



645 EAST PITTSBURGH STREET, #357  
 GREENSBURG, PA 15601  
 PHONE: (724) 216-1083  
 FAX (724) 219-3570  
 CALL TOLL FREE 1-800-747-5599

DATE REC'D _____	DATE REC'D _____
AMT REC'D _____	AMT REC'D _____
CHECK # _____	CHECK # _____
APPROVAL CODE _____	APPROVAL CODE _____
BAL DUE _____	

### APPLICATION & CONTRACT FOR EXHIBIT SPACE

The undersigned wishes to make application for exhibit space in the **The Pittsburgh Pet Expo to be held on October 16-17, 2010 at the Monroeville Convention Center in Monroeville, PA** which will become a contract upon signing and is subject to the rules and regulations on the reverse side of this contract, which rules and regulations are incorporated herein by reference hereto. Exhibit space will not be assigned without an authorized signature, deposit or payment in full. **The following information must be typed or legibly printed:**

**1** Company \_\_\_\_\_ Date \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Office Number (\_\_\_\_\_) \_\_\_\_\_ Fax Number (\_\_\_\_\_) \_\_\_\_\_  
 Cellular Telephone Number (\_\_\_\_\_) \_\_\_\_\_  
 E-Mail Address \_\_\_\_\_ Web Site Address \_\_\_\_\_

**2 EXHIBIT INFORMATION – IMPORTANT – PLEASE CHECK THE NUMBER OF SPACES YOU ARE RESERVING**

WE REQUIRE THE FOLLOWING NUMBER OF BOOTH SPACES:

____ 10' X 10'	Booth #:	_____	<b>\$600</b>
____ 10' X 20'	Booth #s:	_____	<b>\$1,020</b>
____ 10' X 30'	Booth#s:	_____	<b>\$1,440</b>
____ 10' X 40'	Booth#s:	_____	<b>\$1,800</b>
____ 20' X 20'	Booth #s:	_____	<b>\$1,800</b>
____ 20' X 30'	Booth #s:	_____	<b>\$2,520</b>

**NON-PROFIT ORGANIZATIONS / SHELTERS - 50% off exhibit prices**

**3 UPGRADES - SPONSORSHIPS & ADVERTISING**  
**Check all that apply:**

<b>Pet Lovers Sponsorships</b>	<b>SHOW PROGRAM &amp; BUYERS GUIDE ADVERTISING</b>
Animal Arena Sponsor \$5,000	<input type="checkbox"/> 1/4 Page Ad (3 1/2" x 2 1/8") \$100
Stage Sponsor \$5,000	<input type="checkbox"/> 1/2 Page Ad (3 1/2" X 4 1/4") \$180
Frisbee Dogs \$3,500	<input type="checkbox"/> Full Page Ad (3 1/2" x 8 1/2") \$350
Ultimate Air Dogs \$3,500	<input type="checkbox"/> Full Page Ad (Inside Front) \$400
Pet Costume Contest \$3,000	<input type="checkbox"/> Full Page Ad (Inside Back) \$400
Pet Powder Room \$2,000	<input type="checkbox"/> Full Page Ad (Back Cover) \$500
Automotive Sponsor \$2,000	
Water Sponsor \$1,000	
Santa Paws Photo Area \$1,000	
<b>ATTENDEE DIRECT MAIL BROCHURE</b>	
<input type="checkbox"/> Display Advertising \$800	

**Total Exhibit Space & Upgrades:**  
 \$ \_\_\_\_\_

**4 PRODUCT / SERVICE TO BE EXHIBITED: 25 WORDS OR LESS FOR THE SHOW PROGRAM & BUYERS GUIDE**

\_\_\_\_\_

**5 SIGN INFORMATION – An Exhibitor ID Sign is included in the cost of your booth.** \_\_\_\_\_ **YES, I NEED A SIGN** \_\_\_\_\_ **I DO NOT NEED A SIGN**

If the company name is different from above, please indicate: \_\_\_\_\_

**AMOUNT OF PAYMENT:** \_\_\_\_\_ 50% Deposit \_\_\_\_\_ Payment in full If a 50% deposit is paid, the balance is due by August 1, 2010 or the space and deposit is forfeited.

