



# CONTRACT FOR EXHIBIT SPACE

February 24-26, 2011 • Orange County Convention Center • Orlando, FL

(Sponsored and managed by the Printing Association of Florida, Inc.)

Contract No. \_\_\_\_\_

**Print or type all information.** The 36th Annual Conference & Expo Exhibitor Rules, Regulations and Information are hereby made part and parcel of this Contract. Read the enclosed Exhibitor Rules carefully before completing this application. All Rules and Regulations on back of this form apply.

This completed Contract, when signed and returned by the exhibitor and accepted by Graphics of the Americas/FESPA Americas/managed by the Printing Association of Florida, Inc., shall be a binding agreement between the exhibitor and Graphics of the Americas.

### Acceptance as Binding Contract:

Company Name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_  
ZIP: \_\_\_\_\_ Country: \_\_\_\_\_  
Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Website: \_\_\_\_\_

Signature by Authorized Representative \_\_\_\_\_ Date \_\_\_\_\_

By signature above, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract on behalf of named exhibitor.

### All Invoices Should Be Sent to:

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_  
ZIP: \_\_\_\_\_ Country: \_\_\_\_\_  
Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_  
E-mail: \_\_\_\_\_

### Booth Space Requested:

Using the enclosed exhibit floor plan, indicate your first, second, third and fourth booth space requests:

#### Early Bird Sign-up Rate:

Up to 599 sq. ft. – \$2,450 per 100 sq. ft.  
600-1,200 sq. ft. – \$2,300 per 100 sq. ft.  
Over 1,200 sq. ft. – \$2,200 per 100 sq. ft.

After Aug. 31, 2010,  
all prices will increase  
by \$100 per 100 sq. ft.

Additional charges apply for Midway and Corner booth spaces:

Midway Charge (Additional \$200)  Corner Charge (Additional \$150/corner)

Choice #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_ #4 \_\_\_\_\_

Booth Size: \_\_\_\_\_ x \_\_\_\_\_

Total Rental Fee Due: \$ \_\_\_\_\_

Please list any company(s) you would NOT want to be near:

Products to be exhibited:

### Exhibitor Agent:

Name and address (if different) of the individual who is to receive all future exhibitor correspondence, including service manual, from Graphics of the Americas and its agents:

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_  
ZIP: \_\_\_\_\_ Country: \_\_\_\_\_  
Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Website: \_\_\_\_\_

**PR Contact** – Name: \_\_\_\_\_

Agency: \_\_\_\_\_  
Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_  
Email: \_\_\_\_\_

### Method of Payment:

Check enclosed (payable to Printing Association of Florida) (U.S. funds only)  
Check # \_\_\_\_\_ Purchase Order # \_\_\_\_\_  
Total \$ \_\_\_\_\_  
 Charge to credit card: (Credit card will be used for all payments unless instructed otherwise.)  
 VISA  MasterCard  American Express Sec. Code \_\_\_\_\_  
Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Name of Cardholder \_\_\_\_\_  
Card Holder's Signature \_\_\_\_\_  
Total \$ \_\_\_\_\_ ZIP Code \_\_\_\_\_  
 Wire Transfer (Please contact the Printing Association of Florida, Inc.)

### Mail all checks and a copy of the signed contract to:

Printing Association of Florida, Inc.  
6275 Hazeltine National Drive  
Orlando, FL 32822  
Fax: 407.240.6942

### Retain a copy for your records.

**Space Rental Fee:** See back side for Booth Packages/Discount Pricing Rates

**Payment Schedule:** See EXHIBIT RULES AND REGULATIONS (back)

**Cancellation Policy:** See EXHIBIT RULES AND REGULATIONS (back)

#### FOR USE BY GRAPHICS OF THE AMERICAS

Booth Assigned \_\_\_\_\_ Booth Size # \_\_\_\_\_  
Total Rental Fee \_\_\_\_\_ Date \_\_\_\_\_  
Rep \_\_\_\_\_ C/M \_\_\_\_\_ #Bths \_\_\_\_\_

## Exhibit area rules and regulations

**CONTRACT FOR EXHIBIT SPACE** — This Contract for Exhibit Space will be effective only upon its acceptance by the Printing Association of Florida, Inc. and after it has been signed by exhibitor and delivered to the Printing Association of Florida, Inc. A copy of this contract will be returned to you upon acceptance. In the event of fire, strikes or other circumstances beyond the Printing Association of Florida, Inc.'s control, the Printing Association of Florida, Inc. shall have no liability to exhibitor or obligation to refund any portion of exhibitor's payment.

