



2015 TRADE SHOW EXHIBIT SPACE CONTRACT

Anaheim Convention Center • Anaheim, CA • Jan. 10 – 13, 2015

This contract for Exhibitors who have participated in a CHA Trade Show in the past. For New Exhibitors, please use NEW Exhibitor contract.

EXHIBITING COMPANY

Company _____				Division _____		CHA USE ONLY RCVD _____ ID# _____ POINTS _____ DEP AMT \$ _____ DEP TYPE _____ MKTG CODE _____			
Address _____									
City _____		State _____		Zip _____				Country _____	
Contact _____				Title _____					
Tel _____		Ext. _____		Fax _____					
Email _____				Website _____					
Onsite Contact _____				Mobile _____					

EXHIBIT SPACE PREFERENCES (BOOTH EXHIBITS ONLY)

Booth Dimensions:

_____ X _____ = _____
Horizontal Vertical Total Sq. Ft.

Configuration:

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

Product Concentration:

- Art Materials & Framing
- Fabric/Quilting/Needlecrafts
- General Crafts
- Scrapbooking & Paper Crafts
- Pavilion _____ (this is a section)

Preferred Location(s):

Location is not guaranteed. Endcaps are not permitted.
Corners are reserved for 10' x 20' booths or larger.

1. _____ 3. _____
2. _____ 4. _____

Which is most important? Check one:

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

Companies we do NOT want to be near*:

Companies we WOULD like to be near*:

*Proximity cannot be guaranteed
Please provide additional placement criteria on a separate page if necessary.

EXHIBIT SPACE COST & RESERVATION

**CHA MEMBERS
SAVE 40%**

SPACE COST	QTY	Rate	Member Rate	TOTAL
TABLE – TOP		\$1,495	\$900	\$
STANDARD BOOTH (price per 10' x 10') <small>*Member price: \$1,795 if received on/before April 15, 2014 with 10% deposit.</small>		\$3,195	\$1,895*	\$
PREMIUMS (Additional Charge Per)				
CORNER (10' x 20' minimum) Linear booth may add ONE corner For peninsula booths add TWO corners For island booths add FOUR corners		\$350	\$350	\$
BONUS BOOTH – see details on right		N/A	\$400	\$
AMOUNT OF PAYMENT ENCLOSED Minimum 50% for Booth Exhibits. Full payment required for Table-Top Space.				\$

EARLY BIRD BONUS!

Sign up **on or before April 15** and save \$100 off each Standard Booth!
Early Bird booth contracts can be secured with a 10% deposit.

EXHIBITOR AGREEMENT

Signature _____ Date _____

The above signed hereby (Signer) applies for exhibit space at the CHA 2015 Trade Show and is authorized to complete this Contract on behalf of the company listed above. The Signer agrees to abide by the terms and conditions of the trade show listed on back of this contract, on the CHA website, and all rules and regulations contained in the Exhibitor Service Manual, including those set by CHA, its vendors and venues of choice. The Signer understands and accepts that Show Management will use its best efforts to locate display in accordance with exhibitor's listed preferences, but it may not be possible based on exhibitor's priority points, type of display, and overall space demands. Final booth placement and floor layout is subject to change without notice or penalty and is done at the sole discretion of CHA Show management.

COMPLETE ALL SECTIONS OF THIS CONTRACT AND RETURN WITH PAYMENT TO:
Craft & Hobby Association • 319 East 54th Street • Elmwood Park, NJ 07407 • Fax: 201-797-0657

BONUS BOOTH(S)

To qualify for Bonus Booth(s) company must be a CHA Member and must have exhibited in a previous CHA Show. Bonus Booth pricing applies to any booth space which is an increase from base size. Base size is the total square footage company contracted at last CHA Show in which they exhibited, including any bonus space purchased.

Example: Last Show in which company exhibited was in a 10' x 30' (3 booths); Company contracts a 10' x 40' (4 booths) for CHA 2015; Exhibitor to pay full listed price on 3 booths, with Bonus Booth price applied to the 1 added booth.

