



EXHIBIT SPACE CONTRACT—2010

(This section for Show Management Use Only)

Booth Number _____

Exhibit Dates
 October 25-27, 2010
 Reno Events Center

IMPORTANT INSTRUCTIONS

1. Please print or type this application.
2. **EXHIBIT FEES** include space rental, booth identification sign, standard pipe and drapery and listing in the official show program. **No furnishings are included.**
3. **BEFORE SIGNING**, please read both sides of this contract and initial Basic Terms and Conditions on back side.

COMPANY INFORMATION

Please type or print legibly:

Company Name _____ Acct. No. _____ Website: _____
 Key Contact Name _____ Title _____ E-mail: _____
 Address: _____ City _____ State _____ Zip _____
 Phone: (____) _____ Fax: (____) _____ Cell: (____) _____
 On-site Contact _____ Title _____
 Phone: (____) _____ Fax: (____) _____ E-mail: _____

SPACE REQUIREMENTS

Minimum Booth Size: 10 x 10 = 100 sq ft.

Desired exhibit size: 10 ft. depth by _____ ft. frontage = _____ Total Sq. Ft | Corner Booth ___ Yes ___ No

Apparatus space desired: _____ sq. ft. (500 sq. ft. minimum)

Booth preferences: 1st _____ 2nd _____ 3rd _____ Assignment preferences cannot be guaranteed.

Companies you do not wish to be located near: _____

SHOW PROGRAM INFORMATION

For the Official Show Program, what product, service or equipment will you be exhibiting? (Describe in 20 words or less)

EXHIBIT COST

- Please read the contract terms and conditions on back of form.
- Cost per 10x10 booth is \$895.00. Corner booths are \$50 extra.
- Cost per apparatus space is based on the amount of space needed. The minimum amount of apparatus space is 500 sq. ft. 500 sq. ft = \$7.95 psf | 501-900 sq. ft.= \$6.95 psf | Over 900 sq. ft. = \$5.95 psf
- **Required deposit: 50% of total space cost due within 14 days of date of invoice, with full balance due and payable by August 27, 2010. Payment in full must accompany application if submitted after August 27, 2010.** Application is valid with payment only.
- Acceptance of this application by FireShowsReno constitutes a contract.
- The undersigned agrees to abide by the contract terms and conditions for the FireShowsReno 2010 Exposition.

Name (please print) _____
 Title _____
 Authorized Signature _____
 Date _____

EXHIBITORS SELLING MERCHANDISE ON-SITE
 State Resale No. _____
 State of Issuance: _____ Nevada | Other: _____
 FEIN# or SSN# _____
 If this section is completed, you will receive a Sales Tax Return and Tax Rate Schedule with your exhibit package. Show Management will collect your form and any tax due at the end of the show.

PAYMENT INFORMATION

Total Booth Sq. Ft	_____ x \$8.95	=	\$ _____
Corner Booth	\$50.00	=	\$ _____
Apparatus Space Sq. Ft.	_____ x \$ _____	=	\$ _____
Minimum 500 sq. ft = \$7.95 psf 501-900 sq. ft.= \$6.95 psf			
Over 900 sq. ft. = \$5.95 psf			
FSMVA 2010 Annual Membership @ \$55.00 per company		\$	_____
TOTAL DUE			\$ _____
METHOD OF PAYMENT			
_____ Check enclosed (Make checks payable to FireShowsReno)			
Credit Card Payment _____ VISA _____ M/C _____ AMEX			
Amount to be Charged: \$ _____			
Card Number	_____	C V V	_____
			<small>3 digit code on back</small>
Expiration Date:	____/____	Signature (Required for all credit card payments)	
Billing Address:	_____		
Address:	_____		
City	_____	State	_____ Zip _____

Send completed application and payment to:
FireShowsReno • PO Box 11856 • Reno, NV 89510
 Exhibit Sales (800) 632-7489 Fax Number: 775-331-3637
 www.FireShowsReno.com



1. Contract

This application, properly executed by Applicant (Exhibitor) shall upon written acceptance by FireShowsReno constitute a valid and binding contract. Exposition Management reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exposition. It is further agreed that the conditions, rules and regulations as herein stated and as outline in the Exhibitor's manual are made a part hereof as though fully incorporated herein, and that the said Exhibitor agrees to be bound by each and everyone thereof.

2. Use of Space

Exposition Management reserves the right to decline, prohibits or expel an exhibit which, in its judgment, is out of keeping with the character of the exposition, this reservation being all inclusive as to person, things, printed matter, product, conduct, sound level, etc. Distribution of advertising material and Exhibitor solicitation of any sort shall be restricted to the Exhibitor's booth. Exhibitor's exhibit or product may not extend beyond the limits of the Exhibitor's booth and part of any exhibit or product may not extend into any aisle. No exhibitor shall so arrange this exhibit so as to obscure or prejudice adjacent Exhibitors in the opinion of Exposition Management. No Exhibitors shall assign or sublet any part of the assigned space without the consent of Exposition Management in writing. Any space not occupied by the time set for completion of installation of displays will be reassigned at the discretion of show management. Deposits will be forfeited unless special arrangements have been approved by management. Exhibitor will keep the exhibit open and staffed at all times during the show hours.

