

# APPLICATION & LICENSE AGREEMENT FOR EXHIBITION PARTICIPATION



Western Foodservice & Hospitality Expo  
 Los Angeles Convention Center  
 Los Angeles, CA  
**August 19-21, 2018**

## SHOW MANAGEMENT USE ONLY

2018 Booth #: \_\_\_\_\_  
 2018 Dimensions: \_\_\_\_\_  
 Show Manager Initials: \_\_\_\_\_  
 New/Renew: \_\_\_\_\_

## EXHIBITOR CORRESPONDENCE (\*\*this is the online listing contact and individual to receive all Show correspondence)

Please proofread the information in the area below carefully. All log-in information and passwords for booth furnishings, badges and company listings will be sent to the email address listed below. Only the key contact listed below will have the ability to change the above information online should you choose to publish alternate company information online. Contact name and title will not appear in company listing.)

Company Name: \_\_\_\_\_  
 Exhibiting As Name (will be listed on all Show materials): \_\_\_\_\_  
 Key Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Marketing Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Please choose product category:  Food & Beverage  Equipment  Decor/Design/Furnishings  Technology  
*check all that apply*  Services  Paper/Plastic/Tablewares  Smallwares/Supplies/Menu/Apparel

## EXHIBIT SPACE & EVENT MARKETING

### A. Exhibit Space Package:

- Booth Number** (list top 3 booth choices): \_\_\_\_\_ **Booth Dimensions:** \_\_\_\_\_  
 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ Depth \_\_\_\_\_ x Frontage \_\_\_\_\_ = Total Sq Ft \_\_\_\_\_
- Space Only (must select if above 400sq ft)\*\*:** Includes logo listing in Official Show Directory and basic website listing  
**\*\*Exhibitor will need to purchase all booth furnishings and utilities through Freeman or LA Convention Center.**
- Space Only Plus (must select if above 400sq ft)\*\*:** Includes Space Only + MATCH! California
- Three Star (for 300sq ft and below only):** Includes shaded logo listing and 1/2 page ad in Official Show Directory, enhanced website listing, 2 side chairs, 6ft draped table, carpet, standard 500W electric outlet, waste basket, and lead retrieval unit.
- Three Star Plus (for 300sq ft and below only):** Includes Three Star Package + MATCH! California
- Food Trends Experience:** Includes basic listing in Official Show Directory, Basic website listing, 6ft draped table, carpet, standard 500W electric outlet, waste basket, and lead retrieval unit
- Beer, Wine, & Spirits:** Includes basic website listing, logo included on Show Directory listing, BWS Webpage, and on-site signage, 6ft draped table, carpet, 1 side chair, and lead retrieval unit.

### PRICING

Package Price (A): \$ \_\_\_\_\_  
 Config. Cost (B): \$ \_\_\_\_\_  
 Mktg Add-ons (C): \$ \_\_\_\_\_  
 Health Permit (D): \$ \_\_\_\_\_  
 Total: \$ \_\_\_\_\_  
 Deposit Due: \$ \_\_\_\_\_  
 Balance Due: \$ \_\_\_\_\_

**B. Preferred Configuration**  Corner - \$525  Peninsula - \$1,050  Island - \$2,100

### C. Event Marketing Optional Add-Ons

- 1. Entry in the Product Showcase:** Basic - \$295  
 Enhanced - \$395  
 Featured - \$595
- 2. Marketing Package:** Web banner ad, Facebook post, top of search, basic Product Showcase package - \$500
- 3. MATCH! California** Guaranteed 5 appointments with highly qualified buyers - \$1,500

**D. Are you serving food or beverage? If so, please read below and check here:**

A \$51 LA County Health Dept fee will be added to all invoices for exhibitors serving food or beverage. After August 3 2018 the LAHD increases the fee to \$101 for expedited processing. NOTE: An LA Health Dept form and LACC Caterer (Levy Restaurant) form must be submitted. They can be found in the online exhibitor manual.

