



APPLICATION/CONTRACT FOR EXHIBIT SPACE

2012 BLADE Show and Tactical Gear Expo

June 8, 9, 10, 2012

**Cobb Galleria Centre
Atlanta, GA**

Set-Up: Thursday, June 7 and Friday, June 8
Show Open To Public: Friday, June 8,
 Saturday, June 9 and Sunday, June 10
Move Out: Sunday, June 10 after
 show closing

The Show is open to makers, dealers, manufacturers and suppliers of products and services to all segments of the knife and cutlery industry.

- Exhibitor agrees to abide by all show rules, policies and procedures printed on the reverse side of this contract. Signature of this contract indicates that the person signing has full authority to sign for the below referenced company and accepts personal liability for his/her company.
- Show Management will provide the services of a protective agency during show hours and the periods the show is closed. Exhibitor agrees that with the provisions of such services the Show Management will not be liable for damage or loss to exhibitor property through theft, fire, accident or other cause. Exhibitors are encouraged to individually insure their property.
- Exhibit Setup times will be assigned by Show Management. Exhibitor must comply with these arrangements.
- Exhibitor must remain set up until the show closes Sunday, June 10 at 2 p.m. Failure to comply will result in loss of exhibition privileges at future BLADE Shows.

I WILL NEED: _____ table(s) _____ booth(s)

BOOTH OPTIONS

- Booth \$1,150 2nd Booth \$1,075
 Corner Booth \$1,200

TABLE OPTIONS \$500

- Knifemakers Guild* ABS*
* I am a member in good standing * I am a member in good standing

- Antique/Current Handmade Tactical Gear
 ABS Tester \$250 Display Only

- I would prefer an end table-\$25 additional charge
 I would like the Knife Showcase Enhanced Online Listing \$150
(normally \$300 for non-BLADE Show exhibitor) – This will be billed separately.

FIRST LOCATION CHOICE _____
(please write in your current table/booth location if you wish to remain where you are)

SECOND LOCATION CHOICE _____

SHOW SPECIAL Contracts turned in at the 2011 BLADE Show onsite will receive a \$25 discount off their ENTIRE order.

FOR OFFICE USE ONLY A \$200 **NON-REFUNDABLE** deposit per booth or table is due with contract signature. Contracts are due with deposits by **October 31, 2011** or space will be released. **Final payment is due March 31, 2012.**

Date Received _____

Approved By _____ Cash Check # _____ (payable to Blade Show)

Deposit _____ MasterCard VISA Am Express Discover Exp. Date _____

Balance Due _____ Card No. _____ Signature _____

This agreement will not be accepted without a clear and detailed description of the products to be displayed at the BLADE Show. Display of products other than those described below may be considered a violation by Exhibitor of this agreement, and Management may immediately terminate Exhibitor privileges without refund at its discretion. *See paragraph 12 on reverse.*

Product Description: _____

Name To Appear in Show Program: _____

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Cxvell# _____

E-mail _____
(please note all show communication will be sent via email for the 2012 Show)

Signature _____ Title _____ Date _____

Please sign and return both copies of this contract. When countersigned by Show Management, one copy will be returned for your records. A signed copy of this contract must be in possession of Show Management before set-up at the Show is allowed.

Rules and Regulations For 2012 BLADE Show & International Cutlery Fair

So we can provide exhibitors with a well-balanced, adequately-regulated attractive and successful BLADE SHOW & INTERNATIONAL CUTLERY FAIR (herein called the "Show"), exceptions to the following rules and regulations will not be permitted. Show Management reserves the right to enforce strict compliance with all rules and regulations.

1. THE PROMOTERS

The BLADE Show is an owned subsidiary of F+W Media, Inc. referred to hereafter as "Show Management" or "Show Promoter", 4700 E. Galbraith Rd, Cincinnati, OH 45236. Telephone 877-746-9757, Fax 513-531-0798.

