

2011 DIVE & TRAVEL EXPO APPLICATION AND CONTRACT FOR EXHIBIT SPACE

EXHIBITOR'S NAME: (As it will read in directory and on exhibit sign. 31 characters or less)

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Phone: _____ FAX: _____

E-Mail: _____ Web Site: _____

Exhibitor's representative: _____ Title: _____

Payment for Booth is due at time of reservation.

EARLY REGISTRATION PRICING

Ends Dec 1, 2010: Deposit of \$250 required to hold booth. Full payment due by Dec. 1, 2010. Deposit becomes non-refundable after Dec. 1, 2010.

1 Booth: \$750
2 Booths: \$1300
3 Booths: \$1950
4 Booths: \$2600

REGISTRATION PRICING

Ends Feb. 1, 2011: Deposit is non-refundable. Payment arrangements must be made at time of booth reservation. Payments become non-refundable after Jan. 8, 2011 (90 days)

1 Booth: \$850
2 Booths: \$1500
3 Booths: \$2250
4 Booths: \$3000

LATE REGISTRATION PRICING

Starts Feb. 2, 2011

1 Booth: \$950
2 Booths: \$1700
3 Booths: \$2550
4 Booths: \$3400

Full payment due and non-refundable at time of registration.

PAYMENT METHOD

Check Enclosed (payable to Bedrock Publications LLC) Credit Card: Visa Master Card Discover American Express
Balance due will be charged to credit card on file December 1, 2010 unless otherwise specified.

Account#: _____ Exp. Date: _____ CVV Code: _____

CARDHOLDER'S BILLING ADDRESS:

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Requests for exhibits space will NOT be considered without payment and completed, signed application.

EXHIBIT LOCATION IN ORDER OF PREFERENCE (no "end caps"): 1. _____ 2. _____ 3. _____ 4. _____

The Dive & Travel Expo reserves the right to rearrange exhibit space if necessary. If the spaces you have selected are not available, show management will select space. Products and/or services to be promoted by Dive & Travel Expo (please be as specific as possible) See next page for a full listing of the terms and conditions.

Resale# _____ (See retail sales policy)

We have read, understand and agree to abide and conform to the regulations specified on the reverse side of this contract and hereby apply for space for our use at Dive & Travel Expo at the Tacoma Convention Center, April 8-10, 2011.

THIS APPLICATION IS EXECUTED ON THE EXHIBITOR'S BEHALF BY ITS DULY AUTHORIZED REPRESENTATIVE:

SIGNATURE: _____ DATE: _____

Name (please print): _____

**Table and/or chairs are available free of charge ONLY if requested at the time application is made.

____ Yes ____ No, place one standard 6-foot draped table in my booth at no charge (no substitutions, tables not available for "island" space)

____ Yes ____ No, place two regular chairs in my booth at no extra charge (no substitutions, tables not available for "island" space)

OFFICE USE ONLY:

Space# _____

Amount Received: _____ Check #/C.C: _____ Date: _____

Balance Due (if any): _____ Check #/C.C: _____ Date: _____

Accepted By _____ for DIVE EXPO Date: _____



TERMS & CONDITIONS AVAILABLE ONLINE AT WWW.DIVEANDTRAVELEXPO.COM

Dive & Travel Expo 2011. • P.O. Box 1494, Oak Harbor, WA 98277 • Phone: (360) 240-1874 • E-mail: expo@nwdivenews.com • Fax (888) 358-3471

FRIDAY 8 - SUNDAY 10 APRIL 2011, TACOMA CONVENTION CENTER, WASHINGTON

EXHIBITOR RULES AND REGULATIONS FOR 2011

EXHIBIT SPACE

All standard booths are 10' x 10', with an 8' high backwall and 36-inch side rails. All standard booth spaces include an identification sign, listing in the official show program and listing on the event website. One standard six-foot draped table and two regular chairs per standard booth are available free of charge - if requested at the time of application.

EXHIBIT FEES

Early Registration Fees:

Ends December 1, 2010

Booth fees are \$750 per booth. To reserve a space, a \$250 refundable deposit per booth and a completed signed application is required. Final payment is due December 1, 2010. All deposits become non-refundable after December 1, 2010. Early registration ends on December 1, 2010 at 5:00 PM PST.

Registration Fees:

Ends February 1, 2011

Booth fees are \$850 per booth. Payment arrangements must be made at time of registration. All payments become non-refundable after January 8, 2011 (90 days from show date). All deposits (\$250) are non-refundable after December 1, 2010. Registration ends on February 1, 2011 at 5:00 PM PST.

Late Registration Fees:

February 2, 2011

Booth fees are \$950 per booth. Payment arrangements must be made at time of registration. All deposits (\$250) are non-refundable after December 1, 2010. Late registration begins on February 2, 2011 at 9:00 AM PST.

Failure to meet the payment schedule will result in forfeiture of exhibit space and deposit.

