



January 15-17, 2010  
 Friday 2-8 Saturday 9-6 Sunday 11-6

OFFICE USE ONLY	
Booth #	_____
Price	_____
Invoice Sent	_____
Paid In Full	_____
Packet Sent	_____

Set-Up Time: Wednesday, January 13, 2010, 12 p.m.-6 p.m., and Thursday, January 14, 2010, 8 a.m.-6 p.m.  
 Move Out: Sunday, January 17, 2010 from 6:01 p.m.-10 p.m., and Monday, January 18, 2010 from 8 a.m.-noon.  
 Location: Agricenter International Show colors: Black  
 7777 Walnut Grove, Memphis, TN 38120

Company: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Type of Business: \_\_\_\_\_

We would like to reserve \_\_\_\_\_ # of booths. (Each booth is a 10x10, with pipe and drapes on sides, and ID sign). Electricity is an additional charge. An Electrical Form will be included in the exhibitor's packet.  
 With Corner \_\_\_\_\_ Without Corner \_\_\_\_\_ First Choice \_\_\_\_\_ Second Choice \_\_\_\_\_

BOOTH RENTAL	RESERVED AND DEPOSIT PAID EARLY BIRD RATE ( UP TO NOVEMBER 15, 2009)	(AFTER NOVEMBER 15, 2009)
10x10	\$700	\$750
10x20	<del>\$1250</del> \$1000	<del>\$1350</del> \$1100
10x30 and 16x20	<del>\$1800</del> \$1500	<del>\$1950</del> \$1650
10x40	<del>\$2200</del> \$2000	<del>\$2400</del> \$2200
Corners	\$100 extra	\$150 extra
Booths #301-#304 endcaps (200 Sq. Ft.)	\$1450	\$1600
<b>Advertisements in the "Official Show Guide"</b>		
Full page	\$2400	NA
1/2 page	\$1350	NA
1/4 page	\$850	NA
1/6 page	\$450	NA

**New 2010 Pricing**

**New 2010 Pricing**

Deadline for application is November 15, 2010. A non-refundable 50% deposit is due with application. An assigned booth number is guaranteed when a deposit is paid. Balance is due 60 days prior to show. Exhibitor's packet will be sent 60 days prior to the show. Name badges are to be picked up at the time of show move-in. Cancellations and refunds are not accepted 60 days or less prior to the show. MidSouth Media Group, Inc. reserves the right to refuse an exhibitor for any reason, and has the right to limit the numbers of exhibitors showing similar or same products to prevent duplication.

I, the applicant, hereby release, indemnify and agree to hold harmless the promoter and other persons involved with the event from and against all liabilities and any claims for damage, loss or injury to person or property suffered during the event. (Including set-up days and non business hours). I understand that liability and casualty insurance against such damage, injury, and loss is my responsibility. I agree to abide by the rules of the show and rules otherwise imposed by the promoter at any time. This contract is binding.

I have read and agree to the terms of this agreement.

Signature \_\_\_\_\_

Name (printed) \_\_\_\_\_ Date \_\_\_\_\_

Please charge a deposit of \$ \_\_\_\_\_ to my Visa, MasterCard or American Express.

Card # \_\_\_\_\_ Expiration \_\_\_\_\_ Code \_\_\_\_\_

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

Signature Complete application and mail to:

