

**1. Exhibitor Information**

Exhibiting Company Name ("Exhibitor") \_\_\_\_\_  
 Primary Show Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City / State / Zip / Country \_\_\_\_\_  
 Email Address \_\_\_\_\_

Name of Company to be Billed (if different) \_\_\_\_\_  
 Title \_\_\_\_\_  
 Phone / Toll Free Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Website \_\_\_\_\_

Phone: (888) 705-6576  
 Fax: (410) 773-9442  
 Mail To: Star Tribune Travel & Vacation Experience  
 Attn: J2L Events LLC  
 2036 Spring Run Circle  
 Frederick, MD 21702

**2. Promotional Opportunities Included at No Additional Charge**

- Exhibitor Description on Website - (provide up to 20 words) \_\_\_\_\_
- Show Specials & Giveaways listing in Show Guide - (provide up to 30 words) \_\_\_\_\_

**3. Booth Selection** (select top 3 locations. Every attempt will be made to accommodate requested space, but location cannot be guaranteed)

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

**OfficeUseOnly**  
 Confirmed Booth Location:

**4. Booth Package Rates** (cost per 10'x10' booth) Package Includes: carpeting, (1) 6ft draped table, (2) chairs, wastebasket and 7"x44" b/w company id sign

Base Booth Rate \$2,250 x # \_\_\_\_\_ of 10x10's = \_\_\_\_\_  
 Multiple Booth Rate \$1,800 x # \_\_\_\_\_ of 10x10's = \_\_\_\_\_  
 (For 4 or more booths only)

Total Booth Cost: \_\_\_\_\_

**5. Marketing Opportunites** - Check all items you wish to sponsor.

- Logo on Main Visitor Info webpage.....\$350
- Website Banner Ad Rotation.....\$1,150
- Stage Presentation Slot.....\$450
- Show Bag Inserts.....\$950
- Face Painter in booth.....\$1,500
- Travel Agent Reception Table.....\$200

Total Marketing Ops Cost: \$ \_\_\_\_\_

**6. Total Amount Due**



**7. Payment Options**

A 50% deposit is due with the completion of this Contract in order to assign booth space. Final payments are due by September 30, 2019. Contracts received after September 30, 2019, full payment is due immediately.

Check - Make payable to Star Tribune, in U.S funds and list Exhibitor Name on payment.

Credit Card     Amex     Visa     Master Card

Amount to Charge \_\_\_\_\_

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ CVC Code \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Wire Transfer: Date to be sent \_\_\_\_\_

Please contact us at (888) 705-6576 to obtain the wire transfer documentation. When sending wire transfer, you must list your exhibiting company name and a confirmation must be sent to J2L Events within 1 week of the bank transaction.

**8. Cancellation Policy**

In the event the Exhibitor cancels or reduces their exhibit space, Exhibitor must do so in writing during the time period listed below and will be obligated to pay the following liquidated damages:

Time Period	Liquidated Damages
December 1, 2018 - April 30, 2019	25% of Total Booth Cost
May 1 - September 30, 2019	50% of Total Booth Cost
After September 30, 2019	100% of Total Amount Due (NO REFUND)

**Contract Agreement**

I, Exhibitor named above, agree to the Cancellation Policy and to abide by the provisions set forth (see reverse side) under the Terms & Conditions governing the Star Tribune Travel & Vacation Experience 2019, all of which constitute a part of the Contract.

Signature \_\_\_\_\_ Date \_\_\_\_\_

The Star Tribune Travel & Vacation Experience 2019 Exhibitor Booth Contract is a binding agreement between Exhibitor and Star Tribune.

# Star Tribune Travel and Vacation Experience 2019 Exhibitor Booth Contract Terms and Conditions

1. Show, Show Management and Exhibitor. As used herein, "Show" means the Star Tribune Travel and Vacation Experience 2019. "Show Management" means J2L Events LLC ("J2L Events"), Star Tribune Media Company LLC ("Star Tribune"), and all employees, representatives and agents of J2L Events and Star Tribune, including but not limited to any persons acting on behalf of, or in concert with them to produce the Show. "Exhibitor" is the company so identified on the initial Contract page ("Contract Page 1") and includes all its employees, representative and agents. Once Exhibitor has signed this agreement (the "Contract") and delivered the Contract and the 50% deposit to Show Management, all terms shall become binding on Exhibitor.

2. Assignment and Location of Exhibits: The Show will be held in an exhibit area ("Exhibit Hall") at the location indicated on Contract Page 1 ("Show Facility"). Booth location assignments will be made solely at the discretion of Show Management and within a reasonable time after receipt of this Contract. All measurements and exhibit space layouts shown on the floor plan are as accurate as possible, but Show Management reserves the right, at any time, to make such changes to the floor plan and any exhibit space layouts and location assignments as may be necessary to enhance Show success, as determined by Show Management.

