

**10TH ANNUAL NEW LIVING EXPO**

**New Living Expo April 29 - May 1**

**BOOTH RESERVATION CONTRACT**

For the guide and Web Booth# \_\_\_\_\_

\*\*Booth Name (Maximum of 35 characters, including spaces for Program Guide & web listing) \*\*

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\*\*Booth Description (Maximum of 35 characters including spaces for Program Guide & web listing)\*\*

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Contact \_\_\_\_\_ Alternative Contact \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Street Address to send Program Guides \_\_\_\_\_

**All exhibitor badges will not be exchangeable at registration during expo.**

Phone (Business) \_\_\_\_\_ Fax \_\_\_\_\_

Phone (Home) \_\_\_\_\_ Cell \_\_\_\_\_

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

List products or services to be exhibited. Including Multi-Level or Network Marketing company(s)

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Please send 64 page Program Guides (Free) # \_\_\_\_\_ Promotional Posters (11x17) Free # \_\_\_\_\_

**NON-REFUNDABLE DEPOSIT OF 50% OF TOTAL COST IS REQUIRED TO RESERVE YOUR BOOTH WITHIN 10 DAYS**

Cost of Booth \$ \_\_\_\_\_

**Credit cards: M/C, Visa, Discover, Amex**

Display Ad – (See Rate Card) \$ \_\_\_\_\_

Card# \_\_\_\_\_

**Free Electricity (500 Watts or less)**

If more is required call office.

Exp Date: \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_

Name on Card: \_\_\_\_\_

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

If payment is not made by the Exhibitor as per this agreement, San Francisco New Living Expo may cancel this agreement and release said exhibit space without notice of refund. By acceptance of this agreement, the Exhibitor expressly releases The San Francisco New Living Expo from any and all liability for damage, injury or loss to any person or goods which may arise from the rental and occupation of booth space. Signature acknowledges acceptance of terms located on this page and the next. **Advertising payments are due upon booking.**

**All Booth Payments made after March 1st are due in full.**

**MAIL PAYMENT TO: S.F. NEW LIVING EXPO 422 Corte Escuela / Novato / CA / 94949  
OR FAX WITH SIGNED CREDIT CARD PAYMENT INFORMATION (ABOVE) TO: 415-883-1320**