BOOTHS. Standard booth equipment (back and side wall draping, identification sign.) is provided by FireShowsReno without the cost to the Exhibitor. If an Exhibitor plans to install a completely constructed display of such a character that the Exhibitor will not require or desire the use of standard booth equipment, no part thereof, shall so project as to obstruct the view of adjacent booths. No display nor its contents may exceed a height of 8 ft. nor may the side walls be higher than 8 feet. FireShowsReno Show management reserves the right at any time to change the location, size and display limits of the exhibit if it is in the best interest of the exposition. Raw wood, cardboard or similar material for wings to booths must be covered or painted if they are visible in adjacent booths. Failure to comply with the rules and regulations of this contract and as stated in the Exhibitor's Manual will result in the alteration or removal of the booth at the Exhibitor's expense. Rental fees for services and exhibit space are not refundable. Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exposition is held. No music will be broadcast without appropriate licensing and show management approval.

3. Cancellation /Refund Policy

Exhibitors canceling on or before August 27, 2010 forfeit 50% of the total rental. No refund after this time. It is agreed that if the Exhibitor fails to comply in any respect with the terms of the agreement, then Exposition Management shall have the right without notice to the Exhibitor to sell or offer for sale the exhibit space covered by this contract. Exhibitor will be liable for any deficiency, loss or damage suffered by the exposition by the reason of the premises stated, which loss or damage the Exhibitor agrees to pay the exposition upon demand together with reasonable expenses and costs incurred by reason thereof. It is further agreed that the actual occupation of the exhibit space by an exhibit is of essence, and that, should be the exposition be unable to effect the sale of the space as herein provided, the exposition, is then expressly authorized to occupy or cause said space to be occupied in such manner as it may deem in the best interest of the exposition, without any rebate or allowance whatsoever to the Exhibitor and without in any way releasing said Exhibitor from any liability hereunder. Exhibitor expressly agrees to pay the exposition the full sum as herein set forth. FireShowsReno will not be liable for the fulfillment of this contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: by reason of the facility being damaged or destroyed by fire, act of God, public enemy, war or insurrections, strikes, and the authority of the law, postponement or cancellation of the exposition, or for any cause beyond their control. It will, however, in the event of its not being able to hold an exhibit for any one of the above-named reasons, reimburse Exhibitor on a pro-rata basis on any amount paid in, less any and all legitimate expenses incurred, such as, but not limited to, rent, advertising, salaries, operating costs, etc.

4. Insurance

Exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and properly damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$1,000,000. These coverages must be evidenced by a Certificate of Insurance with a ten-day notice of cancellation provision to the holder and supplied to and naming FireShowsReno as additional insured at least ten days before the proposed exhibit date. Exhibitors must carry Worker's Compensation and Occupational Disease insurance to be in full compliance with all federal and state laws and covering all of the Exhibitor's employees engaged in their performance of any work for Exhibitor. It is strongly recommended that Exhibitors also carry insurance to cover loss of or damage to the exhibits or other personal property while such property is located at or is in transit to or from the exposition site. While the exposition provides security guards, this is solely as an accommodation to Exhibitors and FireShowsReno does not assume any responsibility for any loss, damage, or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever. The Exhibitor expressly agrees to save and hold harmless FireShowsReno, their management, agents, and employees from any and all claims, liabilities and losses for injuries to persons (including death) or damage to property arising in connection with Exhibitor's use of the exhibit space, except such losses as may be the result of the sole negligence of FireShowsReno.

5. Available Services

On behalf of the Exhibitors, FireShowsReno has designated official exposition contractors to provide the following: drayage, cartage, furniture, booth and floor decorations, signs, photographs, telephone services, etc. Service of electricians, plumbers, carpenters and other labor will be available and charged at the then-prevailing rate. Contractors and rates will be listed in the Exhibitor Service Manual to be issued separately. FireShowsReno assumes no responsibility or liability for persons, parties, and organization. Arrangements for these services and payments are to be made between Exhibitors and official Exposition contractors. Rules and regulations for union labor are made by the local unions and these regulations may be changed at any time. Where union labor is required because of building or contractor requirements, Exhibitor agrees to comply with the regulations.

6. Protection of Facilities

Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors or other parts of the convention hall exhibit area without permission from the proper building authority. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibits Manager, the convention hall manager or their assistants.

7. Installation and Dismantling

The specific requirements as to time for installation and dismantling of exhibits shall be set forth in the Exhibitor's manual supplied to each Exhibitor for this particular exposition. Such requirements shall be binding upon the Exhibitor as set forth herein.