

Application & Contract for Exhibit Space

continued

C. Payment Schedule

Exhibitor agrees to make an initial nonrefundable deposit of 25% of the total rental fee of the requested exhibit space to be paid no later than April 3, 2009. Exhibit space assignments will not be considered reserved until this payment is received by Trade Show Management. If the initial nonrefundable deposit is not received by Trade Show Management on or before April 3, 2009, Trade Show Management reserves the right to cancel requested exhibit space.

Exhibitor agrees to abide by the following payment schedule. Following payment of the initial nonrefundable 25% deposit, an additional 50% of the total rental fee is due no later than August 7, 2009. If the 50% payment is not received on or before August 7, 2009, Trade Show Management reserves the right to cancel reserved space and no refund will be made to the original contracting Exhibitor.

The remaining 25% of the total rental fee is due on or before December 1, 2009. If the final payment is not received on or before December 1, 2009, Trade Show Management reserves the right to cancel reserved space and no refund will be made to the original contracting Exhibitor. Space requested between August 7, 2009, and December 1, 2009, must be accompanied by a 75% deposit of the total rental cost with the remaining 25% due on or before December 1, 2009. Space requested after December 1, 2009, must be paid IN FULL at the time of application.

Upon acceptance of this contract by Trade Show Management, Exhibitor agrees to pay 100% of the full rental fee according to the payment schedule specified above with all contracted exhibit space to be paid in full on or before December 1, 2009. Space not fully paid for by December 1, 2009 is then subject to cancellation or reassignment at the option of Trade Show Management.

D. Cancellation/Refund Policy

- Cancellation of exhibit space and/or request for booth reconfiguration or reassignment must be submitted in writing to Trade Show Management.
- Any change in exhibit space size or configuration is subject to the terms of the "Cancellation/Refund Policy."

- For any booth reconfiguration, Trade Show Management reserves the right to relocate Exhibitor at its sole discretion.
- Cancellation and/or release of any exhibit space on or before August 7, 2009, will result in a 25% penalty fee of the total price of the space cancelled.
- Cancellation and/or release of any exhibit space after August 7, 2009, through December 1, 2009, will result in a 75% penalty fee of the total price of the space cancelled.
- After December 1, 2009, Exhibitor is liable for 100% of the total price of the exhibit space contracted. In no case will any refund be made for a cancellation and/or release of any exhibit space made after December 1, 2009.
- If a refund is due according to this policy on exhibit space cancelled and/or released after August 7, 2009, the refund will be issued within two weeks after the Trade Show.

E. Terms and Conditions

Exhibitor acknowledges that with submission of its initial 25% nonrefundable deposit, Exhibitor has received, read and understands The Work Truck Show "Terms and Conditions & Display Configurations and Guidelines" (hereinafter "Terms and Conditions"). Exhibitor agrees further that The Work Truck Show Terms and Conditions are hereby incorporated into this contract by reference and shall be binding upon Exhibitor and Trade Show Management upon acceptance of this contract by Trade Show Management. Each Exhibitor for itself and its employees agrees to abide by the Terms and Conditions and any other amendment thereto that may be established by Trade Show Management. Failure to comply with said guidelines will result in the removal of Exhibitor's display by the General Service Contractor at the Exhibitor's expense.

The Work Truck Show Terms and Conditions include, but are not limited to, the following:

- All exhibits must be removed by the times published by Trade Show Management. If exhibits are not removed as scheduled, Trade Show Management reserves the right to remove the exhibits and charge the expense to the Exhibitor.
- Exhibitor is required to carpet its contracted exhibit space.
- Should any rented space remain unoccupied on the opening day of the Trade Show, or for any time thereafter, Trade Show Management reserves the right to rent such space to any other applicant and no refund will be made to the original contracting Exhibitor.

- Exhibitor may not assign, share or sublet any space allotted to it and may not advertise or display goods other than those manufactured, distributed, represented or sold by it in its regular course of business.
- Exhibitors must not be involved in the cash sale of goods for delivery during the Trade Show. Order taking is permitted.
- It is agreed that Trade Show Management and the management of the America's Center Convention Complex shall not be liable to Exhibitor for any loss, damage or injury to its property contained in such exhibits or injuries to its persons, agents, employees, or other persons, no matter how sustained, from fire, theft, accident, or other causes. All claims for such loss, damage or injury are hereby expressly waived by the Exhibitor.
- Exhibitor shall comply with all applicable laws, rules and regulations of governing authorities (including without limitation all applicable fire regulations, building/catering regulations, labor/union policies and music licensing regulations), America's Center Convention Complex, city of St. Louis, the state of Missouri and all government agents. Additionally, Exhibitor shall comply with any and all present and future rules, regulations and schedules of which it has notice promulgated by Trade Show Management regarding the planning, construction, maintenance and removal of exhibits and the occupancy of Trade Show areas at the event, including the rules and regulations as set forth in the Exhibitor Manual and periodic updates. Such rules, regulations and schedules may be amended from time to time by Trade Show Management and Exhibitors shall comply with any and all such amendments.