## PAYMENT TERMS, SCHEDULE & CANCELLATION POLICY

### Please make check payable in US funds and mail to:

Urban Expositions, LLC  
 35 Nutmeg Drive, Ste. 125  
 Trumbull, CT 06611  
 Tel: 203-242-8124 Fax: 203-242-8120

Federal Tax ID: 58-2193535

### Payment Schedule:

With Application - 30%  
 By April 27, 2018 - 100%

*A payment must be returned along with this signed Application & License Agreement. If exhibit space is licensed after any of the listed dates, the amount corresponding to the most recently passed date is due at this time to secure participation.*

*\*Delinquent payments will cause a forfeiture of all renewal rates and are subject to late fees.*

### Cancellation, Withdrawal, Downsizing & Default Schedule for Liquidated Damages

	Cancel/Downsize (% of total contract)
PRIOR TO APRIL 27, 2018	30%
ON OR AFTER APRIL 27, 2018	100%

## CONTRACT ACCEPTANCE

The person(s) signing this document expressly represents and warrants to Management that he/she is authorized by Company to execute this License Agreement. The person(s) also acknowledges that he or she has read and accepted the rules and regulations as set forth on Page 2 this Terms & Conditions and that he/she has received/read and fully understands the description of the Booth Service Package, as selected above.

