

EASTERN
D&WC
 Designer & Workroom
CONFERENCE™

The Mass Mutual Center
 Springfield, MA
 September 25-28, 2008

Produced by: L.C. Clark Publishing Co., Inc.
 P.O. Box 13079 • North Palm Beach, FL 33408

PRESENTED BY
 Draperies &
 Window Coverings

**Exhibit Space
 Application and
 Contract**

Booth Reservations Call:
561.627.3393 x309

INSTRUCTIONS

1. Please read this form carefully, both front and back, and print or type all information requested.

2. Sign this copy and mail with remittance to:
 D&WC Magazine, D&WC Conference
 P.O. Box 13079
 North Palm Beach, FL 33408
 Or FAX to: (913) 681.2829

PROMOTIONAL OPPORTUNITIES*

New Product Promotions:

- New Product Showcase \$500. _____
- New Product Spotlight (in Show Issue) \$500. _____

Pre-Show Promotions:

- Show Promotion e-mail banner ad \$300. _____

Show Site promotions:

- Lanyards (exclusive) \$2,500. _____
- Registration Bags – produced by D&WC \$1,500. _____
- Registration Bags – supplied by exhibitor \$650. _____
- CD Sponsorship \$1,500. _____
- Thursday Morning Coffee Sponsorship \$700. _____
- Water Sponsorship \$3,000. _____
- Seminar Hall banners \$600. _____
- Seminar sponsorships (each) \$500. _____

Web Promotions:

- Banners on show Web site– 6 months \$500. _____
- Featured Exhibitor w/ logo \$300. _____
- Upgraded/Bold web listing w/link \$200. _____

Attendee Brochure/Show Program Sponsorships:

- Inside Front Cover 4/C \$3,000. _____
- Full Page 4/C \$2,800. _____
- Half page 4/C \$2,300. _____
- Half page B/W \$1,500. _____
- 1/4 page 4/C \$1000. _____
- 1/4 page B/W \$600. _____
- Exhibitor Listing logos \$150. _____

Sponsorship Total \$ _____

Contract Total \$ _____

PLEASE RESERVE FOR US:

Company: _____

Contact: _____

Street: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

Web Site: _____

	Booth(s) No.	Total Amount
First Choice	_____	_____
Second Choice	_____	_____

Signature _____

Printed Name _____

Please list how your company name should be listed on all promotional materials

Describe materials that will be displayed in your booth

BOOTH SIZE

	COST
10' x 10' (S) STANDARD	\$895
10' x 10' (C) CORNER	\$995
10' x 10' (S2C) STANDARD W/2 CORNERS	\$1,095
10' x 20' (D) DOUBLE	\$1,790
10' x 20' (DC) DOUBLE W/1 CORNER	\$1,890
10' x 20' (D2C) DOUBLE W/2 CORNERS	\$1,990
10' x 20' ISLAND	\$1,990
10' x 30' (T) TRIPLE	\$2,685
10' x 30' (TC) TRIPLE W/1 CORNER	\$2,785
10' x 40' (Q) QUAD	\$3,580
10' x 40' (QC) QUAD W/1 CORNER	\$3,680
10' x 40' (Q2C) QUAD W/2 CORNERS	\$3,780
10' x 60' (6S)	\$5,370
10' x 60' (6C)	\$5,470
20' x 20' ISLAND	\$3,980
20' x 30' ISLAND	\$5,770

We enclose herewith a deposit of one-half the price of our booth choice as indicated above, and we agree to remit the balance by July 25, 2008. We further agree to abide by the rules and regulations set forth on the back hereof which form part of this contract between our firm (exhibitor) and exhibit management.

IMPORTANT INFORMATION

A complete exhibitor's kit including ordering information for carpet, furnishings, electricity and miscellaneous items will be sent to the individual whose name appears on this contract in August 2008. The exhibitor's kit will also include information for advance shipping up to 30 days ahead of the show dates and direct shipping to the show site.

For further setup information, call (913) 681-6312.

Are you interested in donating a door Prize for our closing lunch?

If yes, what: _____

Rules and Regulations

1. Assignment of Display Location

Displays will be assigned subject to availability of space, special needs and compatibility of exhibitors.

Every effort will be made to respect the exhibitors' display space choices, whenever possible, but L.C. Clark Publishing Co., Inc.'s decision shall be final. L.C. Clark Publishing Co., Inc. reserves the right to transfer display space assignments when such action is deemed to be in the best interests of the total trade show and conference effort. Exhibitors shall have no right to any space unless and until this contract has been fully executed and all exhibitors' financial and other obligations under this contract have been complied with.

