

**2007 Florida Ag Expo
December 6-7, 2007 * UF/IFAS Gulf Coast Research Center * Balm, FL**

Application/Contract For Exhibit Space

Exhibitor Information:

Company _____
Address _____ City _____ State _____ Zip _____
Phone _____ Fax _____ E-mail _____
Contact Name* _____ Title _____
Company Website _____

* Contact person will receive all correspondence (invoice, contract, exhibitor kit, etc.) relating to the event.

Please list my company in any show listings exactly as: _____

We prefer NOT to be located near the following companies: _____

Would you be interested in further information on sponsorship opportunities at the show? Yes No

Booth Selection:

Indoor Booths (10' x 10')	Outdoor Booths (20' x 40')
First Choice _____	First Choice _____
Second Choice _____	Second Choice _____
Third Choice _____	Third Choice _____

Exhibit Rates/Payment Information/Cancellation Policy:

Rate: Indoor Space \$495.00 (per 10' x 10' space), **Outdoor Space** \$695.00 (per '20 x '40 space includes running lane access) +6% tax.

Payment Information: Payment is due with completed application/contract. Final payment for exhibit space is due November 1, 2007 or exhibit space may be released for sale. Make checks payable to **Meister Media Worldwide**. Credit card payments accepted, please complete form.

Cancellation Policy: Show management must receive written notice of exhibit space cancellation (e-mails, voice mails NOT accepted). There is a \$50 processing fee for all cancellations received before November 1, 2007. No refunds after November 1, 2007 or for no-shows.

Please complete application and payment forms and return to:

Jeff Fenner
Meister Media Worldwide
37733 Euclid Ave.
Willoughby, OH 44094
Fax: 440/942-0662
E-mail: jafenner@meistermedia.com
Web Site: www.flgevents.com

IMPORTANT: We have read, understand and agree to the provisions of the cancellation clauses, fees and regulations found on this application/contract. We further agree to abide by the terms and conditions on the back of this contract and by any further rules and regulations issued prior to and at the show.

Authorized Signature _____
Print Name _____
Title _____ Date _____

DO NOT WRITE BELOW THIS LINE

Application Received _____ Space Assigned _____
Total # of Booths _____
Payment Information _____

EXHIBIT TERMS AND CONDITIONS

GENERAL RULES

Each company participating at the show must return all copies of the contract, properly executed by an authorized company representative. Contracts must be received with appropriate deposit in order to reserve space.

Every effort will be made to respect exhibitor's space requirements whenever possible. However, **the Florida Ag Expo** (from here on referred to as Show Management) reserves the right to rearrange the floor plan or to relocate exhibits when such action is deemed to be in the best interest of the total exhibit.

USE OF SPACE

No exhibitor shall assign, sublet or share the space allotted them without the knowledge and written consent of Show Management. Exhibitions must display or advertise only goods manufactured or dealt in by them on the regular course of business. Only firms or organizations assigned exhibit space may solicit business within the exhibit area.

Booths or display structures must be self-supporting, and not anchored to walls or floors. Displays and booth structures must not extend into the aisle in such a way as to obstruct traffic. Exhibits must comply with standard booth design regulations and not impair visibility of adjacent booths. Display material exposing an unfinished surface to neighboring booths is not permitted and must be finished at the exhibitor's expense. Demonstrations must be located such that crowds collected will be within the exhibitor's space and not blocking an aisle or neighboring exhibits. No "endcapping" of booths is permitted.

The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of 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 exhibit is held. All hazardous items must be properly safeguarded, protected, registered and/or avoided as deemed necessary by Show Management.

Show Management reserves the right to restrict exhibits which are objectionable because of noise, method of operation, materials or for any other reason; and also to prohibit or to evict for any reason with or without giving cause, any exhibit which in the opinion of the management may detract from the general character of the exhibit as a whole. In the event of such restriction or eviction, Show Management shall not be liable for any refunds or other exhibit expenses.

LIABILITY/IDEMNITY/INSURANCE REQUIREMENTS

The Exhibitor hereby agrees to indemnify and hold harmless Show Management, the UF/IFAS Gulf Coast Research Center, Meister Media Worldwide Inc., University of Florida its affiliates, officers, directors, employees or agents, for any injury, loss or damage, expense actions, claims and damages, including, without limitation, reasonable attorney's fees, arising out or caused by the Exhibitor's installation, construction, removal or maintenance of its exhibit, the Exhibitor's occupancy of use of the Exhibition premises or any part thereof or as otherwise caused by the Exhibitor, its agents, representatives, invitees or guests. The exhibitor agrees to waive all rights of subrogation against Show Managements, its officers, directors and employees. The exhibitor agrees to pay promptly for any and all damage to the exhibition building or its equipment incurred through carelessness or otherwise caused by exhibitor, his employees, agents or representatives.

Show management cannot be responsible for exhibitor's merchandise or display. Exhibitors are therefore required to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others. Show Management does not insure against competitive firms from becoming neighboring exhibitors; nor is it responsible for errors or omissions in the Show Program or Exhibitor List.