Bonus Booth price will be honored for TWO consecutive years. Base size for second year will be the base size used for first year bonus booths were applied.

PRIORITY POINTS

Deadline: Tuesday, June 30, 2014

Previous exhibitors must return Contract and Deposit by June 30, for Priority Point Positioning. Thereafter, New Exhibitors, Non-Members and late Contracts are assigned based on Date and Time received at CHA's discretion.

PAYMENT TERMS

Contracts received on or before April 15, must be accompanied by 10% deposit; second deposit of 40% due by June 30, and final payment due by October 3, 2014. Contracts received between April 16 and October 2, must be accompanied by 50% deposit; with final balance due October 3. Contracts received after October 3, 2014 must be accompanied by full payment.

See reverse side for full terms and schedule.

2015 TRADE SHOW 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 may be a current CHA member from one of the following Supplier membership sections: A) 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 and other Media and/or Trade Publishers of newsletters, blogs, periodicals, and books; D) Service Providers of B2B services; or, may be a qualified Non-Member Exhibitor, as determined by CHA.

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 and as such may be approved by CHA. Exhibitors may not permit employees of non-exhibiting companies to use their booth for any purpose, except as may be approved by CHA. 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/displays will be in the Anaheim Convention Center only. Exhibits, displays, demonstrations, etc. are not permitted outside of the Anaheim Convention Center anywhere, including hotels and other meeting or housing venues.

3. PAYMENT: Checks must be drawn on a U.S. financial institution, paid in U.S. dollars, and made payable to Craft & Hobby Association. For credit card payments submit the CHA Credit Card Authorization Form. Contracts received without payment will not be processed.

- Contracts received on or before April 15, 2014 will receive Early Bird pricing and must be accompanied with 10% deposit; second deposit of 40% due by June 30, 2014 and final payment due by October 3, 2014.
- Contracts received April 16 - October 2, 2014 must be accompanied by 50% payment; with final balance due by October 3, 2014.
- Contracts received after October 3, 2014 must be accompanied by full payment.

Any exhibit space fees or member dues not fully paid by October 3 may result in loss of booth space and/or termination of the agreement by CHA and CHA shall be entitled to retain the full amount of any amount deposited. No transfer of fees will be made to other registration fees or CHA meetings and exhibitor may not book any future event while any amount for a past event is owed to CHA.

4. CANCELLATION OF EXHIBIT SPACE: Should Exhibitor be unable to occupy the space contracted, CHA must be immediately *notified in writing*. If cancellation is received by Friday, October 3, 2014, CHA shall retain 50% of the total space cost. If cancellation is received after October 3, CHA shall retain 100% of the total space cost. Exhibitor agrees payments as outlined above are to be retained by CHA and that Exhibitor is legally obligated to remit any unpaid balance for such space. If an Exhibitor is entitled to a refund for cancelled space, it will be mailed approximately four weeks after the close of the show.

Space not occupied by the time designated by CHA will be forfeited by exhibitor and may be resold, reassigned or used by CHA without refund. In the event CHA cancels the Event due to terrorist activity, fire, strike or other circumstances beyond CHA's control, full refund of the exhibit rental fees will be made which is the limit and extent of CHA's liability to exhibitor for cancellation and CHA assumes no other liability.

5. REDUCTION OF EXHIBIT SPACE: Notification dates and percentages of penalty fees are the same as for cancelling 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 booths as they wish. Corner booths are reserved for companies contracting a minimum of 10' x 20' and that pay the premium rate. **Booth space for previous CHA exhibitors is assigned according to a priority point system, when contract is received by Tuesday, June 30.** Exhibit space for New Exhibitors, Non-Members and late contracts, is assigned on a first-come, first-serve basis based on Date/Time received. CHA will make every effort to accommodate requests,

however, guarantees cannot be made and CHA shall have sole discretion as to the placement of booth.

