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MEADOWLANDS PET EXPO

NOV. 20-21, 2010

Meadowlands Exposition Center at Harmon Meadows, Secaucus, NJ

LANCASTER PET EXPO

DEC. 4-5, 2010

Lancaster Expo Center, Lancaster, PA

GREATER PHILADELPHIA PET EXPO

JANUARY 14-16, 2011

Greater Philadelphia Expo Center, Oaks, PA

LONG ISLAND PET EXPO

MARCH 5-6, 2011

Suffolk Community College Expo Center, Brentwood, LI, NY

READING PET EXPO

MARCH 18-20, 2011

Greater Reading Expo Center, Reading, PA

APPLICATION & CONTRACT FOR ASSOCIATION (NON-PROFIT) SPACE

This application will become a contract upon signing. Exhibit space will not be assigned without an **authorized signature and 50% deposit or payment in full**. The following information must be typed or legibly printed.

Company _____ Contact _____
 Address _____
 City _____ State _____ Zip Code _____
 Phone (_____) _____ Fax (_____) _____ Cell (_____) _____
 E-Mail _____ Web Site _____ Tax ID # _____

For Associations ONLY Logo or Breed Specific items can be sold.

IMPORTANT: PRODUCT / SERVICE TO BE EXHIBITED (Must be filled out to be processed)

ASSOCIATION PRICING - RESERVE YOUR BOOTH SPACE AND ANY UPGRADES:

Booth Includes 2 Badges, Pipe & Drape ONLY. No furniture or electric supplied with Booth(s).

*Furniture Package Includes: (1) 6' Skirted Table & 2 Chairs

| | Meadowlands | Lancaster | Greater Philly | Long Island | Reading | Subtotal | SUBTOTAL | \$ _____ |
|--------------------------|-------------|-------------|----------------|-------------|-------------|----------|--------------------|----------|
| 10' x 10' Booth | ___ \$ 200. | ___ \$ 175. | ___ \$ 200. | ___ \$ 200. | ___ \$ 200. | \$ _____ | Show Program | \$ _____ |
| Corner Additional | ___ \$ 75. | ___ \$ 75. | ___ \$ 75. | ___ \$ 75. | ___ \$ 75. | \$ _____ | TOTAL DUE | \$ _____ |
| Extra Badges (per badge) | ___ \$ 5. | ___ \$ 5. | ___ \$ 5. | ___ \$ 5. | ___ \$ 5. | \$ _____ | 50% Deposit | \$ _____ |
| *Furniture Package | ___ \$ 95. | ___ \$ 75. | ___ \$ 75. | ___ \$ 85. | ___ \$ 75. | \$ _____ | BALANCE DUE | \$ _____ |
| Basic Electric | ___ \$ 130. | ___ \$ 55. | ___ \$ 110. | ___ \$ 130. | ___ \$ 110. | \$ _____ | | |
| | | | | | | | SUBTOTAL | \$ _____ |

Show Program Rates for Long Island, Greater Philadelphia & Reading Pet Expo
 Call North Jersey Pets 973 569-7269 for Meadowlands Pet Expo Show Program Rates

| | | | |
|---|--------|--|--------|
| 1/8 Page 3 1/2" wide x 2 3/8" high _____ | \$150. | 1/2 Page 7 1/2" wide x 4 3/4" high _____ | \$300. |
| 1/4 Page 3 1/2" wide x 4 3/4" high _____ | \$200. | Full Page 7 1/2" wide x 10" high _____ | \$500. |
| Full Page Color 7 1/2" wide x 10" high* _____ | \$850. | | |

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 "EQXPO")
 ___ 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 _____ Date _____

IMPORTANT! Billing Address for Credit Card _____

___ I authorize EQXPO, LLC to charge the remaining balance on the credit card to the left on the balance due date as follows:

| | | | |
|----------------|------------------|-------------|-------------------|
| Meadowlands | October 20, 2010 | Long Island | February 5, 2011 |
| Lancaster | Nov. 4, 2010 | Reading | February 18, 2011 |
| Greater Phila. | Dec. 14, 2010 | | |

I understand that I have contracted for exhibit space by signing this contract and I am liable for the full cost of the booth space. I also understand that the final location of space will be determined by show management upon receipt of a 50% deposit or payment in full. The undersigned represents that he / she is fully authorized to execute and complete this contract.

The Exhibitor understands and agrees as follows:

1. Deposit of 50% is required with application.
2. CANCELLATIONS: If cancellation occurs prior to 90 days of a signed contract there will be a charge of \$200.00 per booth space. CANCELLATION MUST BE MADE BY CERTIFIED MAIL ONLY.
3. The Exhibitor will be liable for the entire contract price for any contract cancelled after 90 days of a signed contract.
4. No Cancellation refund after 90 days of a signed contract.
5. In the event of default by exhibitor, exhibitor agrees to pay collection costs including reasonable attorney's fees.
6. The Greater Philadelphia PET EXPO (GPPE), Long Island Pet Expo (LIPE), Meadowlands Pet Expo (MPE), Reading Pet Expo (RPE), Lancaster Pet Expo (LPE), Family Pet Expo (FPE) and EQXPO, 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 GPPE, LIPE, MPE, RPE, FPE, and EQXPO, LLC, and assumes all liability for loss or damage to exhibitor's property entrusted to the premises. Exhibitor shall hold the GPPE, LIPE, MPE, RPE, LPE, FPE and EQXPO, LLC harmless and shall indemnify the GPPE, LIPE, MPE, RPE, LPE, FPE and EQXPO, 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.
7. Every exhibitor is required to carry "All Risk" insurance on liability, products and equipment while in transit to and from, and while in the exhibit area. This will protect you and your exhibit. EQXPO, LLC, its officers and employees are to be named as additional insured. You must contact your insurance agent for this coverage for the period of the EQXPO, LLC. Since no inventory can be confirmed, your merchandise is your responsibility, protect it accordingly. Proof of Insurance must be supplied to EQXPO, LLC prior to the show.
8. 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 the regular show hours.
9. The GPPE, LIPE, MPE, RPE, LPE, FPE. and EQXPO, 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.
10. The GPPE, LIPE, MPE, RPE, LPE, FPE and EQXPO, 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 GPPE, LIPE, MPE, RPE, LPE, FPE and EQXPO, LLC.
11. All municipal, state, and federal requirements in connection with sales must be fulfilled.
12. This contract cannot be assigned without prior written consent of the GPPE, LIPE, MPE, RPE, LPE, FPE or EQXPO, LLC.
13. The use of porters, if available, to assist unloading and loading is at exhibitor's own risk, and The GPPE, LIPE, MPE, RPE, LPE, FPE and EQXPO, LLC shall not be liable for any resulting damage or claim.
14. Exhibitor warrants that exhibitor carries vehicle liability insurance for any vehicle that is brought onto the facility premises.
15. This agreement and performances here under, and all suits and proceedings here under shall be interpreted and construed pursuant to the laws of Pennsylvania, New Jersey and New York.
16. 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 Greater Philadelphia Pet Expo, Long Island Pet Expo, Meadowlands Pet Expo Reading Pet Expo, or Lancaster Pet Expo.