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## TERMS AND CONDITIONS

1. **CONTRACT:** This Application, Properly Executed by applicant (Exhibitor), shall, upon written acceptance by Urban Expositions, LLC (herein after called Show Management), constitute a valid and binding contract.
2. **ASSIGNMENT OF SPACE:** It is understood by Exhibitor that space will be assigned to Exhibitor by Show Management at Show Management's sole discretion. Notification of space assignment shall be mailed to Exhibitor. After assignment, space location may not be changed, transferred or canceled except on written request and with the subsequent written approval of Show Management. Space assignments may be revoked or changed by Show Management if Exhibitor fails to meet payment deadlines. The size and location of Exhibitor's space may, at Show Management's election, differ from show to show. Notwithstanding and aforementioned, Show Management reserves the right to relocate Exhibitor. Show Management will make every effort by phone, fax and mail to notify Exhibitor of such relocation. Show Management assumes no responsibility whatsoever for exhibitor's goods, products or fixtures before, during or after the show.
- In assigning exhibit space, Show Management shall carefully consider and at its sole discretion weigh collectively such factors (NOTE--factors are not presented in priority order nor to be construed to be weighed or prioritize) as:
  - A. The size of exhibit space requested versus the overall space available for allocation to eligible exhibitors;
  - B. The need to accommodate and encourage the introduction of new products for the buyer's benefit;
  - C. The quality and creativity of the product displays;
  - D. The continuity and length of an Exhibitor's previous exhibit activity;
  - E. The size and shape of the space need as it relates to the effective display of an applicant's products for the convenience and benefit of the buyers;
  - F. The Exhibitor's commitment to aggressively promote buyer attendance both independently and in cooperation with Show Management; and
  - G. The need to balance traffic and promote buyer activity in all exhibit areas.
3. **PAYMENT OF FEES:** A minimum deposit of thirty percent (30%) per booth is required by Show Management with the application, no later than the deposit due date specified on the space application, which, upon acceptance, shall be non-refundable except under conditions stated in 4 below. The balance will be the final balance due date specified on the space application. Acceptance of deposited fees does not guarantee exhibit space in the show. There will be a twenty (\$20) service charge for all checks returned by the bank.
4. **CANCELLATION, WITHDRAWAL, DOWNSIZING and DEFAULT POLICY:** In the event Exhibitor seeks to cancel this License, withdraw from Exhibition, or downsize its space requirements for the Exhibition, Exhibitor may only do so by giving written notice to Management, by certified mail, return receipt requested. The date of the cancellation, withdrawal or downsize in space as applicable shall be the postmark date on the notice. If Exhibitor cancels, withdraws or downsizes space requirements, Exhibitor agrees to pay on demand to Management, the amounts set forth on page one, as applicable, as liquidated damages and not as penalty, and the parties agree that such amounts constitute a reasonable provision for liquidated damages. The term "Total License Fee Differential" set forth on page one, means the difference between the original license fee due from Exhibitor hereunder and the license fee calculated on the basis of the smaller booth assigned to Exhibitor. In case of downsizing, in addition to the assessed liquidation damages, Exhibitor's booth location on the floorplan of the Exhibition may be moved.
5. **DEFAULT:** A. Failure on the part of Exhibitor to meet payment deadlines as required herein shall entitle Show Management, at its election, to terminate this contract and retain all fees previously paid to Show Management. B. It is further understood that in the event of cancellation by Exhibitor, Show Management shall, at its discretion, reassign exhibit space assigned to Exhibitor without any obligation of refund to Exhibitor, except as provided in 4 above. C. Show Management reserves the right to prohibit, close, correct, remove or eliminate any exhibit or display or any part thereof including signs, printed matter, souvenirs, visuals and catalogs or any conduct, action, noise or activity which, in Show Management's corrective response is specifically covered in this contract or in the Rules & Regulations for Exhibitors attached hereto as Exhibit A and incorporated herein (the "Rules"). Show Management's rights as set forth in 5(C) include, without limitation, the cancellation of this lease, the closing of Exhibitor's exhibit or display of the Exhibitor's merchandise. In exercising its rights under this paragraph, Exhibitor agrees that Show Management shall have no liability whatsoever to Exhibitor. **D. Failure on the part of Exhibitor to set up booth space or fail to notify Show Management that Exhibitor cannot set up booth space by 6:00 p.m. on the last move-in day shall result in the forfeiture of exhibitor space. Show Management at its sole discretion shall attempt to contact Exhibitor prior to forfeiture of space but is not obligated to do so. In the event that Exhibitor arrives after booth space has been forfeited, Show management shall make every reasonable attempt to reassign Exhibitor booth space within the show.**
6. **RULES & REGULATIONS FOR EXHIBITORS:** The exhibitor shall abide by the Rules, together with any amendments thereto adopted by Show Management from time to time of which Exhibitor shall receive notice. Under unusual circumstances, and at its own discretion, Show Management may also make specific exceptions to or changes in, the Rules without necessarily establishing a precedent or applying the modification beyond the specific case involved. Show Management shall have final authority as to the interpretation of the Rules, and their application, and shall have the authority to establish penalties in the event of violations.
7. **SUBLETTING PROHIBITED:** Subletting, licensing or sharing of space by Exhibitor, or use of space assigned to Exhibitor by anyone other than Exhibitor, is expressly prohibited. Exhibitor shall not display signs, issue literature, exhibit or permit to be exhibited in the space allotted to it any merchandise other than specified in the exhibit contract. Violation of the terms of this paragraph will result in immediate dismissal from the current show and exclusion from participation in future shows. No refund of exhibit fees will be made.
8. **SAMPLE SELLING POLICIES:** *In keeping with the wholesale nature and intent of the show, the sale of samples or merchandise for delivery at point of sale during the show is expressly prohibited and, therefore, no merchandise will be permitted to leave the exhibit floor. This does not apply to exhibitors that have been identified and approved by show management as immediate delivery (cash & carry) exhibitors, when exhibiting in Urban Expositions shows that have a designated area for immediate delivery/cash and carry. All booths must remain fully intact until the official close of show for the benefit of the buyers. Violations of the terms of this paragraph may result in immediate dismissal from the current show and exclusion from participation in future shows. No refund of exhibit fees will be made.*
9. **RELEASE & INDEMNIFICATION:** If the show or any part thereof is prevented from being held, is canceled by Show Management, or the exhibit space applied for herein becomes unavailable because of war, fire, strike, government regulation, public catastrophe, act of God or the public enemy or other cause. Show Management shall determine and refund to Exhibitor its proportionate share of the balance or the aggregate exhibit fee received which remains after deducting expenses incurred by Show Management and reasonable compensation to Show Management, but in no case shall the amount of refund to exhibitor exceed the amount of the exhibit fee paid. Neither Show Management nor any of its owners, officers, agents, employees and other representatives or advisors shall be held accountable or liable for, and the same are hereby released from, accountability or liability for any damage, loss, harm or injury to the person or any property of Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. Exhibitor hereby agrees to indemnify, defend, protect and hold Show Management and its owners, officers, agents, employees and other representatives or advisors harmless against any and all claims, demands suits, liability, damages, loss, costs, attorney fees, and expenses of whatever kind or nature that might result from or arise out of any action or failure to act of Exhibitor or any of its officers, agents, employees, invitees, or other representatives.
10. **COMPLIANCE:** The Exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and or owners of the property wherein the show is held. It is further agreed that the Exhibitor will abide by and comply with the rules and regulations concerning local unions having jurisdiction in the property wherein the show is held or with authorized contractors employed by Show Management.
11. **MISCELLANEOUS:** You have provided your fax and/or email to Urban Expositions as part of the exhibitor application process. Urban Expositions does not use customer lists for any activities not associated with our shows. Periodically, messages, containing information, updates and special offers about this or other Urban Expositions Shows will be sent to you at this email or fax number. You will have the opportunity to be removed from these lists when/if you receive messages.
12. **EXHIBITOR INSURANCE:** Exhibitors are urged to obtain exhibition insurance through their own insurance company to cover their personnel, exhibit material and equipment for the duration of move-in, show days, and move-out including public liability, property damage, fire and theft, etc.
13. These Terms & Conditions supersede any and all previous negotiations, understandings, brochures, procedures, rules and practices that may have governed the conduct of the show. In signing this contract, Exhibitor acknowledges that there are no representations between Show Management and the Exhibitor other than those contained in this contract.