

Sunday, August 21, 2011

This agreement is made this _____ day of _____, 2010, between the Northwest Arkansas Newspapers, LLC, (hereinafter referred to as the Lessor) and _____ (name of business) as Lessee.

Lessor does hereby lease: (state number of booths and booth choices): Number of booths _____

Booth numbers your prefer: • 1st choice _____ • 2nd choice _____ • 3rd choice _____

Booth reserved _____ (event manager will fill out)

Total for booth reservation _____

Optional additions (Photo showcase \$55, Ad in program \$100, Literature in bags \$95) \$ _____

Would you like electricity, wireless, extra tables, chairs _____ Yes _____ No (If yes, we will provide you with the appropriate forms. Billing and payment for these extras are done through Embassy Suites.

Firm name of Lessee: _____ Contact person: _____ Phone: _____

Have you participated in the Bridal Show previously? Yes _____ No _____

If no, or if your contact information has changed, please provide us with current billing and contact information:

Mobile Phone: _____ E-mail address: _____

Address: _____ City: _____ State: _____ Zip: _____

Type of business: _____ Website: _____

How did you find out about the Bridal Show? _____

Discounts/Payments applied: \$ _____ Total amount due: \$ _____

Notes on payment _____

Are you interested in advertising in the 2011 Bridal Planner? ___y___n Are you interested in becoming a sponsor of the show? ___y___n

Booth workers will need name tags either from your business or that we provide. Please provide names if name tags are needed:

PLEASE SEE SECOND PAGE FOR TERMS AND CONDITIONS. SIGN AND RETURN THIS CONTRACT WITH PAYMENT.

**Once contract is accepted, a copy of this contract and booth reservation should be received within 10 business days. Please contact us if you don't receive this.*

Send contract to: DONNA SUGG, C/O Bridal Show, 212 N. East Ave., Fayetteville, AR 72701
FAX: 479-442-1772 EMAIL: dsugg@nwaonline.com Phone: 479-571-6464

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Lessor and Lessee agree that the lease shall be governed by the following terms and conditions:

1. Booth rental will be held only after money and contract have been received. A deposit of \$100 per booth is due at the time the reservation is made. The deposit is non-refundable. If the remaining balance is not paid by the due date, the booth space listed above can not be guaranteed and lessee may lose the booth space. A \$100 late fee will also be added to your account.
2. TERMS OF PAYMENT: Send contract and payment by Friday, August 10, 2011 to: Bridal Show, 212 N. East Ave. Fayetteville, AR 72701. No exhibitor will be allowed to enter the facility to set up booth if not completely paid for. A refund, minus the deposit, will be given if you cancel before Friday, August 10, 2011. If you cancel after Friday, August 10, 2011, a refund can not be processed and ANY REMAINING BALANCE MUST BE PAID ON YOUR ACCOUNT.
3. RATES on or before Sept. 26, 2010: \$400 inside booths (\$750 for two booths), \$425 corner booths (\$800 for two booths). Early Bird Rates: \$425 inside booths (\$800 for two booths), \$450 corner booths (\$850 for two booths).
 2011 regular rates (sign up after June 1, 2011) \$475 inside booths (\$900 for two booths), \$500 corner booths (\$950 for two booths)
4. No exhibit shall interfere with the orderly operation of adjacent exhibits. This includes a prohibition on music, special effects and other sound or entertainment without approval by Lessor.
5. No Lessee shall be permitted to erect an exhibit without having made full remittance of space rental to Lessor.
6. Lessee must keep aisles clear and abide by all state and city fire prevention codes.
7. No exhibit shall be dismantled or removed from the Banquet Hall until closing time the day of the exhibition (5 p.m. day of show, or whenever the public is removed from the hall and doors are secured). THIS IS A FIRM RULE.
8. No exhibit is permitted that does not have at least one person in attendance at all times. Exhibit personnel shall wear identification badges at all times during exhibit hours 12:30-5 p.m. All personnel working exhibit are to be ready to work and need to be present before doors open to public. If personnel working an exhibit are going to be late, they must be wearing an identification badge/name tag in order to enter at the door.
9. Booths may not display or disperse any business' information other than that of the lessee.
10. Lessor or his agents shall not be liable for loss or damage of Lessee's property due to theft, fire, accidents, or other causes, nor for any injury to exhibitors, its employees or agents. Security will not be present on the day following this event.
11. Lessee agrees that the purpose of exhibit space is for the positive promotion of the Lessee's product or service. Lessee may sell, display or give out information.
12. The Lessor reserves the right of final decision and the right (a) to rearrange floor plans or relocate exhibits or both in order that competitive exhibitors wherever possible will be set up at specific locations that will not interfere with their individual operations, and (b) to prohibit or remove any exhibit which, in the opinion of the Lessor, detracts from the general character of the exhibition including persons, conduct and materials. In the event of such restriction, removal, prohibition and/or eviction, the Lessor shall not be liable for any refunds, other exhibit expenses or any other sums of money by way of damages or otherwise.
13. All decisions pertaining to use and occupancy of space are within the sole discretion of the Lessor. There will be no moving around on setup day.
14. The Lessor has the right to refuse any vendor's contract.
15. There will be no more than one business per booth rental.
16. No exhibit space shall be offered for use or sublet by a Lessee without the consent of the Lessor.
17. Northwest Arkansas Media has the right to limit the total number of any business category to 10% of the total number of booths.

Applicant Signature: _____ Title: _____ Date: _____

Bridal Show Representative Signature: _____ Date: _____

PAYMENT INFORMATION:

Total price: \$_____ Less deposit paid: \$_____ Balance Due on Aug. 10: \$_____

Method of payment for deposit: Check attached Charge deposit to: MasterCard Visa AMEX Discover

Card Number: _____ Expiration Date: _____

Address, City, State, Zip: _____

Credit cards can also be accepted at https://secure.arkansasonline.com/store/nw_bridalvendor

Which of the above methods will be used for final payment, due by Aug. 10: _____ (if credit card, we will automatically charge the above credit card)