



BOOTH RENTAL CONTRACT

EVENT DATES: *March 20-22, 2015*

Santa Fe Convention Center

201 W. Marcy St., Santa Fe, NM 87501

ALL FIELDS REQUIRED. Print CLEARLY using dark blue/black ink. Incomplete/illegible applications will not be processed. Agreements/contracts will be reviewed and are not binding until approved by F+W Trade Show & Events LLC. dba. Bead Fest.

You will be notified of acceptance into the event. DO NOT SUBMIT AGREEMENT WITHOUT DEPOSIT. Deposits will be processed immediately upon acceptance without further notification.

Exhibitor/Company Name: _____

Contact Name: _____

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

Phone: _____ Fax: _____

Email: _____ Website: _____

10' x 8' Booth

\$985 first booth
\$970 ea. additional booth

Total booths _____ = \$ _____

6' Table in hall or lobby foyer

QTY _____ x \$585 / EACH
= _____

Corner – customer access on 2 sides of booth

Corner \$275/ea.
Double End Cap.....\$550

Booth/Table Total \$ _____

Corner Total \$ _____

City of Santa Fe Business License \$13.00
Bead Fest will secure this for you. The fee will be automatically added to all orders.

Total Due \$ _____

How many printed promotional pieces would you like for distribution?

Booth location preference _____

Contract and deposit must be recieved by 9/20/14 in order to receive first right to your 2013 location

New Mexico CRS# _____
Required for application to be processed
https://tap.state.nm.us/NM_xwTapCrS.aspx

New for 2015 - Our Diamond Affiliate Exhibitor Program

Diamond Affiliate Exhibitors (exhibitors at all three 2015 Bead Fest events) are eligible for a 5% discount on you total booth fee at each event. Discount will be applied at time of billing. *Restrictions apply, see page 3 for details.

What will you be selling? Please check all that apply.

- | | | |
|----------------------------------|----------------------------|-------------------------|
| Antique/Ancient Beads, Artifacts | Glass Beads, Mass-Produced | Seed beads |
| Bone/Horn | Jewelry | Silver |
| Cabochons | Kits (not mass-produced) | Tools |
| Crystals | Pearls | Wire/Stringing Supplies |
| Findings | Pewter | Other _____ |
| Gemstones (precious) | PMC/Art Clay | _____ |
| Gemstones (semi-precious) | Polymer Clay | _____ |
| Glass Bead Making Supplies | Porcelain/Clay Beads | |
| Glass Beads, Handmade Artisan | Publications | |

Please visit www.BeadFest.com for show and set-up hours

I have read and agree to the terms and conditions of this Agreement (as detailed above and pages 2 & 3) and will abide by all Show, facility, and local regulations and requirements, including those related to retail sales taxes.

Exhibitor Name (Print)

By: _____
Bead Fest Authorized Representative

Authorized Exhibitor (Signature)

Date: _____ Date: _____

Email, fax or mail this page and page 3 with 20% deposit to: Bead Fest PO Box 266 Devon, PA 19333

All checks should be sent to Bead Fest PO Box 26384 Chicago, IL 60673

Contact: Dana Groves • 610-232-5707 • Fax: 610-232-5754 • dgroves@interweave.com

BEAD FEST Santa Fe, 2015 TERMS & CONDITIONS

This Agreement is between F+W Trade Show & Events, LLC and the Exhibitor named on page one of this Agreement.

ELIGIBILITY

F+W Trade Show & Events, LLC has the right to determine the eligibility or termination of any Exhibitor or product for inclusion in the Expo.

ALLOTMENT OF SPACE

Booth space allotments will be made by F+W Trade Show & Events, but where practical in our sole discretion, taking into account preferences and priorities of the Exhibitor concerning location and/or adjacency to competitors. We reserve the right to make reasonable shifts of table or booth location as necessary at any time.

