

CONTRACT
Santa Fe Book Show
El Museo Cultural De Santa Fe, 555 Camino De La Familia
October 1st -2nd , 2010

An agreement between the Santa Fe Book Show Association (THE MANAGEMENT) and _____ (EXHIBITOR).

The undersigned Exhibitor hereby contracts for an exhibition space at The Santa Fe Book Show to be held El Museo Cultural De Santa Fe, Santa Fe, New Mexico on October 3rd and 4th and agrees to abide by all the terms and conditions set forth in this contract. It is agreed that a deposit shall accompany this contract and that the balance shall be payable according to the schedule below. Failure to make the payments in full when due shall automatically forfeit all privileges and claims the EXHIBITOR may have, including the forfeit of any deposits or payments previously made.

Exhibitor Name: _____
Please Print the name of your business as you want it to appear on your booth sign and advertising.

Mailing Address: _____

City: _____ State: _____ Postal Code: _____ Country: _____

E-Mail: _____ Website: _____

PHONE: _____ Mobile: _____ Fax: _____

REQUIRED INFORMATION: FILL IN ALL AREAS IN THIS SHADED BOX

Number of Tables: _____ (all tables are 8' x 30")
3 TABLES (8' X 13' BOOTH) = \$500 OR 1 TABLE = \$225

New Mexico (sales tax license) CRS # _____
(Required by State Law, get application at http://www.state.nm.us/tax/trd_form.htm)

Showcases: (Indicate How Many of each you will rent) Counter-top (\$175) _____ Tall See-thru (\$225) _____ Tall Wall (\$225) _____

25 Announcements will be automatically sent to each dealer.
I would like _____ additional show announcements sent to me for my shop and clientele

Badge Names: List all people who will require a badge, including yourself **(Limit is 4)**

- (1) _____ (2) _____
- (3) _____ (4) _____

SET UP HOURS

October 1st, 2010 Friday 10:00 am - 4:00pm

LOAD-IN ENDS AT 3:00PM

SHOW HOURS

October 1st, 2010 Friday 4:00pm – 9:00pm
October 2, 2010 Saturday 9:00am - 5:00pm

A DEPOSIT OF 50% OF BOOTH RENT IS DUE WITH THE CONTRACT MAY 15, 2010
The BALANCE is due August 1, 2010
(10% Discount if paid in full by May 15, 2010)

CHECKS SHOULD BE PAYABLE TO SANTA FE BOOK SHOW ASSOCIATION AND MUST BE IN U.S. FUNDS DRAWN ON A U.S.BANK.

I, the Exhibitor, have read and agree to abide by all of the conditions on the face and on the reverse of this contract Show managed by The SANTA FE BOOK SHOW ASSOCIATION.

Exhibitor Signature _____ Date _____ Management _____

RETURN DEPOSITS AND CONTRACTS TO THE SANTA FE BOOK SHOW ASSOCIATION 308 N.GUADALUPE ST., SANTA FE, NM 87501
(QUESTIONS: CALL HENRY AT 983-0088, SHIRLEY AT 670-8315 OR STEVE AT 473-3641)

PLEASE MAKE A COPY FOR YOUR RECORDS

Exhibitor Contract Terms and Conditions

1. The Management will provide the space contracted for including chairs and tables for the agreed rental price.
2. The Management reserves the right to determine the eligibility of any Exhibitor or of any product or material to be exhibited.
3. The show will be vetted by The Management or their qualified representatives. If the Management deems any item or article(s) to be inappropriate or not in the best interests of the show or to be contrary to law or for any other reason, it reserves the right to order such article(s) to be immediately removed from display and/or sale. The Exhibitor herein agrees to comply with any such order fully and promptly.
4. The Exhibitor may not sublet, assign, or share booth space without the prior written consent of The Management.
5. All deposits must be paid by the dates agreed to in this Contract. Should the exhibitor fail to adhere to the agreed deposit and payment schedule their booth space can be forfeit and previously paid deposits become non-refundable. All fees are to be paid in full on or before registration and setup. Until such time as full payment is made, The Management reserves the right to refuse admittance of Exhibitors or their materials.
6. The Management reserves the right to change the location of the show or to alter the floor plan should circumstances make it advisable or necessary. In the event of a change of venue, at least 2 (two) weeks notice will be given the Exhibitor.
7. The Exhibitor agrees to have an appropriate New Mexico Gross Receipts number, if required, and to have said Certificate available in their booth. The Exhibitor agrees to collect any and all applicable taxes and to submit gross receipts tax forms and returns and make payments as required by law.
8. The Management will furnish general security and public liability insurance for the show. However, The Management does not accept any responsibility for loss, theft or damage to any property of the Exhibitor by any cause nor is The Management, its officers or agents, to be held accountable or liable for any damages, loss or injury to the person or property of the Exhibitor resulting from any cause, including but not limited to fire, theft, water or accident. The Management is not responsible for providing insurance to cover any of the above or for any other purpose. The Exhibitor is advised to secure its own individual insurance. The Exhibitor, by agreeing to this contract accepts total responsibility for its exhibit, contents and its safety in relation to any destructive cause, and to injury to the public or other exhibitor which might occur within the confines of the show as well as injury to the Exhibitor, or its employees or agents while in or at the venue, display rooms or peripheral areas. The Exhibitor also acknowledges and agrees that The Management is not responsible for any losses or damages due to natural or other extraordinary causes, strikes, actions, legal or otherwise, beyond The Management's control. Nor is it responsible for any losses should such acts of God or other extraordinary cause prevent the show from opening or concluding. Exhibitor agrees to indemnify and hold harmless The Management from any and all claims of any kind against The Management arising out of the show.
9. The Exhibitor agrees to abide by all pertinent City, State, Country and Federal laws, ordinances, fire and safety codes as well as regulations promulgated by the venue or The Management. The Exhibitor agrees to hold The Management harmless from any liability or damages arising from the failure of the Exhibitor to comply with any applicable laws or regulations.
10. The Exhibitor agrees to pay in full for any damage done ANY equipment owned by The Management or the venue or its equipment caused by the Exhibitor and to indemnify The Management for any expenses incurred as a result of its failure to comply to any provisions of the agreement.
11. In any dispute arising over the terms of this Agreement or as a result of the show, the parties agree that any dispute shall be subject to arbitration before the American Arbitration Association in Santa Fe, New Mexico and that by executing this agreement they are waiving any right to a jury trial. The prevailing party in any such dispute shall be entitled to recover reasonable attorney fees. If any portion of this agreement is determined for any reason to be unenforceable, the remaining provisions are severable and shall remain in full force and effect.

ACCEPTED AND AGREED BY THE EXHIBITOR _____ DATE _____