2. Exhibitor fee

Exhibitor fee must be paid by July 25, 2008. Make all checks payable to: L.C. Clark Publishing Co., Inc. and send to The Eastern Designer & Workroom Conference, P.O. Box 13079, North Palm Beach, FL 33408.

3. Eligible Displays

L.C. Clark Publishing Co., Inc. reserves the right to determine the eligibility of any company or product for inclusion in the trade show and conference.

4. Cancellation of Contract and Refund

L.C. Clark Publishing Co., Inc. has the absolute right to cancel this contract if exhibitor fails at any time to comply with any of the terms, provisions or conditions of this contract or if exhibitor becomes insolvent. Such cancellation under this paragraph, L.C. Clark Publishing Co., Inc. shall retain all exhibitor fees made by exhibitor.

Should the exhibitor be unable to occupy and use the display space contracted for, he or she shall promptly notify L.C. Clark Publishing Co., Inc.. All sums paid to L.C. Clark Publishing Co., Inc. at the time of cancellation prior to July 25, 2008, less a service charge, will be promptly refunded. No refund will be made for a cancellation made on or after July 25, 2008.

5. Display Equipment and Services

Includes the following: standard pipe and drape booth measuring 10'x 10' with the backdrop 8' high and side dividers 36" high. A 9" X 44" ID sign indicating company name, guard service, general aisle cleaning, general area lighting and air conditioning are provided.

6. Contractor Services and Information

L.C. Clark Publishing Co., Inc. has, in the best interest of the exhibitors, selected certain firms to serve as official contractors to provide various services to exhibitors.

It is further agreed that the exhibitor will abide by and comply with rules and regulations concerning local unions having agreement with the conference facility or with authorized contractors employed by L.C. Clark Publishing Co., Inc.. Complete information, instructions and schedule of prices regarding drayage, labor for erecting and dismantling, electrical work, furniture, cleaning, etc. will be included in the Exhibitor Service Manual, to be forwarded two months before the conference dates. Exhibitor agrees to abide by all the terms and regulations included in said Exhibitor Service Manual.

7. Display and Arrangement

Displays shall be so arranged as not to obstruct the general view, nor hide the displays of others. Plans for specially built displays not in accordance with regulations are to be submitted to L.C. Clark Publishing Co., Inc. for approval in writing before construction is ordered. Regular and specially built back walls, including signs, may not exceed an overall height of 8 feet. The maximum booth height of 8 feet may extend out half the depth of the booth from the back wall. Height limitation on the display in the balance of the area is 36 inches, except for product and equipment on display, which in itself exceeds the height.

8. Installation and Display Removal

It is explicitly agreed by the exhibitor that in the event he or she fails to install his or her products in his or her display space rental at the time specified, L.C. Clark Publishing Co., Inc. 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.

No exhibitor shall have the right prior to closing of the trade show and conference to pack or remove articles on display without the written permission from and in writing from L.C. Clark Publishing Co., Inc..

Should exhibitor fail to dismantle its display and remove its product within the terms of L.C. Clark Publishing Co., Inc.'s lease with the conference facility, L.C. Clark Publishing Co., Inc. shall authorize its official contractor to remove and store said display and product, at exhibitor's expense, without liability on the part of L.C. Clark Publishing Co., Inc., the conference facility or the official contractor.

9. Use of Display Space

Exhibitors agree not to assign or sublet any display space allotted to them without written consent of L.C. Clark Publishing Co., Inc., nor to display or advertise goods other than those manufactured or carried by them in the regular course of business.

No persons, firm or organization not having contracted with L.C. Clark Publishing Co., Inc. for the occupancy of space in the display will be permitted to display or demonstrate its products, processes or services, distribute advertising materials in the halls or corridors, or in any other way occupy or use the facilities for a purpose inconsistent with these regulations.

10. Exhibitor Representative

Each exhibitor must name at least one person to be his representative in connection with the installation, operation and removal of their display. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible.

11. Restrictions

L.C. Clark Publishing Co., Inc. reserves the right to restrict displays which are objectionable because of noise, glaring or flashing lights, method of operation or any other reason, and also to prohibit or evict any display which, in the opinion of L.C. Clark Publishing Co., Inc., may detract from the general character of the conference. This reservation includes persons, things, conduct, printed matter or anything L.C. Clark Publishing Co., Inc. judges to be objectionable. In the event of such restriction or eviction, L.C. Clark Publishing Co., Inc. is not liable for any refund of any amount paid hereunder. No display material exposing an unfinished sur-

face to neighboring displays will be permitted. Demonstrations must be so located that crowds collected will be within the exhibitor's space, and not blocking aisles or neighboring displays. Contests of any kind must first be approved in writing by L.C. Clark Publishing Co., Inc..

