



2010 Contract For Exhibit Space



Southwest Foodservice Expo
George R. Brown Convention Center - Houston, Texas
June 27, 28, 29, 2010

Produced by: **TRA**
Texas Restaurant Association

I. Important Instructions

Print Clearly. Complete all sections. The Key Contact and corresponding mailing and email information is where all letters and other forms of communication will be sent. **This information will NOT be used for the Official Show Directory unless no other information is provided.** Sign and return form with payment made payable to the Texas Restaurant Association, Expo Department, PO Box 1429, Austin, TX 78767-1429 or fax to **512-477-6486**

2. Company Information

Key Contact _____ Company Name _____
Street _____ City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____ Web Site _____
(For Expo and official show vendor communications only) (Free link from our site to your site)

3. Space Requirements

Exhibit space rental charge is \$26.50 per sq. ft. There is a \$300.00 charge for each corner. Booth space is sold in 100 sq.ft. increments
What size booth would you like?

_____ Feet (depth) by _____ Feet (frontage) for a total of _____ sq. ft.

What kind of booth are you requesting? (please check which you prefer)

- In-line Perimeter Island Peninsula

Please specify booth numbers in order of preference

1. _____ 2. _____ 3. _____

*Show Management will make every effort to satisfy your first booth request.
However, if none of the above choices are available, Show Management will assign the next best option available.

Full payment must accompany this booth contract.

4. Exhibit Specifications

Check the box that best describes your product: Beverage Equipment Food Product Service Technology

What will you be displaying at the show? _____ **Will you be serving Alcohol?** _____

What is your target market? _____ **We do not want to be next to or across the aisle from:** _____

Are you a Broker Company representing Multiple Companies?

- Yes No

Are you interested in Sponsorship Opportunities?

- Yes No

5. Exhibit Cost and Payment

Check Enclosed
 American Express
 VISA / Mastercard
 Discover
 Diner's Club

_____ x _____ = _____
Feet Deep Feet Wide TOTAL SQ.
TOTAL SQUARE FEET x 26.50 = \$ _____
NUMBER OF CORNERS x 300.00 \$ _____
Total Amount = \$ _____

Card Number _____
Expiration Date _____ CSC _____
Name as it appears on card _____
Billing Address _____
City _____ ST _____ Zip _____
Signature _____

WE AGREE TO ABIDE BY ALL THE RULES AND REGULATIONS GOVERNING THE EXPOSITION AS PRINTED ON PAGE 2 HEREOF AND WHICH ARE A PART OF THIS CONTRACT. ACCEPTANCE OF THIS CONTRACT CONSTITUTES A CONTRACTUAL AGREEMENT BETWEEN THE TEXAS RESTAURANT ASSOCIATION AND THE EXHIBITING COMPANY.

In assigning booth space, Show Management takes into consideration the number of booths you have had at past shows and your longevity with the show. Show Management will make every effort to be fair and will attempt to satisfy all of our exhibitors' requests. If none of the above choices are available, the next best option will be assigned.

Print Name _____

Exhibitor Authorized Signature _____

Date _____

6. Return

Mail to: Expo - PO Box 1429, Austin, Texas 78767

Fax: 512-477-6486

Southwest Foodservice Expo 2010

General Information, Rules and Regulations

Defined Terms

The term "Event" means Southwest Foodservice Expo, currently scheduled to be held on June 27, 28, 29, 2010 (the "Event Dates") at the George R. Brown Convention Center in Houston, Texas (the "Exhibit Facility"). The Event is owned, produced and managed by the Texas Restaurant Association ("TRA"). As used hereinafter, the term "Organizer" means, collectively, TRA, and each of its/their respective officers, directors, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise. The term "Exhibitor" means, collectively, the company or person that applied for exhibit space rental and agreed to enter into this contract upon acceptance by TRA in the manner stated below and each of its officers, directors, shareholders, employees, contractors, agents, representatives and/or invitees, as applicable.

Contract Acceptance

This contract shall become binding and effective only when it has been signed and accepted by Exhibitor as evidenced by signature, making a deposit as provided in this contract or by exhibiting at the event and signed by a duly authorized representative of TRA.

Assumption of Risks; Releases

Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event, including without limitation, all risks of theft, loss, harm, damage or injury to the person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither Organizer nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither Organizer nor the Exhibit Facility shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this paragraph.

Indemnification

Exhibitor shall on a current basis indemnify, defend (with legal counsel satisfactory to TRA), and hold Organizer and the Exhibit Facility harmless from any and all claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys' fees and expenses which result from or arise out of or in connection with:

- Exhibitors' participation or presence at the Event,
- any breach by Exhibitor of any agreements, covenants, promises or other obligations under this contract;
- any matter for which Exhibitor is otherwise responsible under the terms of this contract;
- any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right;
- any libel, slander, defamation or similar claims resulting from the actions of Exhibitor;
- harm or injury (including death) to Exhibitor; and
- loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.