Priority Point System: CHA Member Exhibitors earn six (6) points for each Winter Show in which they exhibit and one (1) point for each 100 square feet (10' x 10') contracted. **Non-Member Exhibitors** earn three (3) points for each Winter Show in which they exhibit and one (1) point for each 100 square feet (10' x 10') contracted. Points are cumulative, and will continue to build each year the company exhibits; however, non-member's points are not available for use until company becomes a CHA Member. 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 Point 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. CHILDREN & MINORS POLICY: No one under the age of 18 is permitted on the Exhibit Hall floor at any time; this includes babes-in-arms/infants. Exceptions to this policy may be granted for minors involved in the trade and for whom documentation of legal involvement in the business can be supplied and verified. Infants whose primary caretaker is working a booth may also be granted an exception. Exceptions must be requested in writing. Any minor granted an exception will be allowed supervised access during posted open show hours only. Infants must be restricted to the booth at all times, except entrance and exit from the hall, which must be done directly and the infant must be carried at all times. All playpen style items must be out of attendee view. No strollers are permitted at any time.

8. RESPONSIBILITY: Exhibitor is responsible for reviewing and complying with all rules and regulations set forth in the Exhibitor Service Manual. If the Exhibitor fails to comply in any respect with the terms and conditions set forth in the Exhibitor Services Manual, CHA shall have the right, without notice 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.

9. LIABILITY: The Exhibitor releases CHA from any and all claims of every sort it may have against CHA 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 CHA 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 on 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.

10. INDEMNIFICATION: Exhibitor agrees to indemnify and hold CHA and its directors, officers, employees, agents and members, harmless with respect to any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorney's fees, costs, and other expenses incurred by CHA arising or related to: (i) the violation or breach of any term or condition of the agreement between the parties or any of the Trade Show Rules & Regulations by the Exhibitor, its employees and agents; (ii) any activities, including copyright infringement, defamation, or slanderous content, conducted by the Exhibitor during the Trade Show; or (iii) negligent acts or gross misconduct of the Exhibitor while in attendance at the Trade Show. The rights and responsibilities established in this paragraph shall survive indefinitely the termination of the Agreement.

11. CHOICE OF LAW: This Agreement will be governed by and construed in accordance with the laws of the State of New Jersey. The parties hereby consent to the exercise of exclusive jurisdiction by the state or federal courts in the State of New Jersey for any claim relating to the enforcement of, or any rights under, this Agreement.

View the Rules & Regulations in their entirety in the Exhibitor Service Manual at www.craftandhobby.org/ESM

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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# (if known) _____

CREDIT CARD INFORMATION

CHOOSE ONE: MasterCard VISA American Express Discover
THIS CARD IS: Corporate Personal Debit

ACCOUNT NUMBER _____ SECURITY (CCV) CODE _____

EXPIRATION DATE _____

CARDHOLDER'S NAME _____
(PLEASE PRINT)

COMPANY NAME _____
(IF CORPORATE CARD)

CARDHOLDER'S BILLING ADDRESS

ADDRESS _____

CITY _____ STATE _____ ZIP _____ COUNTRY _____

TEL: _____ EXT: _____ FAX: _____

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

- Exhibit Space – 10% Deposit – *for Early Bird Contracts*
- Exhibit Space – Early Bird 2nd Payment (40%) when due
- Exhibit Space – 50% Deposit
- Exhibit Space – Final Payment (50%) when due
- Exhibit Space – Full Payment to be charged at now
- Membership Dues (*mandatory for Member rate if not previously paid*)

- ❖ Deposit charged is based on schedule outlined in Exhibit Space Contract's "Payment" paragraph.
- ❖ Balances for Exhibit Space not paid by deadlines outlined in that "Payment" paragraph will be automatically charged to this credit card.

CARDHOLDER'S SIGNATURE _____ DATE _____

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