MidSouth Media Group  
 6920 Oak Forest Dr.  
 Olive Branch, MS 38654

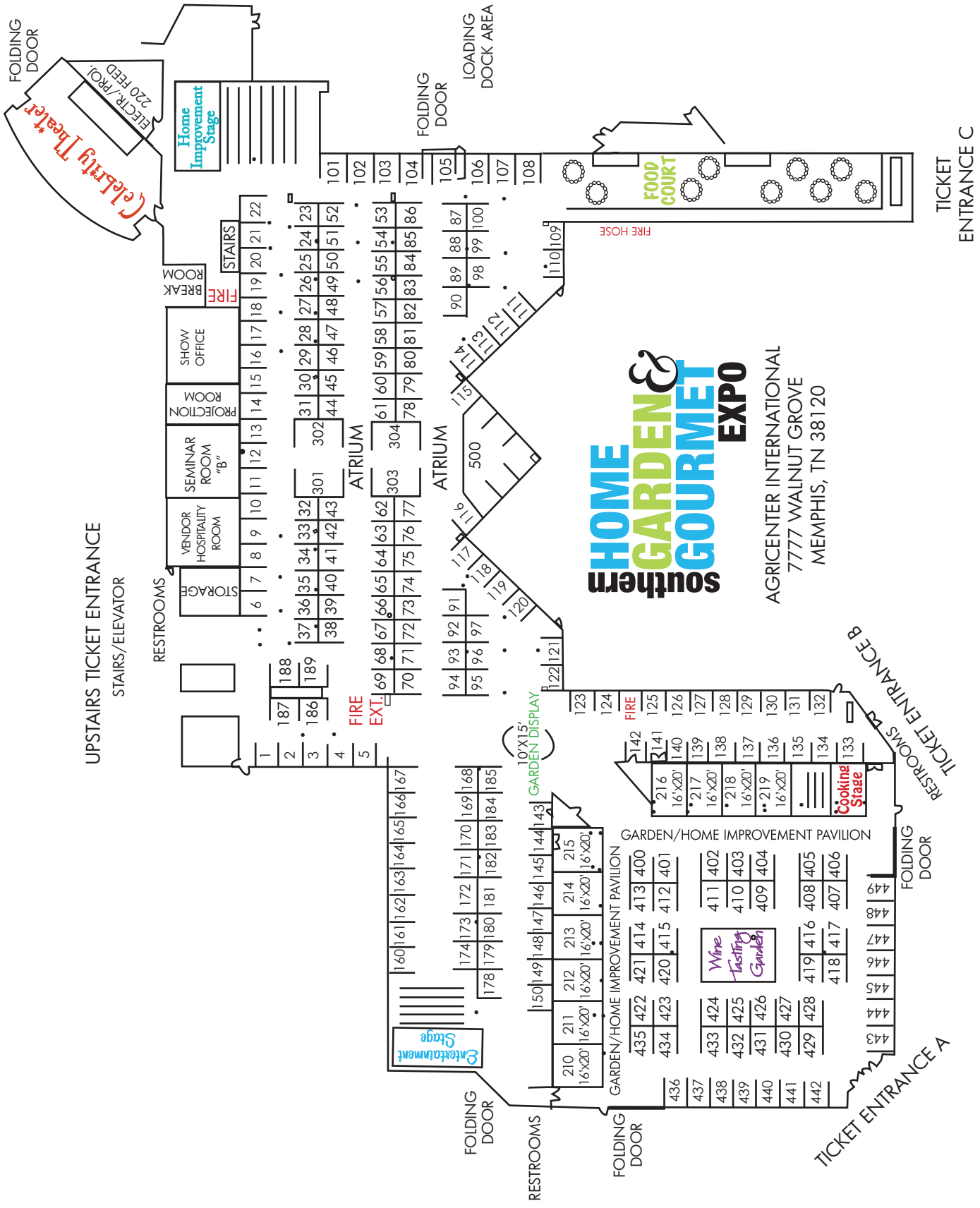
Phone 662.890.3359  
 Fax 662.890.3918



## Terms of Contract Agreement

The company or individual (s) identified below hereby subscribes for an exhibit booth or space at the Southern Home, Garden & Gourmet Expo (hereinafter "Show") to be held by MidSouth Media Group on January 15-17, 2010 at the Agricenter International, 7777 Walnut Grove Road, Memphis, Tennessee. Exhibitor shall adhere to the rules and regulations set forth herein, and conformance with such rules and regulations is understood to be part of this Contract. The signature of the Exhibitor, or its authorized representative, in the space provided below indicates agreement with all of the provisions of this Contract by Exhibitor, including its owners, officers, employees, agents, representatives, and independent contractors.