All Exhibitors shall obtain, at its own expense, adequate insurance, but in no event less than a \$1 million of comprehensive general liability insurance from an "A" rated carrier, including the so-called "broad form endorsement." Such insurance shall name Meister Media Worldwide, d.b.a. **Florida Ag Expo**, and its officers, directors and employees as additional insureds. **The Exhibitor shall furnish a certificate of insurance to Meister Media Worldwide by November 1, 2007.**

CANCELLATION OR TERMINATION OF THE FLORIDA AG EXPO

In case Show Management shall for any reason determine to cancel or terminate the exposition, the exhibitor waives all claims against Show Management for damages or expenses and agrees to accept, in complete satisfaction and discharge of all claims against Show Management, a refund of all amounts paid by the exhibitor to Show Management in accordance with this agreement.

PAYMENT

Payment for the total cost of booth space is required with this application. Final payment is due by **November 1, 2007 or exhibit space may be released for sale.** SPACE APPLICATIONS SUBMITTED ON OR AFTER **NOVEMBER 1, 2007, MUST BE ACCOMPANIED BY FULL PAYMENT.**

INSTALLATION AND DISMANTLING OF EXHIBITS

One day is provided for the installation of display materials in the exhibit area at the show site: December 5, 2007, starting at 9:00 a.m. Exhibitors must be completely set up and ready for viewing at 8:00 a.m. on December 6, 2007. Move-out will begin on December 7, 2007 at 12:00 p.m. **NO DISMANTLING WILL BE PERMITTED BEFORE CLOSING TIME.** Companies disregarding this regulation might be subject to being denied booth space for future shows.

It is explicitly agreed by the exhibitor that in the event the exhibitor fails to install displays or products in the assigned exhibit space or fails to pay the space rental in full at the time specified by this contract, exhibit management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. All exhibitor materials must be removed from the hall no later than 3:00 p.m. December 7, 2007, or Show Management at the exhibitor's expense will remove them.

EXHIBIT PERSONNEL

All staff affiliated with exhibits must be registered and must be bona fide employees of the exhibitor or representatives who receive commission, brokerage or salary from the exhibitor.

CANCELLATION

In the event of cancellation by an exhibitor, Show Management shall assess a cancellation fee covering the reassignment of space, prior service performed and other damages related to cancellation as follows: **BEFORE 5:00 p.m. November 1, 2007 -\$50 processing fee. AFTER 5:00 p.m. November 1, 2007, no refunds.**

Show Management must receive written notification of the cancellation by registered or certified mail. E-mail messages will not be accepted as a cancellation. Registered postmark of cancellation notice will determine date for purposes of compliance with refund schedule. In the event of either full or partial cancellation of space by an exhibitor, Show Management reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.

MANAGEMENT RIGHTS

Show Management reserves the right to interpret, amend and enforce these regulations as it deems proper to assure the success of the exposition.

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Application/Contract For Sponsorship

NOTE: If contact information is the same as listed on exhibitor application page, please check here: _____

Company _____
Address _____ City _____ State _____ Zip _____
Phone _____ Fax _____ E-mail _____
Contact Name* _____

* Contact person will receive all correspondence relating to the sponsorship.

Florida Ag Expo Sponsorship Guide

(Please check your sponsorship choice)

Platinum Level Sponsorships

- _____ Show Guide (\$5,000)
- _____ Lunch (\$4,000, title sponsor)
- _____ Name Badge Lanyards (\$3,000)

Gold Level Sponsorships

- _____ On-Site Show Program (\$2,000)
- _____ Conference Note Pad (\$1,500)
- _____ Lunch (\$1,000, affiliate sponsor)
- _____ Thursday Breakfast (\$1,000)
- _____ Friday Breakfast (\$1,000)
- _____ Conference Logo Pens (\$1,000)

Silver Level Sponsorships

- _____ Thursday AM Refreshment Break (\$500)
- _____ Thursday PM Refreshment Break (\$500)
- _____ Friday AM Refreshment Break (\$500)
- _____ Lunch (\$500, affiliate sponsor)

Where To Send Sponsor Application/Contract Forms:

Jeff Fenner
Meister Media Worldwide
37733 Euclid Ave.
Willoughby, OH 44094
Fax: 440/942-0662
E-mail: jafenner@meistermedia.com

Payment Information: Payment is due with completed application/contract. Final payment on all sponsorships is November 1, 2007. Make checks payable to **Meister Media Worldwide**. Credit card payments accepted, please complete enclosed form.

Cancellation Policy: Show management must receive written notice of sponsorship cancellations (e-mails, voice mails **NOT** accepted). There is a \$50 processing fee for all cancellations received before November 1, 2007. No refunds after November 1, 2007 or for no-shows.

Authorized Signature _____
Print Name _____
Title _____ Date _____

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Exhibit Space/Sponsor Payment Form

NOTE: If contact information is the same as listed on exhibitor/sponsor application page, please check here: _____

Company _____
Address _____ City _____ State _____ Zip _____
Phone _____ Fax _____ E-mail _____
Contact Name* _____

Payment Information:

_____ Check enclosed; check number: _____

_____ Send Invoice

_____ Bill my: _____ VISA _____ MasterCard _____ American Express _____ Discover

Card Number _____ Expiration Date _____

Billing Address _____

Name on Card _____

Total Amount To Be Charged: _____

_____ Exhibit Space (full amount) +6% tax.

_____ Sponsorship

Note: Check must be drawn in U.S. dollars and drawn from a U.S. bank. Wire transfer service fees are the responsibility of the exhibitor or sponsor.

There will be a \$25 service fee for returned checks.

Where To Send Payment Forms:

Jeff Fenner

Meister Media Worldwide

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Willoughby, OH 44094

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