

67th ANNUAL CONVENTION & EXPO

APPLICATION/ CONTRACT FOR EXHIBIT SPACE

Caesars Palace • Las Vegas, NV • June 24-27/Expo Dates June 25-27

2013



Company Information

Company _____
Mailing Address _____
City/State/Zip _____
Telephone _____
Email Address _____

Contact Information

Official Contact _____ Title _____
Telephone _____ Email _____
Secondary Contact _____ Title _____
Telephone _____ Email _____
Onsite Contact _____ Title _____
Telephone _____ Email _____

Product or Service

What type of product/service will be featured in your booth? _____

Booth Selection

Booth Numbers: Refer to the floor plan and list three booth numbers in order of preference. If your booth requests are not available, you will be assigned an available location nearest to your request. Show management reserves the right to allocate exhibit space.

Top Three Booth Choices: 1st _____ 2nd _____ 3rd _____

Booth Size: 6'x10' booth \$2,000 (two vendor registrations included)
 10'x10' booth \$2,500 (two vendor registrations included)
 10'x20' booth \$5,000 (four vendor registrations included)
 20'x20' booth \$10,000 (six vendor registrations included)

List any companies you do not want to be near: _____

Payment Information

Minimum of 50% deposit due with submission of booth application. *(Balance due by May 1, 2013. If paying with a credit card, the balance due will automatically be charged to your card on May 1, 2013.)*

Amount Included Now \$ _____ Balance Due on May 15, 2013 \$ _____

Visa MasterCard American Express Discover Check Enclosed *(Payable to NIADA)*

Card Number _____ Exp. Date _____ Security Code _____

Cardholder Name _____ Signature _____

The undersigned acknowledges receipt of General Information and hereby makes application for exhibit space during Expo 2013, Caesars Palace, June 25-27. I, the undersigned, have received, read and agree to comply with the official Rules and Conditions of Contract on the second page of the application, and authorize payment in the amount listed above. Exhibitor understands that exhibit space shall be at the discretion of Show Management.

Print Name & Title _____

Signature _____ Date _____

UNSIGNED APPLICATIONS WILL NOT BE ACCEPTED.

Applications by fax will be accepted only if payment is made by credit card.

Mail/ Fax Deposit to:

National Independent Automobile Dealers Association, Attn: Holly Swanzy
2521 Brown Boulevard, Arlington, TX 76006 • Fax: 817.649.5688 • Phone: 817.640.3838

NIADA EXPO 2013 OFFICIAL RULES AND CONDITIONS OF CONTRACT

The following constitutes as part of the Application/Contract for Exhibit Space. REVIEW CAREFULLY. Each exhibiting company is responsible for informing all booth personnel of these rules.

ELIGIBILITY. Members of the National Independent Automobile Dealers Association who are engaged in offering services for sale are eligible to apply for exhibit space. In addition, companies who are not members of NIADA but who are engaged in offering services for sale are eligible to apply for exhibit space. NIADA reserves the right to determine the eligibility of any company or product for inclusion in the trade show exhibition and to reject any application at will and without cause.

CONTRACT FOR SPACE. By submitting an application for exhibit space, the applicant warrants his authority to bind the exhibiting company and releases the National Independent Automobile Dealers Association and its agents from any and all liabilities to applicant, its agents, licensees, or employees that may arise or be asserted as a result of submission of an application or of participating in this exposition. Acceptance of an application does not imply endorsement by NIADA of the applicant's products, nor does rejection imply lack of merit of product or manufacturer.

The cost of exhibit space per booth includes the right to occupy the specified space on the exhibit floor, an 8' high back drape the length of the contracted space, 3' high side rail drapes at each end of the contracted space and one 7"x44" sign identifying the company name (excludes 20'x20' and higher spaces).

This application for space, accompanied by 50 percent of the total charge, when accepted by NIADA with notice of space assignment, constitutes a contract for the right to use the space. No refund will be made for space that is not used. If space is unoccupied at the opening of the exposition, NIADA reserves the right to rent or use said space without obligation of refund. If NIADA receives written cancellation of reserved space on or before May 15, 2013, 5:00 pm, CT, there will be a cancellation penalty of 25% per booth space. If written cancellation is received after 5:00 pm, CT, May 15, 2013, no refund will be made.

Space remaining unpaid after May 15, 2013, may be reassigned.

NIADA reserves the right to relocate any exhibitor. Upon receiving from NIADA notice of such relocation, exhibitor may, notwithstanding any other provision hereof cancel this agreement without penalty and shall be entitled to full refund of previously paid exhibit rental fee.

HANGING SIGNS. Hanging signs and graphics are permitted to a maximum height of 22 feet in the Exhibit Hall. Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type).