1. **Exhibit/Booth Space.** All displays are subject to approval by MidSouth Media Group, and MidSouth Media Group expressly reserves the right to reject any applicant for exhibit space and refund the amount that said applicant has paid for space. While best efforts will be made to accommodate Exhibitor's exhibit booth selection, MidSouth Media Group reserves the right to assign, designate or change exhibit or booth location. All Exhibitor personnel shall wear an identification badge while on the Show floor.
2. **Hours of Operation.** Exhibitor move-in hours are from 12 p.m.–6 p.m. Wednesday, January 13, 2010, and from 8 a.m.–6 p.m. Thursday, January 14, 2010. Exhibitor shall have its exhibit (s) completely assembled and ready to be viewed by guest no later than 6 p.m. on Thursday, January 14, 2010. The hours during which the Show is open shall be Friday, 2 p.m. – 8 p.m., Saturday, 9 a.m.–6p.m., and Sunday, 11 a.m.–6 p.m. Exhibitor shall staff its booth during all hours the Show is open to the public. Exhibitor shall not begin disassembling its exhibits until 6:01 p.m. on Sunday, January 17, 2010; Exhibitors who do not comply with these provisions shall be assessed a surcharge in the amount of \$500.00. Exhibitor disassembly and move-out times are Sunday, January 17, 2010, from 6:01 p.m. through 10 p.m. and Monday, January 18, 2010, from 8:00 a.m. until noon.
3. **Operation of Exhibit Space.** Excessive noise, bothersome lighting or other use of exhibit space by Exhibitor that interferes with the exhibition space used by other Exhibitors or with the operation of the Show is prohibited, as is the creation of or maintenance by Exhibitor of any dangerous or hazardous condition or situation. Exhibitor's displays and advertising material shall not protrude into the aisles or otherwise interfere with the movement of visitors to the Show. Booth shall not exceed 8 feet in height without the approval of MidSouth Media Group, and **Exhibitor shall not block or interfere with the visibility of an adjoining Exhibitor.** Exhibitors shall exercise maximum care in the prevention of fire and to avoid loss of property, which is part of the Show.
4. **Security Services.** MidSouth Media Group will provide security services beginning *Thursday, January 15, 2010* at 6 p.m. until Sunday, January 17, 2010 at 6 p.m. Notwithstanding the above, Exhibitor shall not leave valuable items or personal property unattended at the exhibit booth or space, and MidSouth Media Group is not responsible for any losses Exhibitor may suffer as a result of items stored in or at the Exhibitor's exhibit space during the Show—this includes move-in and move-out times.
5. **Services Not Provided.** MidSouth Media Group does not provide equipment, decoration, labor, carpenters, storage for exhibit materials, special lighting, gas, water supply or other related services. Exhibitor must make all arrangements for these items and, in addition to the indemnity obligations set forth in section 7 below. Exhibitor shall defend, indemnify and hold harmless MidSouth Media Group for any and all claims, losses, damages, injuries, or other charges that may occur from any such arrangements made by Exhibitor.
6. **Insurance Not Provided.** Exhibitor acknowledges MidSouth Media Group does not have or provide insurance against the loss of or damage to Exhibitor's property at the Show for any reason. Exhibitor assumes the sole responsibility to obtain insurance of any kind, including but not limited to insurance against property damage, personal injury, theft, vandalism, business interruption, or any other insurance it may need to cover any losses it may suffer at the Show.
7. **Liability and Indemnification Waiver.** Exhibitor agrees to comply with all fire and safety rules and regulations adopted by all applicable governmental authorities and the Show. In the event MidSouth Media Group shall be held liable for any occurrence that results or might have resulted from the Exhibitor's action (s) or failure to act, including, but not limited to, acts or omissions constituting negligence, deceptive trade practices, strict liability, or the creation of liability resulting from an unreasonably dangerous product (product liability), Exhibitor shall reimburse and indemnify MidSouth Media Group for damages resulting from such liability and the costs incident thereto, including its reasonable attorneys fees. Exhibitor further agrees that it shall hold harmless and indemnify MidSouth Media Group from and against any loss, damage, expense or penalty arising from any action including any action based on strict liability or negligence, on account of personal injury or property, including its reasonable attorneys fees incurred in connection therewith.
8. **Assignment Prohibited.** Exhibitor shall not share, lease, sublet, assign, offer for use, or otherwise convey any portion of its exhibit space to any individual, partnership, corporation, company, firm or entity, without the prior written consent of MidSouth Media Group.
9. **Cancellation Policy.** If Exhibitor is not able to attend the Show, Exhibitor may be entitled to a refund based on the following schedule: a. Notice of sixty days or more: If written cancellation is received by Friday, November 13, 2009, or more than sixty days prior to the Show, and if the Exhibitor has paid for space in full, Exhibitor is entitled to a 50% refund of cost of space. b. Less than 60 days: If Exhibitor cancels after Friday, November 13, 2009, or less than sixty days prior to the Show, Exhibitor will not receive a refund and will be responsible for full payment of booth space.
10. **Payment.** Payment for Exhibitor's space must be in compliance with terms shown on the booth space contact. Any exceptions to these payment terms must be approved by MidSouth Media Group prior to date of final payment due date. No Exhibitor shall be permitted to erect an exhibit without having made full remittance of space rental or prior arrangements with MidSouth Media Group. Exhibitor consents to the jurisdiction of the courts of DeSoto County, Mississippi in any action brought by MidSouth Media Group to collect amounts owed hereunder, and expressly waives any objection Exhibitor may have to the assertion of personal jurisdiction by such courts. In any legal proceeding initiated by MidSouth Media Group to collect any sums owed by Exhibitor under this Spring Southern Home, Garden & Gourmet Expo Exhibit Contract, MidSouth Media Group shall be entitled, in addition to the principal amount owed, to any and all costs or expenses incurred in bringing such action, including its reasonable attorneys fees.



# southern HOME GARDEN & GOURMET EXPO

AGRICENTER INTERNATIONAL  
7777 WALNUT GROVE  
MEMPHIS, TN 38120