CONDITIONS TO SET UP BOOTH SPACE

Exhibitors not checked in two (2) hours prior to show opening will forfeit their booth(s)/table(s). **NO REFUNDS.** If an Exhibitor fails to install its product in its exhibit space within the time limit set for opening exhibits, or fails to pay the space rental per the specified schedule, or fails to comply with any other provisions concerning use of exhibit space, F+W Trade Show & Events has the right to take possession of said space for such purposes as it sees fit and the Exhibitor will be held liable for the full rental price of said space. Exhibitor acknowledges that Exhibitor's failure to appear at the Expo does not release the Exhibitor from responsibility for payment of the full cost of the booth space rented. Exhibitor further acknowledges that if Exhibitor is overdue in any payment obligation to F+W Media, whether or not related to the Expo, F+W Trade Show & Events, LLC shall have right to restrict Exhibitor from setting up the booth, without any refund, until the overdue amounts are paid.

LIMITATION OF LIABILITY

All property of Exhibitor is understood to remain under Exhibitor's custody and control, in transit to or from or within the confines of the exhibit hall, subject to the rules and regulations of the Expo. All merchandise shown or displayed by the Exhibitor in the exhibit hall shall be the sole responsibility of the Exhibitor. Under no circumstances shall F+W Trade Show & Events, LLC be responsible for any loss or damage to the merchandise or damage to the property of any Exhibitor.

Exhibitor agrees to make no claim against F+W Trade Show & Events, LLC or service contractors for: a) loss, theft, damage or destruction of goods; b) for any damage of any nature, including damage to its business, by reason of failure to provide space for its exhibit; c) for any action of any nature of F+W Trade Show & Events, LLC; and d) for failure to hold the expo or any portion of the Expo, as scheduled.

Any rights and remedies referred to herein shall be considered reasonable and shall be in addition to any and all remedies sought by F+W Trade Show & Events, LLC hereunder in the event of or on account of any breach or this Agreement by the Exhibitor.

Exhibitor assumes all liability with respect to any liability to any Performing Rights Society, ASCAP, or other organization with regard to any live and/or recorded music at the Exhibitor's booth.

INSTALLATION, EXHIBITING, DISMANTLING

Exhibits are to remain open and staffed at all times during Expo hours. Exhibitors shall not dismantle their display or begin tear down prior to the close of the Expo. Any violations will result in a **\$250 penalty fee & incur risk of losing booth space** and/or position at any or all future events. This fee may be drawn from deposits received for future events which would impact the balance due for those events.

Hours and dates for installation, exhibiting and dismantling will be those specified by event staff and are subject to change. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Expo floor at the time specified by event staff.

STORAGE OF PACKING CRATES AND BOXES

Exhibitors are required to store all packing crates, boxes and booth material within the confines of their booth space. For storage of large crates or containers off of the Expo floor, please contact event staff in advance.

RESTRICTIONS IN OPERATIONS OF EXHIBITS

Exhibitor assumes all responsibility for compliance with all Expo rules and applicable ordinance, regulations, codes of local, state and federal government authorities concerning fire, safety, health and business licenses or permits needed to sell at the Expo, as well as with the rules and regulations of operators and owners of the property and facility in which the Expo is held.

NOTHING (No Tables, Chairs, Displays, Etc.) Can Extend Into the Aisles. All transactions must take place within the allocated booth space and not extend into the aisles, including customers waiting to pay for purchases.

F+W Trade Show & Events, LLC reserves the right to prohibit or restrict any display or activities which results in an obstruction of aisles, attendees, buyers' line of sight, access to a nearby exhibitor's booth, or which is offensive to other exhibitors or attendees, determined by event staff, in its sole discretion. Booths must conform to the following dimensions: No display or other constructions can exceed 8' on the back wall. The maximum 8' height is allowed to extend at the sides of the booth to no more than half of the full booth's dimensions, from the back wall. The front of the display or construction cannot exceed 4' high, for the first 5'

of the space. Requirements of the exhibition hall may cause modification to these dimensions and shall be complied with when provided by F+W Trade Show & Events, LLC to the Exhibitor.

Any Exhibitor not in compliance with rules, ordinance, regulations or codes shall be required to dismantle its exhibit and shall vacate the premises forthwith. In such event, no refund will be given to Exhibitor, and F+W Trade Show & Events, LLC shall not be responsible for any damages, costs or losses suffered by the Exhibitor.

