

Heartland Travel Showcase 2010 Exhibitor's Agreement

Greater Columbus Convention Center, Columbus, OH

Booth rental fees

Standard booth rental: \$1,115* per booth

Booth share: \$400

Additional delegate: \$300

* OTA members receive an additional \$100 off each 10' x 10' booth (prices as listed above).

Showcase specifications: tour industry supplier booths will be arranged geographically to permit qualified for-profit tour operators to visit your booth and plan group tour packages to your area.

Is this your company's 1st time exhibiting at Heartland? Yes ___ No ___

EXHIBITOR'S AGREEMENT

Please reserve for use at the Heartland Travel Showcase "the Marketplace," to be conducted at Greater Columbus Convention Center, opening at 8:30 a.m., Saturday, Feb. 20, 2010 and continuing through Noon, Sunday, Feb. 21, 2010 space as follows:

# of 10'X10' Booths Requested		Booth Rental Fee		Total Space Cost
<input type="text"/>	x	<input type="text"/>	=	<input type="text"/>

Your Name
(“Exhibitor”)

Company:

Address:

City **State/Prov.** **Zip/Postal Code**

Phone: **Fax**

Email

Signature _____ **Date**
(Authorized Agent)

Print name

Title

EARLY REGISTRATION RATE

Before Sept. 4, 2009, all exhibit booths only \$915, a savings of \$200! (Plus OTA members can take an additional \$100 off the early bird rate.) Space is limited!

Payment

Total space cost

50% deposit w/Contract

Check#

Date

Credit Card #

Expiration date

Balance due by 12/7/09

Check#

Date

Credit Card #

Expiration date

Booth share

Additional delegate

Check#

Date

Credit Card #

Expiration date

For Heartland Travel Showcase Management use only

Contract accepted by:

_____ on this date

This AGREEMENT is expressly subject to the TERMS AND CONDITIONS section which has been provided separately. Sign here to indicate that you have read the TERMS AND CONDITIONS and you agree to accept them as part of the AGREEMENT. By signing this agreement, your company/representative will become the primary exhibitor and remain the primary at the Showcase. X_____

This Exhibitor's Agreement (the "Agreement") contains the entire agreement between the parties, and any executory agreement hereafter shall be ineffective to change, modify, discharge or, effect an abandonment, of this Agreement in whole or in part unless such executory agreement is in writing and signed by the party against whom enforcement of the change, modification or abandonment is sought. This Agreement is not binding unless it is signed by an official of the Heartland Travel Showcase (the "Show /or "Show Management").

THIS AGREEMENT CANNOT BE TERMINATED BY EXHIBITOR; 50% OF SPACE COST MUST ACCOMPANY THIS AGREEMENT. BALANCE MUST BE PAID ON OR BEFORE DECEMBER 7, 2009. MAKE CHECKS PAYABLE IN U.S. FUNDS TO: HEARTLAND TRAVEL SHOWCASE. ANY AMOUNT NOT PAID WITHIN 30 DAYS AFTER DUE DATE WILL BEAR INTEREST AT 1.5% PER MONTH WHICH IS AN ANNUAL PERCENTAGE RATE OF 18%.

Print and MAIL TWO copies with original signatures to:

Heartland Travel Showcase
130 E. Chestnut St., Ste. 301
Columbus, OH 43215

Phone 800-896-4682, FAX 614-572-1937

www.heartlandtravelshowcase.com

One fully executed copy will be returned for your files.

HEARTLAND TRAVEL SHOWCASE EXHIBITOR AGREEMENT (Continued)

TERMS AND CONDITIONS

PAYMENTS. If Exhibitor fails to make either of said payments at the time set forth on the face of this contract, all rights of Exhibitor hereunder shall cease and terminate, and any payments made on account hereof prior to said time shall be retained by Show Management as liquidated damages for the breach of this Agreement.

INSURANCE AND LIABILITY. Also, Exhibitor shall maintain in effect and, upon request, shall supply Show Management with certificates of insurance for comprehensive general liability insurance with combined bodily injury and property damage limits of \$500,000 each occurrence and \$1,000,000 aggregate and an umbrella liability insurance policy with limits of \$1,000,000. Neither Show, Show Management, Convention Center nor sponsor(s) shall be responsible for loss or damage occurring to Exhibitor's property from any cause including without limitation the negligence of Show or Show Management, their agents, employees, invitees, contractors, successors and assigns. Small and valuable exhibit material should be packed away each night. Exhibit agrees to protect and hold harmless Show, Show Management, Convention Center and sponsor(s) against any and all claims for loss, injury or damage to persons to property arising out of the activities of Exhibitor, his agents, employees, invitees, licensees, or guests, and to defend Show, Show Management, Convention Center and sponsor(s) for any loss, damage, expense or payment suffered thereby.