2. SHOW QUALIFICATION

The Show is open to makers, dealers, manufacturers and suppliers of products and services to all segments of the knife and cutlery industry. No non-related exhibits will be permitted.

3. EXHIBIT FEES

Your 2012 space contract and non-refundable deposit is due by October 31, 2011. Each exhibitor has first right of refusal on their current assigned space until that date. After that date, Show Management reserves the right to reassign any spot currently not reserved. Exhibitor will not be allowed to occupy any booth not fully paid for. In such case any show exhibit space money shall be considered a nonrefundable deposit. Final space payment is due March 31, 2012.

4. DISPLAY REGULATIONS/EXHIBIT SPACE

No exhibit may block or interfere with a neighboring exhibit. Exhibitors shall confine all exhibit activities within the limits of their own booths/tables. All materials and activities in a booth shall be relevant to the exhibitor's products and/or services. The level of sound production devices shall be kept low enough so as to not be objectionable to other exhibitors. Absolutely no exhibits are permitted outside the contracted booth/table space in public areas of the convention center, contracted hotels or other spaces in the city without express written permission from Show Management. Nothing may be tacked, nailed, screwed, or otherwise attached to the columns, walls, floors or furniture in the Event area. Decals or other stick-on display materials cannot be affixed to floors or walls. Violators will be responsible for removal of any stick-on materials and charged for cleaning. Any expense incurred in affixing items in a manner necessary or proper for the protection of the equipment or furniture will be borne by the Exhibitor.

5. DISPLAY TABLES

Display table are eligible for collection awards. Nothing may be sold or traded from display tables. Exhibitors caught selling from display tables will be asked to immediately leave the Show. No exceptions.

6. DELIVERIES

The Show Management and the Show Site do not accept responsibility, nor is a bailment created, for merchandise or equipment delivered by or to exhibitors at any time. The Show Management and the Show Site are not responsible for any loss or theft of Exhibitors' merchandise or equipment during any period of the Show, or during setup/dismantling.

7. EXHIBITOR ATTENDEE

All exhibitor personnel are required to register. Contract includes two Exhibitor registrations per table and four Exhibitor registrations per booth. Additional badges can be purchased for a \$25 fee. Name badges will be issued and must be worn by registered attendees at all Show functions. Exhibitors are not allowed to issue unauthorized, complimentary or discounted badges to anyone. If Show Management determines name badges have been issued improperly, a registration fee of \$200 per person, per day will be assessed and/or the attendee asked to immediately leave the Show, forfeiting all monies previously paid.

8. EXHIBIT SETUP

Setup begins on Thursday, June 7, 2012. Dealer setup times will be assigned by Show Management. All exhibits must be fully set-up by show opening Friday, June 8th, 2012 at NOON. In the event the Exhibitor does not set-up and occupy reserved space, the Management is authorized to occupy or cause said space to be occupied in such a manner as it may deem best for the interest of the Management, free and clear of any claims by Exhibitor. All exhibits must be open for business during all show hours. No dismantling or packing may be started before the show closing on Sunday, June 10th at 2:00 pm. Cooperation on this point from all exhibitors is required. Failure to comply with this request may result in loss of future exhibition privileges. All exhibits must be removed (or all materials packed and ready for shipping) from the exhibit hall by 8 p.m. Sunday, June 10th. If no progress has been made on exhibit tear down or no arrangements were made with Show Management prior to end of show, the exhibit will be removed by the Show Decorator at the exhibitor's expense. Show Management will not assume any liability for any injury that many occur to Show visitors, exhibitors or their agents and employees or others, or their property, during Show setup and dismantling periods.

Any exhibitor using the services of an independent decorating company assumes all liability for the acts of that decorator during exhibit installation or dismantling under this contract. No outside decorating contractor employed by an exhibitor is allowed to solicit work from any other exhibitor on the show floor.