BOOTH SELECTION

Priority booth reservation deadline is May 31, 2010. Previous exhibitors will have their current booth selection reserved until May 31, 2010. On June 1, 2010, all unreserved booths become available on a first-come first-served basis. Every attempt will be made to accommodate each exhibitor with their choices. Final exhibit space placement is done by the show management committee.

Special considerations may be given to unique space problems on a case-by-case basis. The show management reserves the right to make placements. Location of the entire event may be changed if deemed necessary by the event director.

The show management reserves the right to fill space vacancies occurring for the reason of non-arrival or late arrival of the Exhibitor's display. Should booth space remain empty at 9:00am April 9th, 2011, exhibitor will forfeit all space in question. Requests for booths will not be processed without proper payment and a completed, signed application.

LIABILITY & INSURANCE

The show management will not be liable for any loss or damage to the property of the exhibitor or its employee due to fire, robbery, accidents, or any cause whatsoever that may arise from use and occupancy of leased space.

Exhibitor hereby releases and agrees to indemnify, defend and hold harmless the NW Dive & Travel Expo, event staff, the City of Tacoma, their managers, officers, members, sponsors, employees, agents, successors, assigns, or guest for any damage or loss from any cause whatsoever to property owned, or controlled by, or in the custody of Exhibitors; or their employees, agents or guest. For any loss, property damage, or personal injury by whosoever, sustained on or about Exhibitor's display space, or arising out of Exhibitor's participation in the NW Dive & Travel Expo.

General overall security and reasonable care will be exercised to protect all exhibits and the exhibit area. All Exhibitors are required to obtain insurance against property loss or damage and against liability or personal injury.

RETAIL SALES POLICY

The NW Dive & Travel Expo prohibits all "cash & carry" transactions involving the retail distribution of diving equipment during the show.

This policy is intended to cover all retail merchandise items normally considered "diving equipment" (tanks, weight belts & weights, wet suits and their accessories, dry suits and

their accessories, lycra suits, masks, snorkels, fins, regulators, B.C.s, dive computers and gauges) unless through a participating retailer.

For information on who the participating retailers are please contact the show staff.

Prices on dive gear are not to be posted. Prices on dive gear may only be distributed if they are a part of a general brochure. This policy does not cover vacation, travel, scuba courses, artwork, posters, photographs, bags, clothing, books, jewelry, boats, kayaks, compressors, videotapes, cameras and accessories, lights and watches.

If you intend to sell items not specifically covered herein, you must get prior written approval from the show management. All retail sales are subject to the confines of all applicable local, state, federal and tax laws. Resale # must be submitted for any retail sales.

EXHIBIT LIMITATIONS

Backwall maximum height is 8'. Any deviation must have prior approval from show management. The side wall may reach a maximum height of 8' extending only 5' out from the backwall, then must drop to 4' in height to the aisle. "End caps" are not allowed. Exhibitor decorations may not obstruct other displays nor project into the aisles.

No portion of the display including decorations, posters, signs, flyers or other promotional material may be attached to the convention center structure in any way. All decorations must have been flame proofed and pass inspection by all designated authorities of Seattle/Tacoma County and the city of Tacoma. Fire Marshal regulations available on request.

Exhibitors are subject to all applicable laws and ordinances and the exhibitor agrees to abide by any rules, regulations or other instructions from the Tacoma Convention Center.

The exhibit activity of each exhibitor must be within the Exhibitor's allocated exhibit space. Exhibitors may not use noise, lighting or other distractions judged by the event management to be offensive to other Exhibitors. Exhibitor

literature shall not be distributed outside of the Exhibitor's booth area. The event management reserves the right to restrict, refuse or expel at any time, exhibits which in its judgement are not in keeping with the nature, character or appearance of other exhibits or of the exhibition as a whole.

REFUNDS AND CANCELLATIONS

Cancellations will not be accepted within 90 days of the scheduled exhibit date. The Exhibitor is responsible for the total booth rental, irrespective of the reason for cancellation by Exhibitor. All cancellations must be in writing.

GENERAL INFORMATION

No Exhibitor may, without written permission from the event management, assign, sublet or apportion all or any part of the privileges or of the space assigned to him, other than that of the Exhibitor to whom the space is assigned.

Four badges per booth will be allotted. Additional badges may be purchased at \$5 each. Exhibitors may purchase tickets to the event at the reduced pre-sale price.

In the event of war, fire, strike, government regulation, public catastrophe, act of God or any other cause beyond our control, or if the show or any part thereof is prevented from being held or cancelled by the event staff or venue or the exhibit space applied for herein becomes unavailable, the show management shall not be liable to make any refunds whatsoever to the applicant.

Exhibitors shall care for and keep in good order, space occupied and surrender such space at the close of the event in the same condition as it was when taken over. If the space occupied is damaged by the participant, their employees, patrons or guests, Exhibitor shall pay such claims as are necessary to restore the space to its original condition.

No Exhibitor shall be allowed to remove any of their booth's display until the show is officially closed. Exhibitors violating this policy will lose all priority and may be excluded from next year's show.