3. Payment Policy: Contract will not be deemed accepted by Show Management (and Exhibitor's exhibit space will not be assigned) until Show Management has received Exhibitor's signed Contract plus a 50% deposit of the Total Amount Due. Final payments are due by September 30, 2019. For Contracts received on or after September 30, 2019, FULL PAYMENT of the Total Amount Due is due immediately upon signing the Contract.

4. Cancellation Policy: (a) In the event the Exhibitor cancels this Contract or all or part of the exhibit space contracted for herein, the Exhibitor must do so in writing, by certified mail, and will be obligated to pay the following amounts as liquidated damages: for cancellations received December 1, 2018, through April 30, 2019, 25% of the Total Booth Cost is due; for cancellations received May 1, 2019, through September 30, 2019, 50% of Total Booth Cost is due; and for cancellations received after September 30, 2019, 100% of the Total Amount Due is due. (b) If exhibit space is not occupied by the Exhibitor by the opening time of the Show, (i) Exhibitor (as of November 16, 2019) shall be deemed to have canceled the exhibit space contracted for, (ii) Show Management shall have the right to use such space as it deems appropriate and (iii) Exhibitor shall pay the Total Amount Due in accordance with subparagraph (a) above. (c) If Exhibitor does not make full payment when due upon the terms of this Contract, Show Management may terminate this Contract, and Exhibitor shall be responsible for payment of all amounts which would have been due, under the terms of subparagraph (a) above, if Exhibitor had cancelled this Contract as of the date of such default. (d) Except as Exhibitor's rental obligation may be reduced in accordance with the terms set forth in subparagraph (a) above, the Exhibitor shall be responsible for payment of the total exhibit space rental fee if the Show is cancelled, delayed or relocated, in whole or in part, as a result of strike, civil disorder, act of war, act of God or any other cause of any kind whatsoever, not within Show Management's control. If for any reason, due to fault of its own, Star Tribune cancels the Show, and provided Exhibitor is not in default of this Contract, Star Tribune shall refund to the Exhibitor all exhibit space fees paid to date under this Contract by Exhibitor. Show Management reserves the right to reject or to revoke the acceptance of any Exhibitor at any time in its sole discretion.

5. Use of Exhibits: Height regulations for 10' x 10' booths are 8' high on the back wall and 8' high on the sidewalls, extending no further than 4' from the back wall. Beyond 4' from back wall, maximum height of a sidewall is no more than 4'. All demonstrations and other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. (a) Except in certain limited circumstances involving parent corporations, their wholly-owned subsidiaries, and sister corporations, when approved in writing in advance by Show Management, Exhibitor shall not assign, sublet or share the space allotted. (b) Any firm or organization not assigned exhibit space will be not permitted to solicit business within the Exhibit Hall. (c) Permission to hang signs or erect exhibit spaces higher than 8 feet must first be obtained in writing from Show Management, which will confirm the available height for specific exhibit locations. (d) No portion of any exhibit space sign or carpeting may extend over or beyond assigned floor space. Interference with the light and space of other exhibitors is prohibited. Booths and aisles must be kept clear for safe access throughout Show hours. (e) Display material exposing an unfinished surface to neighboring exhibit space is not permitted and must be finished at the Exhibitor's expense. (f) Show Management reserves the right to restrict exhibits which, because of noise, method of operation, materials or for any other reason become objectionable, and also to prohibit or to remove any exhibit which, in the sole opinion of Show Management, may detract from the general character of the Show as a whole, or consists of products or services inconsistent with the purpose of the Show. In the event of such restriction or removal, Show Management shall not be liable for any refunds or other expenses. (g) The use of sound systems is permissible, provided that they are not audible more than 3 feet into the aisle or into neighboring exhibit spaces, and that the sound is directed into the Exhibitor's exhibit space or vertically. Show Management shall have absolute control over the implementation of this regulation, the intent of which is that Exhibitor's sound system shall not be audibly objectionable to neighboring exhibitors. (h) Exhibitor is solely responsible for obtaining the necessary licenses for all usage of music or video. (i) Exhibitor is responsible to allocate staff to supervise and manage Exhibitor's booth. Booths must be staffed at all times during open Show hours. (j) Exhibitor may not begin to break down Exhibitor's exhibit prior to the close of the Show.

6. Marketing: Exhibitor shall not make use of the Show name or any related trademarks or logos (including but not limited to the name, "Star Tribune

Travel and Vacation Experience 2019") without prior written approval from Star Tribune. Such approval shall not be unreasonably withheld.

