shavings 2 bags shavings with each stall	\$ 5

**Call for Multiple Stall Rates*

Total Due

Booth Total	\$ _____
Corner Total	\$ _____
Badge Total	\$ _____
Furniture Total	\$ _____
Electric	\$ _____
Show Program Total	\$ _____
Shavings	\$ _____
Total Due	\$ _____
50% Deposit	\$ _____
Balance Due	\$ _____

Electric NOT Included with Booth

Call for bulk space prices and availability

A 50% deposit is required with this application to hold the reservation, balance to be paid by February 18, 2011

Tax ID Number _____

Form of Payment (Check One): Full payment or deposit **MUST** accompany Agreement. If paying by credit card you must fill out all the information.

_____ Check in the amount of \$ _____ (Payable to "Elite Equestrian LLC")
 _____ Credit Card _____ VISA _____ Master Card _____ AmEx _____ Discover
 Amount to Charge upon Receipt (deposit or total due) \$ _____
 Credit Card # _____ Expiration Date _____ CVV # _____
 Name on Card _____ Signature _____
IMPORTANT! Billing Address for Credit Card _____

I authorize Elite Equestrian LLC to charge the remainder of the balance on February 18, 2011 to the credit card indicated to the left.

INITIAL HERE _____

PLEASE LIST PRODUCTS TO BE EXHIBITED AT SHOW: (Must be filled out to be processed) _____

All Checks Are Payable To:

Elite Equestrian LLC, P.O. Box 764, Brodheadsville, PA 18322

- It is agreed that space assigned to us shall be accepted by us.
- It is agreed that the Exhibit Rules and Regulations as contained in the Exhibitor Manual, are part of this Contract.
- Only the products listed above are those we may exhibit.
- Pet EXPO, reserves the right to make last minute changes in floor plan.
- Co-Exhibitor Fee - \$250 will be charged for each additional co-exhibitor in your booth.
- In the event of non performance in any form, the Exhibitor will be liable for the full retail value of the space allotted (\$600 per 10x10)
- All exhibitors are required to carry ALL RISK INSURANCE. Please see page 2 in Exhibitor Manual.

PLEASE ENCLOSE DEPOSIT or FULL PAYMENT WITH SIGNED CONTRACT

FULL PAYMENT MUST BE RECEIVED NO LATER THAN FEBRUARY 18, 2011

- Deposit of 50% is required with application.**
- CANCELLATIONS:** If cancellation occurs prior to January 18, 2011 there will be a charge of \$200.00 per booth space. **CANCELLATION MUST BE MADE BY CERTIFIED MAIL ONLY.**
- The Exhibitor will be liable for the entire contract price for any contract cancelled after January 18, 2011.
- No Cancellation refund after January 18, 2011.
- In the event of default by exhibitor, exhibitor agrees to pay collection costs including reasonable attorney's fees.

Company Name _____
(As should appear on Booth Sign)
 Address _____
 City _____ State _____ Zip _____
 Phone # _____ Fax # _____
 E-Mail _____
Please supply email to receive further information by email!!

I am duly authorized to enter into this agreement and personally guarantee the same.
 Authorized Person _____
(Please Print)
 Title _____
 *Signature _____ Date _____
 *By signing this form, my company agrees to the Elite Equestrian LLC exhibit policy as outlined in the Exhibit Policy insert.
SIGNATURE REQUIRED TO PROCESS CONTRACT

Stallion Ave and Breed Row info Sponsorship info

Stallion Avenue

One of our new features, Stallion Avenue allows stallion owners to showcase their horse to a large number of prospective mare owners at one time. Each Stallion Avenue space includes a stall on the show floor and adjoining 10 x 10 display area. It also includes 2 bales of shavings in each stallion stall. Each stallion will be shown twice (am & pm) individually in the arena each day of the show during our "Stallion Avenue" demonstration. This demonstration includes 2-3 minutes per stallion. Don't miss out on this one of a kind opportunity to promote your stallion. Sorry, no product can be sold from a Stallion Avenue booth.

Breed Row

Breed groups will have an opportunity to showcase their breed on the show floor. Your Breed Row space includes a 10 x 10 display area, a stall adjoining your display, and 2 bales of shavings in each stall. You will also be invited to participate in the Parade of Breeds demonstration held at various times throughout the weekend. This is a wonderful opportunity to show the public what your breed is all about. Sorry, no product can be sold from a Breed Row booth. Only spaces designated on the floor plan as Breed Row can be used for this purpose, limited space is available.

SPONSORSHIPS:

Virtual Sponsor - \$200

As a Virtual Sponsor, your company will be recognized as a sponsor with company name placed on the web site on the Sponsors page, description of services, and link to the sponsor web site, recognition in the show program, and 1 complimentary show pass.

Bronze Sponsor - \$250

As a Bronze Sponsor, your company will be recognized as a sponsor with company name placed on the web site on the Sponsors page, recognition in the show program, and 2 complimentary show passes.

Silver Sponsor - \$500

As a Silver Sponsor, your company will be recognized as a sponsor with company name placed on the web site on the Sponsors page, recognition in the show program, 2 complimentary show passes, and one promotional announcement each day during the event.

Gold Sponsor - \$1000

As a Gold Sponsor, your company will be recognized as a sponsor with your company logo placed on the web site on the sponsors page, in the show program, 2 complimentary show passes, one promotional announcement each day during the event, and one 10' x 10' complimentary booth space or credit toward a larger space.

