

# GET READY TO SELL!

## St. Petersburg Times

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### June 25, 26 & 27, 2010

Brought to you by  
Tampa Bay's largest newspaper.

TAMPA BAY'S PREMIER NAUTICAL SALES EVENT

## PARTICIPATION AGREEMENT FOR EXHIBIT SPACE

### Friday, Saturday & Sunday, June 25, 26 & 27, 2010

### Florida State Fairgrounds - Tampa

As the Tampa Bay's leading news and information source, the St. Petersburg Times is excited to be hosting the area's premier Boating Sales event. The overall promotion of this event utilizes newspapers, radio, specialty publications, Internet and direct mail. As we have seen with past events, strong promotion will deliver a sizeable crowd of boating enthusiasts and potential buyers.

Get ready to turn warm weather into one of your hottest sales events of the year.

#### EXHIBITOR RATES

##### INDOOR BULK SPACE

\$1.95 per sq. ft. (600 sq. ft. min.)

##### OUTDOOR EXHIBIT SPACE

\$1.75 per sq. ft. (600 sq. ft. min.)

##### 10'X10' BOOTH UNITS

\$495. per unit

### RESERVE YOUR SPACE TODAY!

Space available on a first come-first serve basis. Simply complete and return.

Company Name \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Event Contact \_\_\_\_\_ Title \_\_\_\_\_

E-mail \_\_\_\_\_

Products/Services Displayed \_\_\_\_\_

Space Desired Dimensions: \_\_\_\_\_ x \_\_\_\_\_

Total Sq. Ft. requested: \_\_\_\_\_ x Rate \_\_\_\_\_ + 7% sales tax = \$ \_\_\_\_\_ **Total**

Space Preference: 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**Total Investment \$** \_\_\_\_\_

Exhibit Booths - 10' x 10' size - \$495. per booth + 7% sales tax = \$ \_\_\_\_\_ **Total**

Signature \_\_\_\_\_

Number of Booths \_\_\_\_\_ Electric (check if needed) \_\_\_\_\_ (Complete Electric Form)

Corner Booth + \$50

Exhibitor hereby executes and agrees to this Participation Agreement for Exhibit Space, which includes all information and provisions contained on both sides of this agreement. Upon confirmation and acceptance of this agreement by the St. Petersburg Times, the undersigned agrees to be bound by all the terms and conditions contained herein, and on the reverse side hereof.

Preferred Exhibit Space(s) 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ (mark your preferred space number choices)

Individual booths feature a 10' x 10' curtained exhibit area with a skirted table, ID sign, and two chairs. (Every attempt will be made to satisfy your space request; preference does not confirm the requested space.)

#### DEADLINE: JUNE 18, 2010

Please return agreement to: Tampa Bay Boat Sale,  
c/o St. Petersburg Times Events, P.O. Box  
1121, St. Petersburg, FL 33731-1121.

Phone: 727-893-8523 • Fax: 727-893-8200

Please make checks payable to St. Petersburg Times.

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

Signature \_\_\_\_\_ Date \_\_\_\_\_ E-mail \_\_\_\_\_

VISA/MC/AMEX#: \_\_\_\_\_ Expires \_\_\_\_\_

# EXHIBIT SPACE CONTRACT RULES AND REGULATIONS

Exhibitor shall be bound by the show rules and regulations set forth herein and printed in the show prospectus for exhibitors, and by such amendments or additional rules and regulations that may be established by Show Management. References to "Show Management" herein shall be deemed to include the Show, St. Petersburg Times, the Managing Directors, Show sponsors, endorsers and duly authorized representatives, agents or employees of the foregoing.

## Assignment of Space

Whenever possible, space assignment will be made by Show Management in keeping with the desires of the Exhibitor. However, Show Management reserves final determination of space assignment and assignments will be made or changed in the best interest of the Show as determined by Show Management's sole discretion.