7. Liability and Insurance: Neither Show Management, Minneapolis Convention Center nor Star Tribune, nor any of their respective employees, representatives and agents shall be responsible for any loss, theft, or damage to the property of Exhibitor or any of Exhibitor's employees, representatives or agents. Furthermore, neither Show Management, Minneapolis Convention Center nor Star Tribune, nor any of their respective employees, representatives and agents shall be responsible for any damage, illness or injury to Exhibitor or to any Exhibitor employees, representatives, agents or attendees. Exhibitor shall defend, indemnify and hold harmless Show Management, Minneapolis Convention Center and Star Tribune from all liability (including reasonable attorneys' fees) which might ensue from any cause whatsoever. Exhibitor agrees to maintain adequate insurance to fully protect Show Management, Star Tribune, its co-sponsors, contractors and Minneapolis Convention Center from any and all claims which may arise in connection with the installation, operation and dismantling of the Exhibitor's display. Notwithstanding anything to the contrary contained herein, the forgoing limitations of liability and Exhibitor's defense, indemnity and hold harmless obligations shall not apply to the extent any claim, damage, injury or loss arises from Show Management's Minneapolis Convention Center's, Star Tribune's or any of their respective employees, representatives and agents negligence or willful misconduct. Exhibitor will be required to pay for any damage caused by its employees, representatives or agents. Exhibitor must carry insurance naming J2L Events, Star Tribune and Minneapolis Convention Center as additional insureds on a policy with coverage limits of no less than \$1 million for bodily injury, property damage or loss sustained in any one occurrence. Exhibitor must also carry vehicle liability insurance for any vehicle that enters the Show Facility.

8. Security and Insurance: Show Management provides perimeter guard services during Show hours as noted in the Exhibitor Service Manual and during the hours the Exhibit Hall is closed. Security for all Exhibitor equipment, materials and personnel remains the responsibility of the Exhibitor. Exhibitor is responsible for retaining adequate coverage for theft, damage or any loss. Exhibitor is encouraged to obtain guards and insurance at Exhibitor's own expense. Exhibitor agrees to waive its right to subrogation against Show Management and Show Management's officers, directors and employees.

9. Care of Building and Equipment: Exhibitor must not injure or deface the walls or floors of the building, the exhibit spaces, or the equipment of the exhibit spaces. In the event of any such damage caused by Exhibitor or any of Exhibitor's employees, representatives or agents, Exhibitor is liable to the owner of the property so damaged. All materials used in decoration must be flameproof, and all electrical wiring must conform with the National Electric Code Safety rules and all other applicable rules, regulations, fire laws, electrical codes and other laws of the city in which the Show is located, and of any other governmental authority maintaining jurisdiction over the Show Facility, which affect the installation, conduct and disassembly of the exhibit. Combustible materials or explosives are not permitted in the Exhibit Hall. Exhibitor shall also comply with all reasonable requests of officials of the Exhibit Hall and Show Management with respect to the installation, conduct, and disassembly of its exhibit.

10. Compliance. Exhibitor assumes all responsibility for compliance with federal and local codes and all laws related to public safety, as well as Show Facility regulations. Exhibitor is responsible to meet all requirements of the Americans with Disabilities Act. Wiring and decorating materials must all conform to local codes and fire regulations. Exhibitor assumes the responsibility to ascertain that all such codes and laws have been met, including issues related to facility services. Exhibitor is solely responsible to obtain all necessary permits and tax forms, including submitting any taxes or fees required by local, state or federal authorities.

11. Email Privacy Policy: Show Management respects your time and attention by controlling the frequency of Show Management's mailings. Show Management will never share, sell, or rent Exhibitor's individual personal information with anyone without Exhibitor's advance permission or unless ordered by a court of law. Information submitted to us by Exhibitor is only available to Show Management personnel managing this information for purposes of contacting you regarding this event or sending you emails based on your request for information and to contracted service providers for purposes of providing services relating to this event. Each email sent contains an easy, automated way for you to cease receiving email from us. If you wish to do this, simply follow the instructions at the end of any email. If you have received unwanted, unsolicited email sent via this event or purporting to be sent via this event, please forward a copy of that email with your comments to [info@j2levents.com](mailto:info@j2levents.com) for review.

12. Miscellaneous: Exhibitor, for itself and its employees, agrees to abide by this Contract and any amendment thereto. This Contract cannot be assigned by Exhibitor without the prior written consent of Show Management. Exhibitor further acknowledges that Show Management reserves the right to reject, eject or prohibit any exhibit in whole or in part, or any Exhibitor, its employees, representatives and agents, without giving cause. If any provision of this Contract is held invalid or unenforceable under applicable law, such provision shall be ineffective, without invalidating the remaining provisions hereof. Although Show Management and Exhibitor each do business in various state jurisdictions, this contract shall be governed, construed and enforced in accordance with the laws of the State of Minnesota, excluding any principles of conflict of laws. Each party consents to personal jurisdiction in Minnesota and agrees that venue of any dispute involving the Contract is proper in Hennepin County, Minnesota. In the event that it shall be necessary for Show Management to bring suit to enforce any of its rights hereunder, Show Management shall be entitled to recover all costs of such suits including reasonable attorney's fees.