**METHOD OF PAYMENT:** \_\_\_\_\_ Check *Mail to: Kelly Simon Trade Shows – 645 East Pittsburgh Street, #357, Greensburg, PA 15601*

\_\_\_\_\_ Check by phone: Call Kelly Simon Trade Shows at 800-747-5599

**6** \_\_\_\_\_ Credit Card: I agree to have Kelly Simon Trade Shows charge my    \_\_\_\_\_ Charge balance on same card when due.

Amount of charge \$ \_\_\_\_\_ Account # \_\_\_\_\_ Expiration \_\_\_\_\_ 3-4 digit code \_\_\_\_\_ Zip code \_\_\_\_\_

Cardholder name \_\_\_\_\_ Authorized signature \_\_\_\_\_

**7** I understand that I have contracted for exhibit space by signing this contract and I am liable for the full cost of the booth space. I also understand that the final location of space will be determined by show management upon receipt of a 50% deposit or payment in full. The undersigned represents that he / she is fully authorized to execute and complete this contract. The undersigned also understands and agrees to the rules and regulations on the reverse side of this contract

Exhibitor Authorized Signature \_\_\_\_\_ **IMPORTANT: PLEASE REMEMBER TO SIGN THE REVERSE SIDE**

Print Name \_\_\_\_\_

**Do Not Write Below This Line**

Assignment of exhibit space: The above exhibitor is assigned to exhibit space # \_\_\_\_\_