# 10TH ANNUAL NEW LIVING EXPO

1. Exhibitors must have paid a non-refundable deposit of at least 50% of the total rental charge within 10 days of placing a reservation in order to maintain a booth reservation. In the event of an Exhibitor cancellation at least 30 days prior to the opening day of the Expo, any monies paid over and above the 50% deposit amount before discount will be credited toward future Expos. In the event of an Exhibitor cancellation less than 30 days prior to the opening day of the Expo, all monies paid will be forfeited.
2. Set up times: Thursday, April 28 from 2:00-9:00PM and Friday, April 29 from 9:00-1:00PM. The show opens to the public at 3:00pm on Friday, April 29. At that time, all booths must be fully ready. Dismantling will begin at 8:00PM on Sunday, May 1, and continue until 12 midnight. 2011 public hours at the Exhibit Hall are as follows: on Friday, April 29, 3:00-10:00PM; on Saturday, April 30, 10:00-9:00PM; and on Sunday, May 1, 10:00-8:00PM.
3. Sponsor reserves the right to determine the eligibility of any product, company and/or service in the booth area. It is the responsibility of the Exhibitor to inform the Expo of any product, service or claim which does not comply with the regulations of the FDA or any other State or Federal regulatory agency and/or which is considered experimental. Exhibitor is strictly prohibited from having or selling on-site any substance or product considered being illegal. Consequences for any such action will be solely born by the Exhibitor and may be cause for expulsion without recompense.
4. All products and services to be sold, offered or referred to during the New Living Expo must be included on the reservation form. **No sublet or split booth space shall be permitted without prior written agreement with Sponsor.** A detailed information kit will be e-mailed to each Exhibitor. This kit will contain information on electrical, drayage, shipping, and extra tables, chairs, extra badges.
5. Sponsor will provide a 10'x10' (except where noted) booth. In addition, a 5' undraped table, two chairs, wastebasket, up to 500 watts of electricity, and **four** exhibitor badges for booth employees, will be provided for each booth. There will be a charge of **\$20.00** for each additional 3-day badge. No exchanging at Exhibitor Check-in during show, there will be no check-in badges during expo once we open to the public, meet your people outside.
6. Aisles and Exits, as designated on approval show plans, shall be kept clean, clear, and free of obstacles. Booth construction shall be substantial and fixed in position in specified areas for the duration of the show. Easels, signs, etc., shall not be placed beyond the booth area into the aisles or lobby areas or on ceiling or columns, etc. Interior furnishings and materials shall not be located so as to obstruct or block exit ways, fire and safety devices or equipment. Working height restrictions within the hall are 8 feet. Distribution of samples and literature is strictly limited to the confines of the Exhibitor's booth. Also, voice and/or music amplification must be kept to a sufficiently low volume so as not to disturb other exhibitors or attendees.
7. No painting of signs, displays or other objects is permitted in the building. No adhesive-backed (stick-on) decals or similar items, excluding nametags, may be used in the building. "Glitter" is not permitted on carpeted areas of the building. Leave booth clean upon move-out or a charge will apply.  
**"LEAVE NO TRACE" our Policy for our expo, thank you in advance for your helping make this possible.**
8. Although Sponsor will provide basic security at the Exhibition Center, insurance is the responsibility of the Exhibitor and is recommended. Sponsor is not responsible for replacement of lost or stolen goods. Exhibitors are responsible for obtaining their own general liability insurance for the show dates, including move-in and move-out. Exhibitors will indemnify Sponsor and the Concourse Exhibition Center for claims/suits arising between Exhibitors and attendees regarding booth rental.
9. Exhibitors are financially responsible for any damage caused to booths, decorations, or to any Exhibition Center property. Do not nail, screw, staple, pin, tack, tape, etc., any materials directly to the fabric.
10. All federal, state and city regulations pertaining to fire and safety must be adhered to (i.e., all fabrics used in booth construction/decoration must be flame retardant). The following types of materials are considered acceptable for booth construction and decoration: wood, noncombustible materials as defined by San Francisco Fire Codes, "any material which will not ignite or actively support combustion in a surrounding temperature of 1,200 degrees Fahrenheit during an exposure of five minutes." Flame retardant treated materials and decorations: The following exhibits will require special approval, fire permits and/or fire extinguisher in booth: exhibits with canopies, umbrellas, or other horizontal extension that impedes sprinkler systems, and all exhibits having an open flame. Any exhibit employing flammable liquid, compressed combustible gas or highly combustible or explosive material is prohibited!
11. Exhibitors are responsible for meeting all city/state resale-licensing requirements. Exhibitors comply with all Exhibition Center house rules.
12. Any Exhibitor giving away or selling food in his/her booth is responsible for all Health Department permits, rules, regulations, etc. Food vendors must sign addendum to this agreement.
13. In order to comply with the smoking ordinance of the Department of Public Health, smoking is not permitted in the Convention Center. By law, individuals are not allowed to bring alcoholic beverages, which were purchased off premises, onto the Convention Center property.
14. Any electrical wiring which might come into contact with the partitions must be inspected and have adequate insulation to prevent electrical shock. Additionally, all cords must be grounded and be UL approved.
15. No lighter-than-air balloons are allowed into the Exhibition Center.
16. No animals or pets are permitted in the building except in conjunction with an approved exhibit, display or performance legitimately requiring use of animals. Seeing-eye dogs are permitted.
17. Exhibitors agree to conduct themselves in a respectful, cooperative manner appropriate to the integrity of the attendees, fellow exhibitors, and show management staff.
18. In the event that any outside cause, such as war, fire, weather, any Act of God, etc. prevents the Exhibition, the Management reserves the right to retain Exhibitor payments for expense compensation.
19. Final payment of booth rental is due no later than March 1, 2011. Exhibitor setup will not be permitted unless Sponsor has received signed contract(s) and all fees are paid.
20. Failure to comply with these rules and regulations may result in fines levied by Sponsor, Concourse Exhibition Center or Government agencies. Sponsor and Concourse Exhibition Center retain their right to close any exhibit that fails to cooperate with these policies.
21. Any questions or issues that are not covered in this contract shall be subject solely to the decision of the Sponsor.

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