## Payments and Refunds

Within thirty days of the contract date, Show Management must receive the executed Contract along with payment(s) equaling 50% of the total space rental; otherwise space will not be held or guaranteed. The balance of payment must be received by Show Management prior to Show Move-In. Exhibitor is liable for the entire space rental unless written notice of space cancellation is received (45 days) prior to Show Opening. Exhibitor will be refunded 50% of any money collected if written notice of cancellation is received 45 days or more prior to Show Opening. No refunds will be made thereafter.

## Termination of Contract

Show Management reserves the right to cancel this contract without further obligation at any time prior to the Show opening by releasing Exhibitor from all future obligations under this Contract. Said cancellation may be for any cause or for no cause. In the event a cancellation occurs due to fire, casualty, strike embargo, injunction, act of war, act of God or any other like emergency, then Show Management will return such portion of the amount already paid for space as may be determined to be equitable by Show Management after deduction of such amounts as may be necessary to cover expenses related to the termination, including a reserve for claims in connection with the Show. If for any reason Show Management determines the location of the Show should be changed or the dates of the show postponed, no refunds will be made but Show Management shall assign to the Exhibitor, in lieu of the original space, such other space as Show Management deems appropriate and the Exhibitor agrees to use such space under the same rules and regulations. The Show and Show Management shall not be financially or otherwise obligated in the event the Show is canceled, postponed or relocated except as provided herein.

## Transfer of Space Prohibited

Exhibitor shall neither assign nor sublet all or any part of the space rented. Further, no exhibitor shall exhibit or permit to be exhibited in the space allotted to him any goods or services than those specified in the Space Contract, nor shall he exhibit in the space, or permit to be exhibited therein, displays or advertising materials

of any sort bearing name or form of advertising other than the Exhibitor's own, or part of Exhibitor's regular products or services.

## Liability and Insurance

Exhibitor is held responsible to insure their own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident, or other cause. Exhibitor shall maintain liability insurance with respect to both property damage and personal injury, with companies with sound responsibility authorized to do business within the State of Florida. It is expressly understood and agreed by the Exhibitor that they will make no claim of any kind against Show Management for any loss, damage, theft or destruction of goods or exhibit; nor for any injury that may occur to himself or employees while in the exhibition place, nor for any damage of any nature, or character whatsoever, and without limiting the foregoing, including any damage to his business by reason of the failure to provide space for an exhibit or removal of the exhibit, or for any action of Show Management in relation to the exhibit of the Exhibitor. The Exhibitor shall be solely responsible to their own agents and employees, and to all third persons, including invitees and the public for all claims, liabilities, actions, costs, damages, and expenses arising out of or relating to the custody, possession, operation, maintenance, or control of said leased space or exhibit, or negligence or otherwise relating thereto. Exhibitor does hereby indemnify and hold harmless Show Management against any and all such claims and is asserted against it. Upon the request of Show Management, Exhibitor shall provide Show Management with proof that it is in possession of paid-up liability insurance policy as aforesaid.

## Third Party Dealings and Disclaimer of Responsibility

Show Management shall ascertain the person in charge of service/s used in or in conjunction with the Show, including parking, food, concessions, and loading and unloading areas and Show Management shall serve as the liaison between the Exhibitor and any such third party. Exhibitor agrees not to deal directly with any such third party without first obtaining the agreement of Show Management. Notwithstanding the provision as set forth immediately above, Exhibitor agrees that Show Management is not responsible for any aspect of parking, food, concessions, loading and unloading areas, or any other facilities for services used in, or in conjunction with the Show.

## Agreement Acceptance and Unwritten Rules

Upon acceptance of this Contract by the Exhibitor and Show Management it shall be a legal binding Contract, provided each party may cancel within the conditions of the Contract. Show Management reserves the right to make and publish show rules and regulations for the conduct of the Exhibitors and Show generally. Further, Show Management reserves the right to make changes, amendments and additions to these rules and such further rules and regulations as it considers necessary for the good of the Show. Any matter specifically covered herein or in the Show prospectus are subject to decision by Show Management, and its decisions in any matters which may arise hereunder shall be final.

**St. Petersburg Times**

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