



# 2009 WINTER EXHIBIT SPACE CONTRACT

Anaheim Convention Center • Anaheim CA • January 25 – 28, 2009

## EXHIBITING COMPANY

Company \_\_\_\_\_ Division \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

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

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Product(s) \_\_\_\_\_

CHA USE ONLY	
DATE /TIME RECEIVED	_____
ID#	_____
POINTS	_____
SECTION	_____
DEP AMT \$	_____
PYMT TYPE	_____

## EXHIBIT SPACE PREFERENCES (BOOTH EXHIBITS ONLY)

### Product Area Section\*:

- Art Materials & Framing
- Fabric/Quilting/Needlecrafts
- General Crafts
- Scrapbooking & Paper Crafts
- New Exhibitor

\* All New Exhibitors will be placed in New Exhibitor Section

### Configuration:

- Linear – no corner
- Corner (10' x 20' minimum)
- Island (20' x 20' minimum)
- Peninsula (20' x 20' minimum)

### Booth number(s):

Select booths in Product Area chosen. Endcaps are not permitted.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### Dimensions:

\_\_\_\_\_ X \_\_\_\_\_ = \_\_\_\_\_  
 Depth Frontage Total Sq. Ft.

### Which is most important? (check one)

- Corner booth (10' x 20' minimum)
- Location (forfeiting corners)
- Proximity\*\* to companies listed

\*\*Proximity cannot be guaranteed

Companies we do NOT want to be near\*\*:

\_\_\_\_\_

Companies we WOULD like to be near\*\*:

\_\_\_\_\_

## EXHIBIT SPACE COST & RESERVATION

TYPE OF EXHIBIT SPACE	QTY	COST	TOTAL
FIRST-TIME EXHIBITOR FEE (Full payment required)		\$300	
TABLE-TOP SPACE (Full payment required) <i>Limited to NEW Exhibitors</i>		\$690	
STANDARD BOOTH (10' X 10')		\$1,500	
CORNER PREMIUM FOR STANDARD BOOTH (10' X 20' MIN)		\$290	
ISLAND: \$15.00 PER SQ. FT PLUS \$1,160 PREMIUM SIZE: _____ FT. X _____ FT. = _____ FT. X \$15.00 = (MINIMUM SIZE 20' X 20')		+ \$1,160	
PENINSULA: \$15.00 PER SQ. FT PLUS \$580 PREMIUM SIZE: _____ FT. X _____ FT. = _____ FT. X \$15.00 = (MINIMUM SIZE 20' X 20')		+ \$580	
<b>AMOUNT OF PAYMENT ENCLOSED</b> Minimum 50% for Booth Exhibits Full payment required for First-Time Exhibitor Fee and Table-Top Space			

## PRIORITY POINTS & PAYMENTS

PRIORITY POINTS DEADLINE: JULY 11, 2008.

**Checks payable to: Craft & Hobby Association.** Checks must be drawn on U.S. financial institution and paid in U.S. dollars.

**Credit cards** may be used by completing the CHA CREDIT CARD CHARGE AUTHORIZATION FORM. This will expedite processing.

**Fifty percent (50%) of booth space cost is due with Contract.** Balance is due by October 31, 2008. Full payment for Table-Top space is due with Contract.

**Previous exhibitors must return Contract and deposit by July 11, 2008 for Priority Points Positioning.** New Exhibitors and late contracts will be placed on a first-come, first-serve basis.

## SPONSORSHIP PROGRAM

- Check here to receive information about a 5% discount on select sponsorship opportunities

## EXHIBITOR AGREEMENT

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

The undersigned hereby applies for exhibit space at the Winter Trade Show of the Craft & Hobby Association and is authorized to complete this Contract. The undersigned agrees to abide by the terms and conditions of the trade show listed on back of this contract and by the rules and regulations contained in the Exhibitor Service Manual. The undersigned understands and accepts that Show Management will use its best efforts to locate display in accordance with exhibitor's listed preferences, but that it may not be possible based on exhibitor's priority points, type of display, and overall space demands.

CHA CONFIRMS	
BOOTH #	_____
DISPLAY TYPE	_____
APPROVED BY	_____
DATE	_____

## COMPLETE ALL SECTIONS OF THIS CONTRACT AND RETURN WITH PAYMENT TO:

Craft & Hobby Association • 319 East 54<sup>th</sup> Street • Elmwood Park, NJ 07407 • Tel: 201-835-1200 • Fax: 201-797-0657

# 2009 EXPOSITION RULES & REGULATIONS SUMMARY

The words "Association" or "CHA" shall mean the Craft & Hobby Association.