Limitation of Liability

Under no circumstance shall Organizer or the Exhibit Facility be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. In no event shall Organizer's maximum liability under any circumstance exceed the amount actually paid to TRA by Exhibitor for exhibit space rental pursuant to this contract. Organizer makes no representations or warranties, express or implied, regarding the number of persons who will attend the Event or regarding any other matters.

Qualifications of Exhibitor

TRA, in its sole discretion, determines whether a prospective exhibitor is eligible to participate in the Event. Eligibility is generally limited to persons or firms who supply product and services to the food service industry. Applicants who have not previously exhibited at the Event may be required to submit a description of the nature of their business and the items to be exhibited. TRA reserves the right to restrict or remove any exhibit which TRA, in its sole discretion, believes is objectionable or inappropriate.

Assignment of Space

TRA will attempt to honor an Applicant's request for booth space and its desires with respect to companies it does not wish to have located next to its space. However, TRA specifically reserves the right to assign Applicant to the space available should its choices be unavailable. Further, should a space location conflict arise, TRA specifically reserves the right to require the Applicant to choose between waiving its request not to be located next to a specific company or selecting another available exhibit space.

Exhibit space shall be assigned by TRA in its sole discretion for the Event and for the Event Dates only. Any such assignment does not imply that similar space will be assigned for future Events. TRA reserves the right to change the floor plan or to move an Exhibitor to another booth location prior to or during the Event if TRA in its sole discretion determines that to do so is in the best interest of the Event.

Booth Payment Schedule - Cancellation Fees

An initial 50% deposit of the total exhibit fee must be received in order to reserve a booth space. Final booth payment will be due no later than January 4, 2010. Booth space reserved after January 4, 2010 will require full payment.

Cancellation of exhibit space by the Exhibitor must be received in writing.

Cancellations will result in the forfeit of all booth deposits and fees without exception. Exhibitor will continue to be liable for the full amount of exhibit fees on cancellations received before or after January 4, 2010.

TRA reserves the right to treat an Exhibitor's downsizing of booth space as cancellation of the original space and purchase of new booth space. An Exhibitor may be required to move to a new location if it requests downsizing of space.

Contract Assignment

TRA may assign any or all obligations, rights, title and interests in this contract, including any sums of money due or which become due under this contract. The assignee shall have all rights to enforce any provision of this contract assigned to them, including the right to collect any sums due under this contract.

Cancellation by TRA

If Exhibitor fails to make a payment required by this contract in a timely manner, TRA may terminate this contract (and Exhibitor's participation in the Event) without further notice and without obligation to refund monies previously paid. TRA reserves the right to refuse Exhibitor permission to move in and set up an exhibit if Exhibitor is in arrears of any payment due to TRA. TRA is expressly authorized (but has no obligation) to occupy or dispose of any space vacated or made available by reason of action taken under this paragraph in such manner as it may deem best, and without releasing Exhibitor from any liability hereunder. TRA may also terminate this contract effective upon written notice of termination if Exhibitor breaches any of its obligations under this contract, without any obligation on TRA's part to refund any payments previously made and without releasing Exhibitor from any liability arising as a result of or in connection with such breach. If TRA removes or restricts an exhibit, which TRA considers to be objectionable or inappropriate, no refund will be due to Exhibitor.

Cancellation of the Event

If TRA cancels the Event due to circumstances beyond the reasonable control of TRA (such as acts of God, acts of war, governmental emergency, labor strike or unavailability of the Exhibit Facility), TRA shall refund to each Exhibitor its exhibit space rental payment previously paid in full satisfaction of all liabilities of Organizer to Exhibitor. TRA reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held. If TRA changes the name of the Event, re-locates the Event to another event facility within the same city, or changes the dates for the Event to dates that are not more than 30 days earlier or 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to the Exhibitor, but TRA shall assign to Exhibitor, in lieu of the original space, such other space as TRA deems appropriate and Exhibitor agrees to use such space under the terms of this contract. If TRA elects to cancel the Event other than for a reason previously described in this paragraph, TRA shall refund to each Exhibitor its entire exhibit space rental payment previously paid, in full satisfaction of all liabilities of Organizer to Exhibitor.

Exhibit Space Occupancy

Hours and dates for installing, occupying and dismantling exhibits shall be those specified by TRA. If Exhibitor fails to install its display in its assigned space by 6:00 p.m. the day before the Show opens or leaves its space unattended during the Exhibit hours, TRA shall have the right to take possession of the space and no refund will be due to Exhibitor. All exhibits must be open for business during the Event hours. Exhibitor may not dismantle the display until the Event is officially closed by TRA.