By: \_\_\_\_\_ Date: \_\_\_\_\_

# 2010 PITTSBURGH PET EXPO

## RULES AND REGULATIONS • *Please Read and Sign Below*

1. **SET-UP AND TEAR DOWN:** Exhibit space will be accessible to exhibitors for erecting displays in accordance with time and dates listed on the show schedule. Setup must be done the evening prior, or the morning of the opening of the show, as provided by Kelly Simon Trade Shows. Final preparation must be completed by the starting time on the opening day of the show. A \$100 penalty fee will be charged for any set-up or construction of exhibits after said time. Exhibitors must use only the entrances designated for set-up. Removal and packing may not commence until the final day at the close of the show. Displays must be removed by date and time listed. Each exhibitor must name at least one individual to be the exhibitor's authorized agent for installation, operation and removal of the exhibit. No part of the exhibit may be removed after set up except with written permission from show management. A \$250.00 penalty fee will be charged for any exhibit that is removed before the final tear down time.
2. **LOCATION:** Kelly Simon Trade Shows reserves the right to determine an exhibitor's final location. The location of assigned space may be changed by the management to prevent congestion; avoid confusion in firm names; solve competitive conditions; or to benefit the overall appearance of the show.
3. **SUBLETTING:** An exhibitor may not share or sublet any portion of their booth space with another company.
4. **FIRE HAZARD:** All exhibit and booth materials must be flame proof and otherwise must comply with federal, state and local fire laws, insurance underwriting requirements and other applicable site regulations. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of set-up and prior to the opening of the show. Exhibitors are restricted to use of materials which would pass a fire inspection.
5. **HEIGHT RESTRICTIONS:** NONE (ceiling height is 25'-125')
6. **LOUD SPEAKERS AND SOUND DISPLAYS:** Loud speakers and loud sound displays are prohibited, exhibitors must receive advance permission from show management to exhibit any type of sound display.
7. **NON-CONFORMING EXHIBITS:** Kelly Simon Trade Shows reserves the right to refuse any exhibitor which does not, in show management's judgment, conform to the general theme of the show.
8. **SOLICITATION:** Exhibitors are prohibited from soliciting business in the aisles or in other exhibitor booth areas. Samples, pamphlets, publications and catalogs, etc. may only be distributed by exhibitors from within the confines of their own booth area. Exhibitors must obtain prior permission from the show management to conduct any other type of promotional activities during show hours.
9. **MISCELLANEOUS:**
  - (a) Serving alcoholic beverages by exhibitors in any part of the show premises is prohibited.
  - (b) Booths should be attended by the exhibitor during all show hours, in their own best interest.
  - (c) Vehicles must enter through the loading dock areas and must have protection on the floor under the engine and keep a minimum amount of gasoline in their tanks.
  - (d) Absolutely nothing may be taped to facility fixtures, floors or columns.
  - (e) Electrical cords may not be run along facility floor in customer traffic walkways.
  - (f) Facility floor wax finishes and carpeting are delicate and easily damaged. Exhibitor is responsible for damage to facility floor caused by dragging of displays across the floor, driving vehicles across the floor or use of sprays that may damage the finish of the floor.
10. **SIGNS AND NOTICES:** All signs and notices shall be professionally lettered and any sign or notice which does not conform to the above shall be removed immediately. **HANDWRITTEN SIGNS ARE PROHIBITED.**
11. **SECURITY AND LIMITATIONS OF LIABILITY:** Show management will engage security guards but nevertheless assume no liability for loss damage from any cause whatsoever. Exhibitor understands and agrees that said security personnel are independent contractors and that any such security is provided by Kelly Simon Trade Shows solely as a courtesy. Exhibitor further agrees that Kelly Simon Trade Shows shall incur no liability and/or responsibility resulting from the acts or omissions of such security personnel. Kelly Simon Trade Shows shall not be responsible for injury that may occur to an exhibitor or his employees, nor for the safety of any exhibit against theft, fires, accident or any other cause of loss or damage. If an exhibitor damages the building, he shall reimburse the owners of the building for the cost of repairing the damage. Kelly Simon Trade Shows shall cooperate fully at all times but shall not be responsible for (a) damage to exhibitors property, lost shipments either coming in or going out, moving costs; or (b) any damage loss, delays, etc. Any damage to transported property is solely exhibitors responsibility. **In light of the above, exhibitors are required to purchase adequate insurance coverage against these risks and on equipment and exhibits with their regular insurance carrier. A certificate naming Kelly Simon Trade Shows as additional insured must be sent to Kelly Simon Trade Shows prior to the Show. Extended public liability insurance is also advised for the exhibitors protection.**
12. **BREACH OF CONTRACT:** If an exhibitor cancels for any reason whatsoever with a signed contract, they shall be held liable for the full amount of the booth cost. They shall also forfeit all monies which have been paid to reserve the space and be liable for the full cost of the space. The exhibitor will also be liable for all costs incurred by management in consideration of the exhibitor including, but not limited to tables, coverings, skirting, chairs, signage, chairs, signage and exhibitors listings in advertising placed on behalf of the exhibitor. **NO REFUNDS WILL BE ISSUED.** Show management will also have the right to use the space as it deems necessary to eliminate blank spaces in the show.
13. **CANCELLATION:** In the event the show is not held for any reason beyond the control of show management, Kelly Simon Trade Shows will return to the exhibitor all monies paid for space rental less the exhibitor's pro-rata share of show management's out-of-pocket expenditures for production of the show. Should the show not be held for any other reason, all monies paid by the exhibitor for booth rental will be refunded within a 90 day period. In either of the foregoing situations, exhibitor hereby waives any claim of damage, compensation or refund of money paid to Kelly Simon Trade Shows except to the extent agreed to above.
14. **UNETHICAL CONDUCT:** Unethical conduct or any infraction of the rules by the exhibitor, his agents or employees will subject the exhibitor to exclusion from the exhibitor area. In the event of such exclusion it is agreed that no refund shall be made to the exhibitor and Kelly Simon Trade Shows shall not be liable for any damages or expenses incurred by the exhibitor as a result of such exclusion.
15. **DISPUTE RESOLUTION:** Any and all matters, questions and or topics not specifically discussed or addressed in the foregoing rules and regulations shall be subject to the decision of show management, which decision shall be final.
16. **AGREEMENT TO TERMS:** By erection of exhibit, exhibitor expressly consents to and accepts the foregoing rules and regulations and represents that full compliance therewith has been made by exhibitor.

The undersigned represents that he/she is fully authorized to execute and complete this agreement. The undersigned also understands and agrees to the rules and regulations of this contract.

Company \_\_\_\_\_ Date \_\_\_\_\_

Exhibitor Authorized Signature \_\_\_\_\_ Print Name \_\_\_\_\_