9. BOOTH/TABLE FURNISHINGS

Each 10' x 10' display includes carpeting. Additional booth furnishings and

other service - i.e., tables, accessories, drapes, labor to erect and dismantle exhibits, special signs, flowers, cleaning service, electrical power, water, drayage or gas may be obtained from the official Show Decorator. Special forms will be provided for ordering additional furnishings etc.

Each 8' table includes 2 folding chairs. Anyone wishing to upgrade may do so for an additional fee. The show decorator will provide pricing at a later date.

10. LIABILITIES

Exhibitor hereby agrees to indemnify and save harmless the Show and F+W Media and all their managers, officers, sponsors, employees, agents, guests, successors and assigns from any damages, expenses, losses or liabilities, including but not limited to any suit or claim for personal injury, product liability, for property damage or for loss or use of property by whosoever sustained on or about Exhibitor's participation in Show.

11. INSURANCE

Exhibitor shall carry public liability, property damage and products liability insurance coverage (including premises, operations and contractual liability) of at least \$1,000.00 for such liability together with statutory worker's compensation coverage with a limit of at least \$100,000.00.

12. UNAUTHORIZED ITEMS

Firearms including new and antique, working and nonworking, and live ammunition are not allowed under any circumstances. No switchblades, gravity knives or any other product defined as illegal by the local, state or federal law enforcement agencies may be displayed for sale or possessed at Blade Show. Violation may result in immediate expulsion from the Show at the sole discretion of Show Management. Show Management reserves the right to request that an Exhibitor remove unauthorized products from the display area. If the Exhibitor refuses this request, this contract will be terminated immediately and the Exhibitor will be required to remove itself and its products, equipment and furniture without any liability or refund obligation whatsoever on the part of Show Management.

13. CLEANING OF EXHIBITS

Show Management will maintain Show aisles, Exhibitors must, at their own expense, keep their spaces clean, rugs vacuumed, products dusted and exhibits in good order.

14. MEETINGS AND HOSPITALITIES

The Show reserves the right to control all suites and meeting rooms in the contracted conference hotels. Controls have been set up with the hotel property to receive approval for room usage prior to confirming release of requested space. No exhibitor shall hold any meeting or event that conflicts with Show exhibit, program or announced evening sessions.

15. SUBLEASE

Subleasing booths or tables is forbidden. Sharing a booth or table with another Company is expressly prohibited. The distribution of samples, literature, or other materials for non-exhibiting Company without a Show Contract is expressly prohibited.

16. EXHIBITOR RESPONSIBILITIES

The Exhibitor agrees to comply with all applicable local, federal, and state tax and other laws relating to the sale of goods or services, and to obtain, pay for, and display all necessary licenses and permits and to pay all taxes and levies insofar as the Exhibitors own participation in the Show is concerned.

17. CANCELLATION CLAUSE

Any Exhibitor wishing to cancel their space reservation before March 1, 2012, for reasons of their own may do so in writing and will receive a refund of monies paid minus their \$200 non-refundable deposit. Any cancellation after March 1, 2012, will be accepted, but no refund of Show exhibit space money will be made.

18. FORCE MAJEURE

In the event any part of the exhibit area or any portion thereof is unavailable whether for the entire event, or a portion of the event as a result of fire, flood, tempest or any other such cause or as a result of war, strike, lock-out, labor dispute, riot or any other cause or agency over which the Show has no control, or should the Show decide that because of any such cause it is necessary to cancel, postpone or re-site the Show, or reduce the installation time, Show time or move-out time, the Show shall not be liable to indemnify or reimburse the Exhibitor in respect of any damage or loss, direct or indirect as a result thereof.

19. AMENDMENTS

Show management shall have the full power in the interpretation and enforcement of all contract regulations constrained herein, and the power to make such amendments thereto, and such further rules and regulations as shall be considered necessary for proper conduct of the exhibition. All Exhibitors will be promptly notified of any changes to these rules.

20. ALCOHOL IS NOT ALLOWED TO BE CARRIED IN - SMOKING IS NOT PERMITTED INDOORS.

21. NO PETS ALLOWED IN SHOW HALL.