Alcoholic beverages in exhibit booths are prohibited. Storage batteries (wet cell) are not permitted inside the exhibit hall. Smoking is not permitted in the exhibit hall. Amplifiers, stereos, and other sound generating equipment must be operated at levels that will not interfere with other Exhibitors or cause excessive noise in the exhibit hall. Event staff reserves final determination as to whether an Exhibitor is in violation of this policy. All demonstrations, sales, activities, distribution of sales materials, etc. must be confined to the limits of the Exhibitor's booth area. All other local fire and facility rules and codes must be followed and will be provided prior to the Expo.

WHOLESALE/DISCOUNTING: Wholesale transactions are to be conducted only with qualified buyers with proper tax resale licenses. Exhibitors are not allowed to sell wholesale to the general public. F+W Trade Show & Events, LLC may terminate this Agreement and take possession of Exhibitor's booth space without refund if Exhibitor sells wholesale to the public.

Extreme product discounts with the intent to sell a high volume of outdated or otherwise unsaleable merchandise is prohibited. Determination of compliance with this policy is at the sole discretion of event staff. Noncompliance may result in the removal from the show.

PRODUCTS: Products offered for sale by Exhibitor must be identified as completely and accurately as possible, describing age, origin and materials. Cultural artifacts must have been legally obtained and must be documented. F+W Trade Show & Events, LLC may review all booths & reserves the right to require Exhibitors to remove from display any item deemed inappropriate for the Expo. Exhibitors may not change the products specified to be sold on page one (1) of this Agreement without prior written notification to and approval from F+W Trade Show & Events, LLC. F+W Trade Show & Events, LLC of Exhibitor's booth space without refund if Exhibitor breaches any of these provisions.

SIGNAGE: Booth signage which advertises Clearances is not allowed. Exhibitors may price merchandise as desired, but may not have signage advertising sales or discounts. Signs involving the use of neon or similar gases are prohibited. Any signage may not extend outside of the booth as per the Restrictions in Operations of Exhibits section of this Agreement.

CARE OF PREMISES

Exhibitor is liable for any damage caused to the exhibit building, floors, walls, columns, standard booth equipment (table, carpet, draping, chairs, wastebasket) or other Exhibitors' property. Application of labels, tape, paint, lacquer, adhesives or other coatings to the facility's columns, floors, walls or standard booth equipment is strictly prohibited. Exhibitor agree to pay promptly for any all damage to the facility or its equipment, incurred through carelessness or otherwise, caused by the Exhibitor or its employees, contractors or representatives. Exhibitor acknowledges that F+W Trade Show & Events, LLC does not maintain insurance covering damage, destruction or loss of Exhibitor's property. Accordingly, it is the sole responsibility of the Exhibitor to obtain fire, theft, liability, business disruption, property damage and/or other insurance covering such and other losses and to name F+W Trade Show & Events, LLC as an additional insured. Exhibitors are encouraged to secure valuable exhibit materials during non-show hours. It is expressly understood by Exhibitor that neither F+W Trade Show & Events, LLC or its employees, agents, or representatives shall be liable for damage or injury to the Exhibitor, including Exhibitor's guests, invitees, employees, or agents, whether to person, business, or property, as a result of robbery, fire, theft, accident or any other cause whatsoever.

RELEASE

The Exhibitor releases and forever discharges F+W Trade Show & Events, LLC., employees, officers, and its parent company and affiliates from all and any manner of actions, liabilities, suits, or claims (including attorney's fees) which may arise out of or relate to the use or occupancy of any exhibit space or service provided to the Exhibitor under this Agreement.

ENTIRE AGREEMENT

The terms and conditions herein set forth, including those on the front of this Agreement, constitute the entire agreement between the Exhibitor & F+W Trade Show & Events, LLC and such Agreement may not be modified except in writing. If any provision is invalid or unenforceable under applicable law, it is to that extent deemed omitted and the remaining provisions will continue in full force and effect. This Agreement will be construed in accordance with the laws of the State of Ohio, without regard to principles of conflicts of laws and regardless of the location of the exhibit or Exhibitor, and any claim, action or proceeding shall be commenced in the appropriate State or Federal courts in the State of Ohio. This Agreement shall be binding upon the successor and assigns of the parties hereto, provided that Exhibitor may not assign the Agreement without the prior written approval of F+W Trade Show & Events, LLC.