TERMINATION OF CONTRACT. This Agreement may be terminated by the Show and or Show Management at any time on the breach of any of the terms, conditions, or rules and regulations by Exhibitor, and thereupon all Exhibitor's rights hereunder shall cease and terminate, and any payments made on account hereof prior to said termination shall be retained by Show Management as liquidated damages for such breach and Show Management may thereupon resell said space. Notwithstanding anything herein to the contrary, this Agreement may be terminated with or without cause by the Show and/or Show Management prior to the actual Marketplace dates upon sixty (60) days prior written notice to Exhibitor. Notice shall be by certified or ordinary U.S. Mail, postage prepaid, to the billing address of Exhibitor on the face of this Agreement and shall be effective upon the date of post or meter mark. In the event the agreement is so terminated by the Show or Show Management, Show Management shall return any payments it has collected from Exhibitor, and Exhibitor releases Show and Show Management from further obligation under this Agreement and waives all further claims of every nature and kind, without limitation, against Show and Show Management.

This Agreement shall automatically and immediately terminate in the event the premises are destroyed by fire or the elements, act of God, act of war or by any other cause, or if any circumstances of any nature or kind whatsoever including by way of example civil unrest or strikes; shall make it impossible for either party to perform their duties pursuant to this Agreement. In the event that any such circumstance makes it impossible for Show Management to permit Exhibitor to occupy the premises, Exhibitor shall pay for the space only for the period the space was or could have been occupied by Exhibitor less reasonable deductions for overhead, and expenses incurred on account of Exhibitor. Exhibitor releases the Show and Show Management from any and all claims or damages which might arise in consequences thereof. In the event that, for any reason, the Marketplace is not held as proposed, the Exhibitor shall receive a refund of any amounts paid on exhibit space less reasonable deductions for overhead and expenses incurred on account of Exhibitor, and Exhibitor shall release the Show Management from any and all claims or damages which might arise in consequence thereof.

SUBLETTING. Exhibitor shall not assign, delegate, sublet, donate, hypothecate or otherwise transfer this Agreement, or the space which it has reserved under this Agreement, either partially or in its entirety, or any of his duties, responsibilities, obligations or liabilities hereunder, and any such purported assignment, delegation or transfer shall be null and void without the prior written consent of the Show Management. However, if Show Management consents to an assignment, delegation, subletting, donation or other transfer of this Agreement, either partially or in its entirety, this Agreement shall be binding and inure to the benefit of the other parties, their heirs, personal representatives, successors, and assigns.

BUILDING RULES AND CITY ORDINANCES. Exhibitor agrees to obey all rules of Convention Center which may now be in existence or which hereafter may be made, and to abide by the rules and regulations of local department of buildings, fire and health, and such other departments whose duties embrace regulations or exhibits and Convention Center.

GENERAL. Show Management reserves the right to decline or prohibit any services, give-aways, contests or exhibits or portions thereof on the premises during the Marketplace and to permit only such matter or conduct as shall be approved by it, in its sole discretion. Show Management reserves the right to make location space changes, with no advance notice to Exhibitor, that will, in the sole discretion of Show Management, be of benefit to the Marketplace. This Agreement is an offer to a potential Exhibitor subject to the acceptance of Show Management. The decision of Show Management must be accepted as final in any dispute between Exhibitors or any situation not covered by this contract.

SEVERABILITY. Should any term, condition or provision of this Agreement be found to be invalid or unenforceable, such finding shall in no way affect the validity or enforceability of any of the other terms, conditions and provisions hereof, and such other terms, conditions and provisions shall be valid and enforceable as if the invalid or unenforceable term(s), condition(s) or provision(s) was (were) never a part hereof.

GOVERNING LAW. This Agreement shall be construed in accordance with and governed by the laws of the State of Ohio. No claim, demand, action, proceeding, litigation, arbitration, hearing, motion or lawsuit arising herefrom or with respect hereto shall be commenced or prosecuted in any jurisdiction other than the State of Ohio, Franklin County and any judgment, determination, finding or conclusion reached or rendered in any other jurisdiction shall be null and void between the parties hereto.

Exhibitor expressly understands and agrees that the Show Management has entered into this Agreement by the representation of Exhibitor that it will abide by and be bound by the terms of this

Agreement together with any reasonable rules and regulations with respect to the Marketplace or Exhibitor which Show Management may from time to time promulgate. Exhibitor therefore agrees that, in the event of Exhibitor's breach of any term, condition, rule, regulation and/or any other covenant or restriction hereunder, money damages would not adequately and completely compensate the Show and/or Show Management. As a result, the Show and/or Show Management shall be entitled to injunctive relief in a court of competent jurisdiction hereunder in addition to any and all other remedies provided within this Agreement or available to it at law.