Approval for the use of Hanging Signs and Graphics should be received from NIADA at least 30 days prior to installation. Drawings should be available for inspection.

USE OF EXHIBIT SPACE. Sharing booth space is not permitted without authorization by NIADA. No exhibitor may sublet, assign, apportion or share any part of the space allotted or represent, advertise or distribute literature for the product of any other firm or individual except as approved in writing by NIADA.

The purpose of the exhibit should be to inform and educate regarding characteristics and uses of the products. Personnel qualified to offer technical explanations and answer questions should staff exhibits. Exhibits must be staffed at all times during exposition hours. Unstaffed exhibits may be penalized.

RESTRICTIONS. NIADA reserves the right to restrict exhibits which because of noise, height, visual obstruction or line of sight method of operations, or any other reason, become objectionable or otherwise detract from or are out of keeping with the character of the exposition as a whole.

It may forbid installation or request removal or discontinuance of any exhibit or promotion which, if continued, departs substantially from the design and description given advance approval. In the event of such restrictions, or evictions, NIADA is not liable for any refund of rental or other expenses. Advertising displays and demonstrations in the interest of business are not permitted except by firms that have rented space to exhibit and have cleared plans in advance.

NIADA reserves the right to require discontinuance of video/sound equipment or other sound creating devices operated at a level which interferes with other exhibitors or adds unduly to general acoustic inconvenience.

CONDUCT. All demonstrations, interviews and other exhibit activities must be conducted so as not to infringe on the rights of other exhibitors or offend visitors to the exhibit. No undignified manner of attracting attention will be permitted.

The exhibitor assumes all costs arising from the use of patented, trademarked, copyrighted or service-marked materials equipment, devices, processes or dramatic or musical rights used in or incorporated in the conduct of this event; and exhibitor warrants and represents that it will not be in violation of any laws governing the use of such proprietary works.

Exhibitor agrees to indemnify and hold NIADA harmless for all damages and costs resulting from any infringement.

ENTERTAINMENT AND MEETINGS In order to maintain the professional purpose of this convention and exposition, no company-sponsored functions such as tours, film showings, sales meetings, hosted events, presentation or similar activities shall be scheduled during exhibit hours or in conflict with any officially programmed NIADA event. Vendors in violation will be penalized.

SOUVENIRS, SAMPLES AND LITERATURE. Distribution of souvenirs and samples is permitted provided it is done in a dignified fashion and does not interfere with other exhibits. Distribution of literature by all exhibitors is encouraged, but may only take place within the exhibitor's booth space.

CARE OF PREMISES. No part of an exhibit, signs or other materials may be pasted, nailed or otherwise affixed to walls, doors or other surfaces in a way that might mar or deface the convention center or property of any other company or person. Damage from failure to observe this notice is payable by the exhibitor.

EXHIBITOR BADGES. Exhibit personnel must register and wear NIADA identification badges clearly visible at all times, while on the exhibit floor. Lending a badge to another person is prohibited.

EXHIBITOR ACCESS TO HALL. Exhibitors are permitted to enter the exhibit hall during non-show hours only to set up displays during appointed work hours. Thereafter exhibitors may, each day, enter their booths one hour prior to opening of the show and remain in their booths one hour after the show closes. During hours other than exhibit hours listed, the exhibit area will be locked.

Exhibitors who require additional time in their booths must obtain prior permission from NIADA to enter the hall earlier than one hour prior or to remain longer than one hour after show hours. Equipment demonstrations and/or sales meetings will be allowed in the hall during appointed work hours and one hour prior to show opening, each day for registered exhibitors only. Security personnel will strictly enforce hall access.

SECURITY. NIADA will provide general perimeter security and employ a reputable security company to take reasonable precaution to safeguard exhibitors' property, but does not guarantee safety of any item and is not responsible for losses. Once property is brought into the hall, it may not be removed except in the event of an emergency and only with written NIADA authorization. NIADA assumes no liability whatsoever for loss or damage, through any cause, of goods, exhibits or other materials owned, rented or leased by the exhibitor.

INSURANCE. The exhibitor takes part in the exposition entirely at his own risk. The exhibitor assumes all responsibility for any and all loss, theft or damage to exhibitor's displays, equipment and other property while on Caesars Palace premises and hereby waives any claim or demand it may have against Caesars Palace or its affiliates arising from such a loss, theft or damage. In addition, the exhibitor agrees to defend (if requested), indemnify and hold harmless National Independent Automobile Dealers Association and Caesars Palace and their respective parent subsidiary and other related or affiliated companies from and against any liabilities, obligations, claims, damages, suits costs and expenses, including, without limitation, attorneys' fees and costs, arising from or in connection with the exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error or omission of the exhibitor or its employees, subcontractors or agents.

