

2010 EXPO:
May 1-2
10am - 5pm
Dallas Market Hall



15455 Dallas Parkway, Suite 600
 Addison, TX 75001
 972.641.EXPO (3976)
 eFax: 877.202.2050
dallaskidsexpo.com

Company Name		Tax ID
Contact Name		Contact Title
Address		
City, State, Zip		Website
Phone	Fax	Email

Select most appropriate category for your business: Entertainment Medical Childcare/Education
 Services/Resources Summer Camps Retail/Shopping

Booth Sign Name

Package Information

- \$695 for 501@3 orgs
- Before November 30, 2009**
- \$795 Basic Package
- \$1295 10x20 Booth with Basic Package
- After November 30, 2009**
- \$895 Basic Package
- \$1495 10x20 Booth with Basic Package
- After February 26, 2010**
- \$995 Basic Package
- \$1695 10x20 Booth with Basic Package

Basic Package

- 1 - 10x10 Booth
- 1 - Table (6 foot)
- 2 Chairs
- 3 Exhibitor badges
- Lunch for 3 attendees on both show days
- 4 complimentary tickets to the show
- Basic Company listing in Souvenir Booklet
- Exhibitor Sign (please advise if you do not need the sign)
- Company listing on website with link to your company

Customization Packages

Information Sessions: \$250/session Session Name: _____
 Description of Session: _____

Entertainment Opportunities: \$200/hr Entertainment Name: _____
 Description of Entertainment: _____

Activity Zone Opportunities: \$100/hr Activity: _____
 Activity Description: _____

Cooking Demonstrations: \$150/session Cooking Demo Title: _____
 Description of Cooking Items: _____

Bag Inserts \$500

Souvenir Booklet: \$500 Full Page \$350 ½ page \$200 ¼ page \$100 1/8 page

Other Additional :

- Extra Booth Attendant** (includes lunch and a badge) **\$25/person: How many?** 1 2 3
- I plan to mail a check, cashier's check or money order
- I plan to pay via credit card.

Total Price

Sales Associate: _____

\$

2010 Dallas Kids Expo Exhibitor Contract

Agreement: This agreement is effective as of _____ (date) and shall remain effective until the Dallas Kids Expo (DKE) "Event" ends on 2 May 2010. This agreement defines the terms under which Dallas Kids Expo and _____ ("Exhibitor") enter into a rental of booth space and customization agreement for the DKE 2010 expo.

Terms and Conditions. The terms and conditions outlined herein have been established for the mutual benefit and protection of all Sponsors, Exhibitors, Visitors, and Dallas Kids Expo Organizers and may not be modified unless by writing and signed by both parties. The Exhibitor agrees to these terms and conditions as an integral part of this binding contract. Please read carefully to avoid any misunderstandings.

1. Expo Booking: To reserve exhibit space for the 2010 Dallas Kids Expo (DKE), a signed agreement and the 50% deposit is required. Upon approval, your deposit will hold your space until balance is due. We must receive the balance of your investment no later than February 26, 2010 or deposit may be forfeited.

2. Payments: Checks, cashier's check, credit card payments and money orders are acceptable forms of payment. Any deposits and space may be forfeited, at DKE's discretion, if the full balance has not been received by the due date. All costs for collections, including reasonable attorney's fees, accrued interest, returned check fee, and any other fees due to DKE shall be responsibility of the exhibitor. If no written notification is received by February 5, 2010, exhibitor will be held financially responsible for the entire booth cost. Payments received are non-refundable and non-transferable, except as provided in paragraph 8 of this agreement.

3. Exhibit Space: Distribution of exhibitor space will be assigned and priority given after receipt of payment and agreement. All booth space assignments are at the sole discretion of DKE, however DKE will consider all requests of invested exhibitors. Sharing of exhibit space or use of display by unauthorized or third parties is strictly prohibited. All exhibits must remain assembled and staffed throughout exhibit hours until the official closing time. If a exhibitor fails to occupy space contracted for or should exhibitor's display or materials fail to arrive, exhibitor shall not be relieved of the obligation for the cost of exhibit space. If not occupied by the time set for completion of the installation of the displays, such space may be reallocated or reassigned. Exhibitors are responsible for costs and expenses related to their exhibit, including shipping, storage building, tear down, etc. of their exhibit.