Listing and Promotional Materials

By exhibiting at the Event, Exhibitor grants to TRA a fully-paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of Exhibitor in any directory (print, electronic or other media) listing the exhibiting companies at the Event and to use such names in TRA promotional materials. TRA shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials. TRA may also take photographs of Exhibitor's booth space, exhibit and personnel during, before or after the open hours of the Event and use such photographs for any purpose.

Care of Exhibit Facility

Exhibitor shall promptly pay for any and all damages to the Exhibit Facility or associated facilities, booth equipment or the property of others caused by Exhibitor.

Taxes and Licenses

Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals under federal, state or local law applicable to its activities at the Event. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, royalties, license fees, use fees, or other fees, charges, levies or penalties that become due to any governmental authority in connection with its activities at the Event. Exhibitor will not permit the delivery of merchandise at the Event Facility without the express permission of TRA.

Insurance

Exhibitor shall, at its own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph.

Workers' Compensation insurance:

Comprehensive General Liability insurance with limits not less than \$3,000,000 for each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury or property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable);

Automobile Liability insurance with limits not less than \$500,000 for each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators.

Comprehensive General Liability and Automobile Liability Insurance

Policies shall name as additional insured Texas Restaurant Association and each of its subsidiaries. If requested, copies of additional insured endorse-

ments, primary coverage endorsements and complete copies of policies, satisfactory to TRA, shall be furnished to TRA sixty (60) days before the first day of the Event. Certified copies of the Certificate of Insurance of policies shall provide that they may not be cancelled without thirty (30) days advance written notice to TRA.

Copyrighted Materials

Exhibitors shall not play or permit the playing or performance of, or distribution of any copyrighted material at the Event unless it has obtained all necessary rights and paid all required royalties, fees or other payments.

Observance of Laws

Exhibitors shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulations of the Exhibit Facility (including any union labor work rules). Without limiting the foregoing, Exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.

Alcoholic Beverage Sampling Information

Exhibitors serving alcohol from their booth space must adhere to the following:

- The maximum size cup for beer samples is 7 oz.
- The maximum serving portion for liquor / liqueur samples is 1/2 oz.
- The maximum serving portion for wine / wine coolers is 2 oz.
- You must ensure that ID's are checked for compliance with age restrictions. The legal age limit in Texas is 21 years of age.

Additional Terms and Conditions

TRA has sole control over attendance policies. Except as provided to the contrary in this contract, all monies paid by Exhibitor shall be deemed fully earned and non-refundable at the time of payment. Exhibitor shall conduct itself at all times in accordance with normal standards of decorum and good taste. In addition to its right to close an exhibit and withdraw acceptance of the contract, TRA in its sole judgment may refuse to consider for participation in the future Events an Exhibitor who violates or fails to abide by the contract and any of the accompanying rules and regulations. Any amendment to this contract must be in writing and signed by an authorized representative of TRA. Exhibitor may not assign this contract or any right hereunder nor may Exhibitor sublet or license all or any portion of exhibit space.

Exhibitor Service Manual

Approximately four months before the Event, TRA will post an electronic Exhibitor Service Manual on our website. The "Primary Contact" listed on the front of this contract will receive the link. The Exhibitor Service Manual will include information integral to participation at the Event, including but not limited to: additional exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage information, utilities and building services, exhibitor display rules, and move-in, move-out schedules.

Incorporation of Rules and Regulations

Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this contract shall be subject to determination by TRA in its sole discretion. TRA may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time. Any such rules and regulations (whether or not included in an Exhibitor Service Manual or similar document) are an integral part of this contract and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by TRA as soon as these additional rules or regulations are communicated to Exhibitor. This contract (including Exhibitor Service Manual and any additional rules or regulations adopted by TRA from time to time) states the entire contract of the parties with respect to the subject matter hereof.

Governing Law

This contract is governed by the laws of the State of Texas as applied to contracts entered into and entirely performed within such state. Exhibitor agrees that the courts located in the State of Texas shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this contract or the breach of any provision of this contract. Exhibitor waives any right to assert lack of personal or subject matter jurisdiction and agrees that the venue properly lies in the County of Travis and the City of Austin, Texas.

If legal action is required to enforce this contract, the prevailing party is entitled to recover reasonable attorney fees, administrative costs, costs of court and any other expenses incurred in enforcing the contract.

For more information:

Texas Restaurant Association
Southwest Foodservice Expo
P.O. Box 1429, Austin, TX 78767-1429
1400 Lavaca, Austin, TX 78701
800-395-2872 or 512-457-4100
Fax 512-477-6486
Email: expoinfo@tramail.org
www.swfoodexpo.com

No children under the age of 16 will be admitted into the exhibit hall during move-in, show days, and move-out. Proof of age will be required.