



The Cowtown Health & Fitness Expo

We request exhibit space in The Cowtown Health & Fitness Expo to be held February 24-25, 2012 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	_____

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, 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 be caused to forfeit your payment and not allowed to exhibit if you do not provide proof of insurance.

Food Service

In order to distribute food and beverage of any kind, open or sealed, you must request The Cowtown's permission and pay an additional fee for the Temporary Food Service Permit. *Please see the attached food distribution form for further details.*

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 that they deem inappropriate for the expo.

ASSIGNMENT OF SPACE

Exhibit space is allocated on a first-come, first serve basis. If the space requested has been assigned to another Exhibitor, The Cowtown will assign what it considers the best space alternative. Exhibitor shall have ten (10) days after notice to accept or reject the assigned exhibit space. 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 27, 2012 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 given credit card.

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 23, 2012 from noon to 7pm Friday, February 24, 2012 from 7am to 11am
EXPO hours are:	Friday, February 24, 2012 from 11:30am to 7pm Saturday, February 25, 2012 from 6am to 5pm
Exhibits must be dismantled	Saturday, February 25, 2012 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. Use of sound equipment, such as televisions, DVD's, etc. will be permitted where appropriate to the display, provided the sound is maintained at not 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.
- i. Vendors should place trash containers in the aisles each evening. Cleanup personnel will not enter a booth for cleanup or to empty trash containers.
- j. 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%.
- k. 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.
- l. Wireless internet service can be arranged through BelWave Communications at 817.737.3124 or via www.belwave.com.

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. No smoking is permitted inside the facility at any time.

The Cowtown Expo Price Sheet					
Booth Style	Booth Size	Rate	With Black/White* ¼ page ad	With Black/White* ½ page ad	With Black/White* Full page ad
10 x 10	100 sq. ft.	\$950	\$1,050	\$1,250	\$1,450
10 x 10 Corner	100 sq. ft.	\$1,100	\$1,200	\$1,350	\$1,550
10 x 20	200 sq. ft.	\$1,600	\$1,700	\$1,850	\$2,050
10 x 20 End Cap	200 sq. ft.	\$1,750	\$1,850	\$2,000	\$2,250
10 x 30	300 sq. ft.	\$2,250	\$2,350	\$2,500	\$2,750
10 x 40	400 sq. ft.	\$2,750	\$2,850	\$3,000	\$3,250
Island (4 booths)	400 sq. ft.	\$2,900	\$3,000	\$3,150	\$3,450

3-Day Parking Permit \$15 each vehicle
(Permit is good for Thur., Fri. and Sat. ONLY) This permit allows you to park in the lot in front of the Will Rogers Exhibit Hall.

Food Permit \$50
Electricity \$50

Please call for any additional booth options not listed

*All booth rentals will have their business name listed in The Cowtown Guidebook and on The Cowtown website. Ads in guidebook are additional as is illustrated above. Color ads add an additional \$100 to the price. The guidebook has a circulation of 25,000.

Do you require electricity at your booth? Yes No
There is an additional charge of \$50 for electricity.

Do you require parking permits? Yes No
Quantity: _____ @ \$15 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 1-28-11)
 AMOUNT ENCLOSED \$ _____

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

Name Printed: _____ Credit Card No. _____
 Expiration Date _____
 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 TheCowtown.

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
 info@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