4. Licenses, Insurance, and Permits: Exhibitors are fully responsible for obtaining all licenses, insurance or permits required and adhering to all applicable laws, ordinances, and statutes. Permits include, but are not limited to, a sales tax permit, as well as health permits for any vendor selling, displaying or sampling food. Sponsor/Exhibitor shall carry and maintain during the period of any event in which he/she exhibits, including any move-in and move-out days, and at his/her sole cost and expense, personal injury and property damage coverage under a policy of general public liability insurance, with limits of at least \$500,000-\$1,000,000 for bodily injury, and \$100,000 for property damages, or combined single limit bodily injury and property damage policy with limits of \$1,000,000. Proof of said insurance, listing Dallas Kids Expo as an additionally insured must be submitted to DKE no later than February 26, 2010. Failure to submit proof of insurance may result in eviction of Sponsor/Exhibitor from event.

5. Limitation on Liability: Exhibitor expressly releases DKE from any liability and waives a) any and all demands, claims, and causes of action in law or in equity, related to any defect, deficiency, failure or impairment of utilities or other facilities, including water, heating, electricity, ventilation, refrigeration, or other mechanical systems failure; b) the conduct, negligence or claims of any sponsor, exhibitor or attendee; and c) any fire, flood, strike, terrorist attack, weather or other, force beyond control of DKE.

6. No Guarantee of Results: DKE does not warrant or guarantee any particular results of the Expo, nor does it guarantee a particular number of attendees or exhibitors.

7. Indemnification: Exhibitors display and exhibit property at their own risk. DKE does not assume any responsibility for loss or damage to Exhibitors property. DKE will not be held accountable for the death or injury of any person attending an event, or for any damages suffered by Exhibitor or its officers, agents, employees, or invitees as a result of any cause whatsoever. Exhibitor shall indemnify and hold DKE, its parent, subsidiaries, affiliates, sponsors, and their respective officers, directors, agents and employees harmless from any suit or claim arising out of any action or failure to act by the Exhibitor. Exhibitor shall be liable for any and all damages caused by Exhibitor to the event building's grounds, landscaping, floors, walls, columns, or any other part of the building, or to the chattels and fixtures of the building or any other Exhibitor or person or entity having property at the events building's premises. Exhibitors are advised to obtain insurance coverage for this risk. Exhibitor shall indemnify DKE from any intellectual property claims or suit arising from this event.

8. Cancellation: DKE reserves the right to cancel this event at any time prior to the date of the event with refund of all amounts paid by participants to DKE in connection with this Agreement. Otherwise all payments are non-refundable. This agreement is effective as of the date signed and shall remain effective until the event ends on May 2, 2010.

9. Product/Service Exclusivity: Product/Service exclusivity is not guaranteed through this reservation, this also includes brand exclusivity.

10. Miscellaneous: Exhibitors may not pin or tape anything to back drape; Loud or offensive exhibits, subject to DKE's discretion, are not permitted; Blocking aisles, soliciting customers in the aisles or handing materials out in the aisles is prohibited. Exhibitors must also comply with all requirements of venue provider.

11. DKE Authority: DKE reserves the right, upon reasonable notice to the Exhibitor, to substitute alternate dates and/or facilities other than those originally planned for a particular event. Exhibitor, also hereby grants DKE permission to use Exhibitor's name and/or logos for promotional purposes in connection with the Expo and/or other events produced by DKE. This permission shall also extend to photographs of the Exhibitor's Booth.

12. Limited License: DKE grants the Exhibitor a limited license to use any of the artwork on the Event site for the purpose of promoting the Event and linking to the Event site.

13. Miscellaneous: This Agreement shall become effective on the date signed below and will remain in effect until all responsibilities set out are fulfilled. The parties acknowledge that they will use their best good faith efforts to negotiate and resolve subsequent issues that may arise from this Agreement as a result of unforeseen occurrences and that may alter the conditions of this Agreement.

14. Complete Agreement: This agreement represents the entire agreement between the parties and supersedes all communications, understandings, or agreements, if any expressed or implied, whether written or verbal. DKE has made and makes no representation of any kind except those specifically set forth herein. In the event of any dispute to the terms of this Contract, the parties agree to consult with a professional mediator agreed upon by all parties prior to seeking legal action. This contract shall be interpreted and construed pursuant to the laws of the State of Texas. Amendments to this agreement must be in writing and signed by both parties.

Total Price \$



Before submitting your application, your digital signature must be completed by clicking in the signature box below.

Exhibitor Signature

Date

Dallas Kids Expo Signature

Date

Fax or mail completed contract to:

Dallas Kids Expo
15455 Dallas Parkway, Suite 600
Addison, TX 75001

eFax: 877.202.2050

Questions?

Contact a DKE Rep today!
(972) 641 – EXPO (3976)