Clinician Sponsor - \$1000

As a Clinician Sponsor, your company logo will be prominently listed as a clinician sponsor for the event. The Clinician Sponsor company logo will be placed on the web site, in the show program, on all printed advertisements, direct mail pieces, and flyers distributed during the event. Company may provide one banner to be prominently displayed in the arena area maximum size 3' x 5' location determined by Elite Equestrian (banner to be provided by sponsoring company), 2 promotional announcements during clinician demonstration time, and 2 complimentary show passes.

Footing Sponsor - \$2500 or Actual Footing

As a Footing Sponsor, your company logo will be prominently listed as the footing sponsor for the event. The Footing Sponsor company logo will be placed on the web site on the sponsors page, in the show program, on all printed advertisements, direct mail pieces, and flyers distributed during the event. Also included will be one 10' x 10' booth or credit toward a larger space, Sponsor may provide one banner to be prominently displayed in the arena area maximum size 3' x 5' location determined by Elite Equestrian (banner to be provided by sponsoring company), 4 promotional announcements per day, and 4 complimentary show passes.

Arena Sponsor - \$2000 Actual Arena Walls

As an Arena Sponsor, Your company will provide actual arena walls. Your company logo will be prominently listed as the arena sponsor for the event. The Arena Sponsor company logo will be placed on the web site on the sponsors page, in the show program, on all printed advertisements, direct mail pieces, and flyers distributed during the event. Also included will be one 10' x 10' booth or credit toward a larger space, Sponsor may provide one banner to be prominently displayed in the arena area maximum size 3' x 5' location determined by Elite Equestrian (banner to be provided by sponsoring company), 4 promotional announcements per day, and 4 complimentary show passes.

Stall(s) Sponsor – \$400 per stall – Call for bulk pricing

As a Stall Sponsor, your company logo will be prominently listed as a stall sponsor for the event. The Stall Sponsor company logo will be placed on the web site on the Sponsors page, in the show program, on all printed advertisements, direct mail pieces, and flyers distributed during the event. Sponsor may provide one banner to be prominently displayed in the arena area maximum size 3' x 5' location determined by Elite Equestrian (banner to be provided by sponsoring company), promotional announcements and show passes determined by amount of stall sponsorship. Call for bulk pricing.

Product Sponsor - Actual Product for Distribution to

As a Product Sponsor, your company product will be provided to all show attendees, prominently listed as a product sponsor for the event. The Product Sponsor company logo will be placed on the web site on the Sponsors page, in the show program, on all printed advertisements, direct mail pieces, and flyers distributed during the event. Also included will be one 10' x 10' booth or credit toward a larger space. Sponsor may provide one banner to be prominently displayed in the arena area maximum size 3' x 5' location determined by Elite Equestrian (banner to be provided by sponsoring company), 4 promotional announcements per day, and 4 complimentary show passes.

**Elite Equestrian Horse Expo
at the Reading Pet Expo
March 18-20, 2011
Reading Expo Center, Reading, PA**

The Exhibitor understands and agrees as follows:

1. The Reading PET EXPO, EQXPO LLC, Elite Equestrian LLC, its agents, officers or employees, shall not be liable for property damage or personal injury to Exhibitor, its agents, employees, helpers &/or guests, which may occur on or about any part of the subject premises including your booth space, regardless of how such an injury or damage may have occurred. Exhibitor waives any claim against the Reading PET EXPO, EQXPO LLC, Elite Equestrian LLC and assumes all liability for loss or damage to exhibitor's property entrusted to the premises. Exhibitor shall hold the Reading PET EXPO, EQXPO LLC, Elite Equestrian LLC harmless and shall indemnify the Reading PET EXPO, EQXPO LLC, Elite Equestrian LLC against all liability or expenses arising out of any claim of injury or damage to any person or property, together with all costs in connection with the defense thereto, including attorney's fees.
2. SET-UP: Set-up of booths must be complete at show opening and must remain set up and open for business until show closing. Booths and aisles must be kept clear for safe access throughout show hours.
3. The Reading PET EXPO, EQXPO LLC, Elite Equestrian LLC reserves the right to demand removal by an Exhibitor of any items which may not be in keeping with the show's image. Exhibitors must provide consumers with receipts that include Exhibitor's name and phone number. All items for sale must have legible price tags.
4. The Reading PET EXPO, EQXPO LLC, Elite Equestrian LLC reserves the right to make rules and regulations it deems proper and necessary and exhibitor agrees to accept such rules and regulations and any interpretation as is set forth by the Reading PET EXPO, EQXPO LLC and Elite Equestrian LLC.
5. All municipal, state, and federal requirements in connection with sales must be fulfilled.
6. This contract cannot be assigned without prior written consent of the Reading PET EXPO, EQXPO LLC and Elite Equestrian LLC.
7. The use of porters, if available, to assist unloading and loading is at exhibitor's own risk, and The Reading PET EXPO, EQXPO LLC, Elite Equestrian LLC shall not be liable for any resulting damage or claim.
8. Exhibitor warrants that exhibitor carries vehicle liability insurance for any vehicle that is brought onto the facility premises.
9. This agreement and performances here under, and all suits and proceedings here under shall be interpreted and construed pursuant to the laws of Pennsylvania.
10. By signing the front of this Exhibitor agreement the Exhibitor agrees that they have read and understand all of the above rules and regulations and those that appear in the Exhibitor Manual for the Reading PET EXPO and Elite Equestrian Horse Expo.