PHOTOGRAPHY. Taking pictures in the exhibit hall is prohibited, and no cameras will be allowed on the show floor. Exhibitors desiring to photograph their own booth may do so only with prior approval of NIADA. This rule will be strictly enforced, violation of which may result in confiscation of film and removal of the photographer from the show. Exceptions to this rule include NIADA staff, official NIADA show photographer and members of the press wearing a press badge.

INSTALLATION AND REMOVAL. The setting up of exhibits may begin at 8:00 am, Tuesday, June 25, 2013. Displays must be in place and ready for preview by 3:00 pm, Tuesday, June 25, 2013 and remain intact until close of the exposition at 2:00 pm Thursday, June 27, 2013, when dismantling and removal may begin. Early dismantling is prohibited. If early dismantling or failure to set up exhibit for the entire duration of the show occurs for any reason, the exhibitor may be penalized including being banned from participating in future shows. The exhibits must be removed by 9:00 pm, Thursday, June 27, 2013. No children under 16 year of age are allowed on the show floor under any circumstances.

STRIKES, FIRE AND NATURAL DISASTERS. National Independent Automobile Dealers Association reserves the right to change the location and dates of the exposition in the event a strike, fire or natural disaster should render the hall and/or city in which the exposition has been scheduled unusable or inadvisable.

INTERPRETATION AND ENFORCEMENT. These regulations constitute a part of the contract between the exhibitor and National Independent Automobile Dealers Association. NIADA has full power of interpretation and enforcement of these rules.

All matters in question not covered by these regulations are subject to the decision of NIADA, and all decisions so made shall be binding on all parties affected by them as by the original regulations. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the opinion of NIADA, conduct themselves unethically or in such a manner as to reflect upon the professionalism of the show, may be dismissed from the exhibit without refund and may not be allowed to exhibit at future NIADA Expos.

NIADA reserves the right to reject, eject or prohibit any exhibit in whole or in part or any exhibitor or its representatives, at will without cause.

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Your company's information will be listed by company name and by category listing in the program guide given to every convention attendee. This information also appears on the NIADA convention website. Only one company listing per application is allowed. Enter the information as you want it to be seen by the dealers.

1

Directory Contact

Company Name _____

Contact Name _____

Title _____

Phone _____ Email _____

Website _____

Mailing Address _____

City/ST/Zip _____

2

Company Description

50 Word Company Description (strictly monitored) - Print a short promotional, one paragraph.

Description to be included with your company's listing in the convention program and on the convention site. Be sure to use all company unique capitalization, trademark and registered symbols. Do not make any references to competitors or their products. NIADA reserves the right to edit text to conform to format and length limit.

3

Category Listings

Select up to THREE category listings that best describe the products/services to be displayed in your booth. Exhibitors will be listed alphabetically under the product category headers in the convention program.

- | | | |
|---|--|---|
| <input type="checkbox"/> Advertising/Marketing | <input type="checkbox"/> Environmental | <input type="checkbox"/> Security |
| <input type="checkbox"/> Aftermarket Product | <input type="checkbox"/> Equipment & Services | <input type="checkbox"/> Starter Interrupt Devices |
| <input type="checkbox"/> Auto Auctions | <input type="checkbox"/> Forms & Supplies | <input type="checkbox"/> Training & Education Providers |
| <input type="checkbox"/> Auto Reconditioning | <input type="checkbox"/> Franchise Opportunities | <input type="checkbox"/> Vehicle Transport |
| <input type="checkbox"/> Automotive Industry Association | <input type="checkbox"/> GPS Tracking & Recovery | <input type="checkbox"/> Vehicle History Information |
| <input type="checkbox"/> Banking/Finance & Financial Planning | <input type="checkbox"/> Insurance | <input type="checkbox"/> Warranties/Service Contracts |
| <input type="checkbox"/> Computer/Internet | <input type="checkbox"/> Legal Services | <input type="checkbox"/> Other |
| <input type="checkbox"/> Consumer Credit Information | <input type="checkbox"/> Market Guides | |
| <input type="checkbox"/> CSI/Follow-up Programs | <input type="checkbox"/> Online Vehicle Services | |
| | <input type="checkbox"/> Parts Suppliers | |
| | <input type="checkbox"/> Publications/Press | |
| | <input type="checkbox"/> Rental/Leasing Services | |

4

Signature

Signature of Authorized Representative _____

Date _____

5

Remittance

Mail/Scan & Email/Fax: NIADA, Attn: Holly Swanzy, 2521 Brown Blvd., Arlington, TX 76006

Fax: 817.649.5618 Email: holly@niada.com