The terms, conditions and provisions of this Agreement shall inure to and be binding upon the parties and their respective heirs, executors, administrators, agents, shareholders, officers directors, successors and assigns. The failure of either party to insist upon strict performance of any of the covenants of this Agreement of to exercise any option, herein contained shall not be construed as a waiver or relinquishment for the failure of such or any other covenant or option nor shall the receipt by Show Management of payment with knowledge of any default by Exhibitor, nor shall any other action of Show Management, except a waiver expressed in writing signed by Show Management, be deemed a waiver of such default, nor shall the acceptance by Show Management of any sum of money less than the sum provided for in this Agreement after the terms hereof or absolve Exhibitor from its obligation to pay the full consideration herein provided, but the acceptance of any lesser sum than the full consideration herein stipulated shall be acceptance of the amount paid on account of the full consideration due.

Exhibitor expressly understands and agrees that by reserving the space which is the subject of this Agreement, the Marketplace may be promoted and advertised indicating that said Exhibitor will be exhibiting at the Marketplace. Moreover, Exhibitor expressly understands and agrees that his failure to utilize the space reserved will cause irreparable injury to the Show Management above and beyond the contract fee. Consequently, Exhibitor hereby expressly agrees to actively utilize and appropriately decorate and construct, in a manner consistent with the Marketplace's rules and guidelines, the reserved space to display those items and products enumerated on the face of this contract.

CARE OF SPACE. Exhibitor shall care for and keep in good order space occupied and surrender such space at the close of the Marketplace in same condition as it was when taken over. If the space occupied shall be damaged by Exhibitor, employees, patrons or guests, Exhibitor shall pay such damages as are necessary to restore the space to its original condition.

CONTESTS AND PRIZES. All contests, registrations, and/or prize give-aways of any type whatsoever must be registered and approved by Show Management in writing at least seven (7) business days prior to the commencement of the Marketplace. Any and all prizes and/or contest awards of any type won or registered for at the Marketplace must be awarded to the winners within three (3) business days after the close of the Marketplace. Prize registrations may not be sold to any company or corporation. All prize give-aways must conform to local, state and federal law and must be "Free" to winner with no accompanying cost. "Prizes" that are given away must be a product/service or vacation that is a representative of Exhibitor's place of business. Show Management reserves the right to decline all registrations, contests, and give-aways.

SECURITY. Security will be maintained 24 hours per day to guard the buildings during the Marketplace. However, it is understood and agreed by the parties hereto that the Show and/or Show Management are not insurers and that insurance covering personal injury and property loss or damage to any of the Exhibitor's property shall be the sole responsibility of the Exhibitor. Exhibitor expressly understands and agrees that the payments provided for under this Agreement are based solely on the value of the service and/or space as set forth herein and are unrelated to the value of the Exhibitor's property of the property of any of the others located on the Marketplace premises. Exhibitor expressly understands and agrees that the Show and/or Show Management makes no guarantee or warranty including any implied warranty that the security provided hereunder will avert or prevent occurrences or the consequences therefrom which the security is intended to detect or avert.

INDEMNIFICATION. Exhibit shall indemnify, defend and hold harmless the Show and/or the Show Management from and against all liability, losses, damages, costs and expenses (including, but not limited to, reasonable attorney's fees) incurred or suffered by the Show and/or Show Management arising from the negligence and/or intentional act of Exhibitor or any of Exhibitor's employees, agents, invitees, licensees and/or assigns.

COMPLIANCE WITH APPLICABLE LAWS. Exhibitor shall at its sole cost and expense comply with any applicable building code and cause the space to comply with any applicable building code and/or other law, regulation or order by any lawful authority which is necessitated by any alteration, modification, addition or change to occupied by Exhibitor pursuant to this Agreement. Exhibitors are responsible for licensing agreements to play music via CD, tape, record, video or other mechanism. The Show or Show Management has no responsibility for the licensing of such music played by Exhibitors.

RELINQUISHMENT OF PREMISES. Exhibitor agrees to surrender the space occupied at the end of the Marketplace in the same condition as when it was taken over. Exhibitor acknowledges and agrees that failure to meet this requirement may result in additional charges to Exhibitor at the sole discretion of Show Management.

INTELLECTUAL PROPERTY. Exhibitor shall assume all costs arising from the use of patented, trademarked, franchised, copyrighted or trade secreted music, material, devices, processes or dramatic rights within Exhibitor's space. Exhibitor agrees to indemnify, defend and hold harmless Show and Show Management from any claims, or costs, including, without limitation, attorney's fees and court cost, from any and all claims arising from such use.