2015 BEAD FEST SANTA FE BOOTH RENTAL AGREEMENT

Exhibitor/Company Name: _____

Contact Name: _____

Please note:

A 20% deposit is due with Agreement and must be confirmed by credit card

Minimum 20% due with Agreement and must be confirmed by credit card
If submitting after January 16th, 2015 the full amount is due and will be charged to credit card on file.

Total Due from Page 1 \$ _____

Note: *if cancelling after the cancellation date listed on this agreement, 20% of your total payment is still due.*

DEPOSIT amount (20%) \$ _____

- Check enclosed
- Charge credit card below

Balance due on January 16th, 2015 (60 days prior to the show)

_____ *Check here to have balance automatically charged 60 days prior to the show.*

Foyer or Hall Table: One 6' draped table, chair & wastebasket.

Booths: 10' x 8' with one 8' draped table, chair & wastebasket per booth. 3 booths = 3 of everything.

Booth Sharing: permitted without surcharge. One Exhibitor must write "Main Contact" on this agreement and will be solely responsible for payments/paperwork. Other(s) to write "Sharing With" on their Agreements, with nothing selected for size or costs. Maximum 2 Exhibitors per booth, or 4 Exhibitors in double booths, etc.)

***Diamond Affiliate Exhibitors:** must be in 'good standing' with FW Media and it's affiliates. Deposit must accompany contract and all booth fees must be paid in full 60 days prior to each event.

PAYMENT Terms: 20 % deposit due with signed Agreement. DEPOSITS ARE NON REFUNDABLE. Final payment due Jan. 16th, 2015.

If any unpaid balance is not paid by such date, and the credit card on file cannot be charged, the booth space may be cancelled or relocated without refund. Full payment required if Agreement is submitted after final payment due date. Please make checks payable to F+W Trade Show & Events, LLC.

CANCELLATIONS: Cancellations must be made in writing and received by Jan. 16th, 2015. **NO REFUNDS/CANCELLATIONS WILL BE ALLOWED AFTER THIS DATE.** Downgrading is not permissible. You may not re-sell your space. Deposits are nonrefundable. Full balance is due as of Jan. 16, 2015. If event or a part of the Event impacting your booth space is cancelled, Exhibitors will have the option, as their sole recourse, to apply any monies paid pursuant to the Payment Terms for the cancelled Event to another F+W Trade Show & Events, LLC event, or to receive a full refund thereof.

Please accept this as an official F+W Trade Show & Events, LLC booth rental Agreement. I acknowledge that by entering my name and information below and returning this Agreement by fax or mail, I agree to the terms and conditions of this Agreement.

Name as it appears on card

Visa/Mastercard/Amex #

Expiration Date

Security Code

Print Name: _____

Date: _____

Signature: _____

Company: _____

NOTE: CREDIT CARD INFORMATION IS REQUIRED FOR ALL EXHIBITORS EVEN IF YOU CHOOSE TO PAY BY CHECK.

Email, fax or mail this page and page 3 with 20% deposit to: Bead Fest PO Box 266 Devon, PA 19333

All checks should be sent to Bead Fest PO Box 26384 Chicago, IL 60673

Contact: Dana Groves • Phone: 215-510-0493 • Fax: 610-232-5754 • dana.groves@fwmedia.com

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115 113 111 109 107 105 103 101

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22 23 24 25 TICKETS / WORKSHOPS

COWGIRL CONCESSIONS

17 16 15 14 13 12 11 10

MEET THE TEACHERS

O'KEEFE

MILAGRO

KEARNEY

CLASSROOMS

BEYOND
BEADERY

42 43 44

PERALTA

LAMY

41 40 39

37
38

COURTYARD

2nd FLOOR
CLASSROOMS

POJOAQUE

NAMBE

OHKAY OWINGEH

TESUQUE

ENTRANCE

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