**SPACE ASSIGNMENT** — Assignment of space will follow the Graphics of the Americas Point Priority System through March 1, 2010. After March 1, 2010, all space will be contracted on a first-come, first-served basis on the acceptance of contracts by Printing Association of Florida, Inc. The Printing Association of Florida, Inc. reserves the right to assign alternate exhibit space as it deems appropriate. The Printing Association of Florida, Inc. reserves the right to bar the use of exhibits that interfere with other exhibitors, interfere with attendees or others, or create any hazards. **Sharing space will be limited to no more than two companies per 10 x 20 space or an additional 1/3 payment fee would be applied.**

**RATES** — Early-bird sign-up fees for signed "2011 Contract for Exhibit Space" received by May 31, 2010 – \$2,450 per 100 sq. ft. up to 599 sq. ft.; \$2,300 per 100 sq. ft. 600–1,200 sq. ft.; \$2,200 per 100 sq. ft. over 1,200 sq. ft. Effective June 1, 2010, all rates will be increased by \$100 per 100 sq. ft. Additional charges apply for midway and corner booth spaces (\$200 additional for Midway and \$150 additional per corner).

**PAYMENT SCHEDULE** — Space applications must be accompanied by a 1/3 deposit. An additional 1/3 payment is due July 15, 2010 and 1/3 is due no later than Oct. 15, 2010. Booth space reserved after Oct. 15, 2010 must include total exhibit space rental fee. Unless the scheduled deposits and/or payments are received by the dates referenced above, the exhibitor's space may be cancelled and any deposits will not be refunded. Payment must be in U.S. funds. Bank transfer charges are the responsibility of the exhibitor.

**CANCELLATION POLICY** — All cancellations received in writing prior to April 15, 2010, will be charged an administrative fee of \$500. When exhibit space payments have been made in full, or in part, this administrative fee will be deducted from said payments prior to reimbursement of the remaining fees. When no payment is received prior to said cancellations and prior to April 15, exhibitor will be billed for the \$500 administrative fee. Cancellations received in writing after April 15, 2010, but prior to July 15, 2010, will be charged 25% of the total exhibit space cost. Cancellations received in writing after July 15, 2010, but prior to Sept. 15, 2010, will be charged 50% of the total exhibit space cost. After Sept. 15, 2010, all cancellations will be charged 100% of the exhibit space cost.

**SPACE RENTAL** — All booths are configured based on a 10' x 10' which is equivalent to 100 sq. ft. unless otherwise indicated on the enclosed exhibit floor plan. All booths will be constructed with an 8-foot-high back drape and 3-foot-high side rails. Each booth includes (a) a standard booth sign, 7" x 44", with name of the exhibitor and booth number; and (b) free booth carpeting, choice of color must be made by January 31, 2011 otherwise a standard color will be pre-selected. Padding is an additional fee, (c) one "free" conference education session per 10 x 10 booth space, (d) online directory listing, and (e) Expo Guide directory listing. All expenses, including, without limitation, electrical and telephone requirements, carpeting or exhibit installation and dismantling costs, will be the sole responsibility of the exhibitor. All exhibits must have floor covering. (Printer's Showcase booths are configured as 10 x 10 booth spaces.)

**INSTALLATION AND DISMANTLING OF EXHIBITS** — Installation will begin as scheduled in the Exhibitor Service Manual. All exhibits must be completely installed by 9:00 a.m. on Feb. 24, 2011. Dismantling and removal will not begin before 5:01 p.m. on Feb. 26, 2011, and all material must be removed according to the schedule outlined in the Exhibitor Service Manual. With respect for your fellow exhibitors, please do not begin tear down of your booth prior to 5:00 PM on the last day.

**INSPECTION OF EXHIBITS** — All exhibits must be ready for inspection by the Printing Association of Florida, Inc. staff on Thursday, Feb. 24, 2011, at 9:00 a.m. No exhibitor will be allowed to enter or set-up their display after 9:00 a.m.