The word "Exhibitor" shall mean the undersigned of this Contract, and his/her employees.

**1. WHO MAY EXHIBIT:** Exhibitors must be current CHA members in at least one of the following Supplier membership sections: 1) Manufacturers/Importers of craft/hobby supplies or products which can be used in the creation of craft/hobby products; B) Distributors of branded craft/hobby supplies or products (branded products exhibited from non-member suppliers is not permitted); C) Consumer Publishers & other Media and/or Trade Publishers of newsletters, blogs, periodicals, and books; D) Service Providers of B2B services.

**2. USE OF EXHIBIT SPACE:** Exhibitors shall not be permitted to assign, sublet, or share the whole, or any part of the space contracted, unless they are divisions of the same company. Exhibitors may not permit employees of non-exhibiting companies to use their booth for any selling purpose. Exhibitors shall have a minimum of 51% of their booth's display devoted to craft/hobby products or services. Exhibitors agree to staff their booths at all times during the Exposition hours. All exhibits and displays will be in the Anaheim Convention Center (ACC) only. Exhibits, displays, product demonstrations, etc. are not permitted outside of the ACC anywhere, including hotels and other meeting or housing venues.

**3. PAYMENT:** Make all checks payable to Craft & Hobby Association. For credit card payments submit the CHA Credit Card Charge Authorization Form. For all new exhibitors: Full payment of membership dues and the \$300 First-time exhibitor fee is required with the Exhibit Space Contract and, if needed, the New Member Application form (with required qualifying documentation). Table-Top space is limited to New Exhibitors only. Full payment of Table-Top space fees is required with this contract. Companies applying for booth space: 50% of the total cost is required with this contract. The balance of payment is due October 31, 2008. Any exhibit space fees or member dues not fully paid by October 31, 2008 will result in the loss of booth space assignment.

**4. CANCELLATION OF EXHIBIT SPACE:** Should the Exhibitor be unable to occupy and use the space contracted for, CHA must be immediately *notified in writing*. If cancellation notice is received by October 31, 2008 CHA retains 50% of the total space cost. If cancellation notice is received after October 31, 2008, CHA retains 100% of the total space cost. Additionally, in the case of cancellations received after October 31, 2008, the Exhibitor agrees that all payment is retained by CHA and that the Exhibitor is legally obligated to remit any unpaid balance for such space. If the Exhibitor is entitled to a refund, it will be mailed approximately four weeks after the end of the show.

**5. REDUCTION OF EXHIBIT SPACE:** Notification dates and percentages of penalty fees are the same as for canceling exhibit space (see above paragraph). Penalty fees are assessed on the amount of the reduced space.

**6. ASSIGNMENT OF SPACE:** Exhibitors may reserve as many 10' x 10' booths as they wish. Corner booths are reserved for companies contracting a minimum of 10' x 20'. Table-Top space is limited to new exhibitors only, and limited to one Table-Top per company. Booth space for previous CHA exhibitors is assigned according to a priority point system. Exhibit space for new exhibitors, and any late contracts, is assigned on a first-come, first-serve basis. At the discretion of the Association, space may be assigned with due regard to total space available and the amount of space used by the exhibitor in previous CHA trade shows. The Association reserves the right to alter locations of booths as shown on the official floor plan.

**Priority Point System:** One (1) point for each 100 square feet (10' x 10') contracted. These points are cumulative, and will continue to build each year company exhibits. In the event of a priority point tie between companies, placement will be determined by: 1) booth size contracted; and 2) date/time received in CHA Office. In the event of company merger, the new entity assumes the larger of the Priority Points amounts, but does not combine the amounts of the singular companies. If a company becomes a subsidiary that company uses the Priority Points number of the parent company be it higher or lower than the company's original number.

**7. DISPLAY RULES:** The exhibit opening must be at least 50% of the frontage and must face the designated aisle as confirmed by CHA. Maximum booth height for standard booths, Table-Top displays is 8'. Maximum height for perimeter booths is 12'. Maximum height for peninsula booths is 12' for all booths greater than 10' from neighboring exhibits; for booths closer than 10' feet the maximum height is 8'. Maximum booth height for island booths is 16'. Lights may not exceed more than 3" above maximum height as indicated above. Displays must be completely set up by 5:00 PM, Saturday, January 24, 2009 and may not be dismantled until 2:00 PM, Wednesday, January 28, 2009. In the event actual on-site booth construction is in violation of show regulations, CHA show management reserves the right to remedy, at CHA's sole discretion. Any required actions deemed necessary by CHA show management will be at the sole expense of the exhibitor cited for violation including but not limited to: drayage, labor, security, etc. Exhibitors are required to comply with all the rules as detailed in the Exhibitor Service Manual under 2009 Exposition Rules & Regulations.