Exhibitor shall display its product only in the display space assigned by L.C. Clark Publishing Co., Inc.. The distribution of any literature or promotional items by exhibitor shall be confined to the specifically display space assigned by L.C. Clark Publishing Co., Inc..

12. Exhibitor Activities

Exhibitor agrees not to schedule or conduct any outside activity including, but not limited to, receptions, seminars, symposiums and hospitality suites that are in conflict with the official program of The Southern Designer & Workroom Conference whether such activities are held at or away from the conference facility or host hotels, except with written approval of management. Exhibitor will submit to L.C. Clark Publishing Co., Inc. 30 days prior to the date of the trade show and conference any program exhibitor intends to hold or in conjunction with its exhibit for written approval as to time and place.

13. Responsibility

If the exhibitor fails to comply in any respect with the terms of this agreement, L.C. Clark Publishing Co., Inc. shall have the right, without notice to the exhibitor, to offer said space and to another exhibitor, or to use said space in any other manner, but this shall not be construed as affecting the responsibility of the exhibitor to pay the full amount specified by the contract.

14. 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 display is held. Federal, State and City laws must be strictly observed. Cloth decorations must be flameproof. Wiring must comply with fire department and underwriters' rules.

15. Liability

Exhibitor assumes entire responsibility for and hereby agrees to protect, indemnify, and defend and save The Eastern Designer & Workroom Conference, L.C. Clark Publishing Co., Inc., The Mass Mutual Center harmless against all claims, losses and damages to persons or property, government charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the conference premises or a part thereof, excluding any such liability caused by the sole negligence of The Mass Mutual Center. In addition, exhibitor acknowledges that The Eastern Designer & Workroom Conference, L.C. Clark Publishing Co., Inc. and The Mass Mutual Center do not maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

Exhibitor shall indemnify L.C. Clark Publishing Co., Inc. and the conference facility, and hold them harmless from negligence of the exhibitor in connection with exhibitor's use of display space.

16. Cancellation or Termination of Conference

In the event that the premises where the conference is to be held shall, in the sole determination of L.C. Clark Publishing Co., Inc., become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state of emergency declared by any government agency or by reason of any municipal, state or federal law or regulation or by reason of any other occurrence beyond the control of L.C. Clark Publishing Co., Inc., L.C. Clark Publishing Co., Inc. may cancel or terminate the conference. In the event of such cancellation or termination, the exhibitor waives any and all claims the exhibitor might have against L.C. Clark Publishing Co., Inc. for damages or expenses and agrees to accept in complete settlement and discharge of all claims against L.C. Clark Publishing Co., Inc. the exhibitor's pro-rata share of the total amount paid by all exhibitors less all costs and expenses incurred by L.C. Clark Publishing Co., Inc. in connection with the conference including a reserve for future claims and expenses in connection therewith.

In case L.C. Clark Publishing Co., Inc. shall for any reason determine to cancel or terminate the conference, the exhibitor waives all claims the exhibitor might have against L.C. Clark Publishing Co., Inc. for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against L.C. Clark Publishing Co., Inc. a refund of all amounts paid by the exhibitor to L.C. Clark Publishing Co., Inc. in accordance with this agreement.

17. Management

L.C. Clark Publishing Co., Inc. reserves the right to interpret, amend and enforce these regulations, as it deems proper to assure the success of the conference.

18. Miscellaneous

Exhibitor shall be liable to L.C. Clark Publishing Co., Inc. for any and all expenses incurred by L.C. Clark Publishing Co., Inc., including attorney's fees and court costs, in exercising and/or enforcing any of its rights under this contract, or incurred by L.C. Clark Publishing Co., Inc. as a result of exhibitor's violation or failure to comply with any of the terms of this contract. This contract contains the entire agreement between the parties and may not be changed or modified unless agreed to in writing and signed by both parties hereto. Neither this contract nor the relations between the parties hereto shall constitute a partnership or a joint venture between the exhibitor and L.C. Clark Publishing Co., Inc.. Subject to the provisions of this contract governing assignment, the contract shall be binding upon and inure to the benefit of the parties hereto and their legal representatives and successors.

Failure of either party to insist upon the strict and prompt performance of any of the terms, covenants, agreements and conditions upon the other party herein imposed shall not constitute or be construed as a waiver or relinquishment of such party's right thereafter to enforce any such terms, covenant, agreement or condition, but such right shall continue in full force and effect.

All notices and other communications required to be given under this contract shall be in writing and shall be addressed to the addresses on the first page of this contract, or to such other addresses as either party hereto shall have designated to the other in writing.