**FAILURE TO OCCUPY SPACE** — Any space not occupied by Thursday, Feb. 24, 2011, at 9:00 a.m. shall be deemed forfeited by exhibitor and pursuant to the Printing Association of Florida, Inc. cancellation policy, no refund shall be paid. The Printing Association of Florida, Inc. may reassign such space, at its discretion, without any obligation to exhibitor. In the event that exhibitor has not paid in full, a bill will be sent to the exhibitor for payment upon receipt, regardless of exhibitor's failure to occupy the exhibit space.

**OFFICIAL GENERAL SERVICES CONTRACTOR AND SHIPPING AND STORAGE** — Pursuant to the Printing Association of Florida, Inc. agreement, the current Exhibitor Services Contractor has been selected to be the exclusive contractor for all decorating, shipping, freight storage, drayage and labor services for the annual expo. Exhibitor agrees that if needs contractor services are needed, exhibitor will be required to obtain these services from the current Exhibitor Services Contractor.

**LIABILITY** — Exhibitor agrees to indemnify and hold the Printing Association of Florida Inc., Orange County Convention Center, and the City of Orlando, and all of their officers, directors, members and employees, and all individuals and organizations performing services for them in connection with the Printing Association of Florida, Inc. Annual Expo harmless from all claims, losses or damages, injuries, liabilities, judgments, or settlements, including reasonable attorney fees, costs and other expenses, incurred on account of the negligent actions or omissions, of the exhibitor or its employees or agents. Exhibitor agrees to indemnify and reimburse the Printing Association of Florida, Inc., the Orange County Convention Center and the City of Orlando for the costs of all services and expenses incurred in connection with any collection efforts should it be necessary for the Printing Association of Florida, Inc., the Orange County Convention Center or the City of Orlando to engage legal counsel or a collection agency to collect monies due the Printing Association of Florida, Inc., or the Orange County Convention Center as a result of exhibitors failure to pay any funds due the Printing Association of Florida, Inc., or the Orange County Convention Center or to comply with the terms of this contract. Exhibitor also releases the Printing Association of Florida, Inc., the Orange County Convention Center and the City of Orlando from liability for any expenses incurred or other damage suffered by exhibitor if the Annual Exposition is cancelled because of a strike, riot, act of God, or any other cause beyond control of the Printing Association of Florida, Inc. or the Orange County Convention Center.

**INSURANCE** — Exhibitor shall indemnify and hold harmless the Printing Association of Florida, Inc. and the Orange County Convention Center, the current Exhibitor Services Contractor, and/or participating service contractors and agents from all liability (damage or accident), which may ensue from any cause resulting from or connected with the transportation, placing, removal or display of exhibits. Exhibitor shall, at its sole cost and expense, procure and maintain throughout the term of this contract, the following insurance: Comprehensive liability and products liability coverage not less than \$1,000,000, including contractual liability and products liability coverage and workers' compensation in full compliance with all laws covering the exhibitor's employees. Exhibitor may at any time be required to furnish the Printing Association of Florida, Inc. with a Certificate of Insurance evidencing the above stated coverage. All property of exhibitor is understood to remain under its custody and control in transit to, within and in transit from the exhibit hall.

**ADMISSION** — The Printing Association of Florida, Inc. shall have the sole direction over all admission policies at all times. Exhibiting company personnel will be provided with badges for non-show hour access. Badges must be worn at all times. Badge swapping is strictly prohibited. Non-exhibiting suppliers or vendors of goods and services are welcome to walk the show floor with proper badges during expo hours. Please note: No children under 18 will be allowed on the show floor without signing a permission waiver unless accompanied by a parent or an adult.

**SOUND** — Public address systems, sound producing or amplifying devices that project sound beyond the exhibitor's space, or excessive operating noise that distracts neighboring exhibits are expressly prohibited. The Printing Association of Florida, Inc. reserves the right to restrict exhibits that, because of noise or any other reason, may detract from the general business conduct of the Graphic of the Americas expo.

**POSITIONING OF EQUIPMENT WITH RELATIONS TO AISLES** — Exhibitor must display its exhibits so as not to obstruct the general view or to hide view other exhibitors.

**ADDITIONAL RULES AND REGULATIONS** — Exhibitor agrees to comply with all rules and regulations of the convention center and all additional rules and regulations of the Printing Association of Florida, Inc. including, without limitation, those contained in the Printing Association of Florida, Inc. service manual and any rules contained in the Orange County Convention Center Lease. It has been agreed upon by the Trade Show Council members that liquor can be served at each exhibitor's booth one to two hours prior to close of show on each day, but liquor must be purchased through the Orange County Convention Center catering.