**8. EXPOSITION ACTIVITIES:** This is an order-writing show. Sales of merchandise for on-site delivery on the show floor during the trade show are prohibited. Costumes, banners or signs must only appear in the confines of the exhibit space leased. Samples, catalogs, pamphlets, souvenirs, etc. may only be distributed within the Exhibitor's booth. Advertising in or about the trade show premises and hotels must be approved in writing by CHA at least 30 days in advance of the show. Smoking is not permitted inside the Anaheim Convention Center. The Association reserves the right to impose limitations on noise levels and any method of operation that becomes objectionable. The Association reserves the right to remove the source of any objectionable odors.

**9. CONDUCT:** Exhibitors shall not solicit business in aisles or in other exhibitors' booths. Exhibitors may only visit another exhibitor's booth during official show hours. Handling display samples, picking up literature or the taking of photographs of another exhibitor's booth/product is not permitted without the exhibitor's permission. CHA and its Trade Show observe an Equal Opportunity policy which affords all persons the right to be treated equally.

**10. LIABILITY:** The Exhibitor releases the Association from any and all claims of every sort it may have against the Association based upon, arising out of, or in connection with Exhibitor's occupancy and use of the Trade Show premises, or any action or inaction of any nature of the Association in conjunction with or related to the Trade Show, including, but not limited to: loss; theft; damage; destruction; or delay or non-delivery of goods, display materials and other effects; any injury to Exhibitor, its employees, agents, representatives or guests while in the Trade Show premises; any damage to Exhibitor's business by reason of the failure to provide space for the exhibit or removal of exhibit; failure to hold the Trade Show as scheduled.

**11. RESPONSIBILITY:** If the Exhibitor fails to comply in any respect with the terms and conditions of the 2009 Exposition Rules & Regulations, CHA shall have the right, without notice to the Exhibitor to execute the following: A) For violations of display rules – eliminate all trade show points earned for the current year; and B) For other show violations – refuse exhibiting privileges.

**12. CHILDREN & MINORS POLICY:** No one under the age of 18 is permitted on the Exhibit Hall floor during Installation or Dismantle. This includes babes-in-arms/infants and all minors who have been registered for official CHA badges. During show hours minors 14 and older are permitted in exhibit hall under the supervision of a legal guardian/ parent and with a valid CHA badge. If a minor under 14 is registered for a badge, that minor is in violation of the admission policy and the badge will be confiscated and minor denied access to the exhibit hall. Babes-in-arms/infants are allowed in the exhibit hall during show hours ONLY, provided they are held by, and completely controlled by, a parent or guardian at all time. Any child creating a disturbance will need to be removed. No strollers are permitted at any time.



# CREDIT CARD CHARGE AUTHORIZATION FORM

Print or Type All Information

**Complete this form if you wish to pay by credit card for any of the items listed below**

## EXHIBITING COMPANY

COMPANY NAME

CHA ID#

## CREDIT CARD INFORMATION

CHOOSE ONE:

MasterCard       VISA       American Express       Discover

THIS CARD IS:

Corporate       Personal

ACCOUNT NUMBER

SECURITY (CVV) CODE

EXPIRATION DATE

CARDHOLDER'S NAME

(PLEASE PRINT)

COMPANY NAME

(IF CORPORATE CARD)

## CARDHOLDER'S BILLING ADDRESS

ADDRESS

CITY

STATE

ZIP

COUNTRY

TEL:

FAX:

**CHA is authorized to charge the above listed credit card for the following expenses:**

CHECK ALL THAT APPLY:

- 50% Exhibit Space Deposit       \$300 First-Time Exhibitor Fee  
 \$690 Table-Top Fee       2009 Membership Dues (mandatory)  
 \$250 (each) Additional Show Directory Listing(s)

*Any remaining Exhibit Space Fees or Membership Dues not paid by October 31, 2008 will be charged to this credit card.*

CARDHOLDER'S NAME

DATE

## COMPLETE AND RETURN TO:

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