F. Contract Acceptance

Subject to the provisions herein, this contract becomes binding, valid, and in full force and effect upon its acceptance by Trade Show Management. Trade Show Management reserves the right to exercise its sole discretion in the acceptance or refusal of application for exhibit space.

Instructions: Thoroughly read all sections. Complete the Company and Marketing Information box and sections B1, B2, B3 and B8. Return the white and yellow copies of this form and applicable payment to the NTEA. Make checks payable to NTEA. One copy will be returned to you upon acceptance by Trade Show Management. Thank you.

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Held in conjunction with the 46th Annual NTEA Convention

THE WORK TRUCK SHOW
2010
MARCH 10, 11, 12
AMERICA'S CENTER
ST. LOUIS, MO
Held in conjunction with the 46th Annual NTEA Convention March 9-12

National Truck Equipment Association

37400 Hills Tech Drive
Farmington Hills, MI 48331-3414

Questions?

Call 1-800-441-NTEA (U.S. and Canada)
(248) 489-7090 • FAX (248) 489-8590
info@ntea.com • www.ntea.com

A. Application

The company and individual named above (hereinafter "Exhibitor") hereby makes application for exhibit space at The Work Truck Show held in conjunction with the 46th Annual NTEA Convention (hereinafter "Trade Show") to be held by the National Truck Equipment Association (hereinafter "Trade Show Management") in the America's Center Convention Complex—St. Louis, MO, March 10–12, 2010.

B. Exhibit Space Dimensions, Descriptions and Rental Rates

NTEA Member Rate
100–400 sq. ft. \$16.00 per sq. ft.
500–1,000 sq. ft. \$15.00 per sq. ft.
Greater than or equal to 1,000 sq. ft. \$14.00 per sq. ft.
20'x20' Island Booth \$6,800
Premium for Corner Peninsula..... add \$200

Nonmember Rate
100–400 sq. ft. \$18.00 per sq. ft.
500–1,000 sq. ft. \$17.00 per sq. ft.
Greater than or equal to 1,000 sq. ft. \$16.00 per sq. ft.
20'x20' Island Booth \$7,600
Premium for Corner, Peninsula..... add \$200

Exhibitors contracting for space as NTEA members must maintain NTEA membership throughout the term of the Trade Show. Exhibitors will be charged nonmember rental rates if NTEA membership is not maintained.

COMPANY CONTACT INFORMATION

Company Name _____
(As to be printed in all Trade Show materials)
Contact Mailing Address _____
City _____ State _____ Zip _____ Country _____
Contact Phone () _____ Fax () _____
Cell Phone () _____
(NTEA use only-will not be published or released)
Contact E-Mail _____
(NTEA use only-will not be published or released)
Web site _____
Contact Name _____
(Person to receive all Trade Show communications)
Contract Signature _____ Date _____

B1. Exhibitor requests and agrees to rent the following exhibit space (see floor plan) upon approval of Trade Show Management:

Exhibit Space Number _____
Dimensions of Space _____
Total Square Footage _____
Description of Space _____
Total Rental Fee _____

Check if using Exhibitor-Appointed Contractor.

2. If space requested in Section B1, above, is unavailable, Exhibitor requests the following space number/s:
2nd choice _____
3rd choice _____

3. Exhibitor requests that, if possible, Trade Show Management avoid assigning space to Exhibitor near the following companies:

4. Exhibitor understands that location preferences in exhibit space may not be available and that Trade Show Management may assign Exhibitor an alternate area of similar size.

5. Exhibitor understands and agrees that Trade Show Management may, at its discretion, revise the Trade Show floor plan and/or reassign Exhibitor's space at any time.

6. Exhibitor may reconfigure or cancel its exhibit space at any time subject to the terms in Section D, "Cancellation/Refund Policy."

7. All terms, conditions and guidelines contained on both sides of this contract are part of the rental agreement between the Exhibitor and Trade Show Management and shall be binding and in full force.

continued on reverse ►

8. MARKETING CONTACT INFORMATION (INTERNAL OR AGENCY CONTACT)

Company Name _____
Contact Mailing Address _____
(Street Address)
City _____ State _____ Zip _____ Country _____
Contact Phone () _____ Fax () _____
Contact E-Mail _____
Contact Name _____

NTEA USE ONLY

Assigned Space _____ Total Sq. Footage _____
Accepted By _____ Date _____
Initial 25% Nonrefundable Deposit (Due 4/3/2009)
50% Deposit (Due 8/7/2009)
Balance of Total (Due 12/1/2009)
Ex# _____ Bill to# _____ Total \$ _____