



Contract and Application for Exhibit Space

International Bowl Expo 2012

Reno, Nevada, USA

June 27 – June 28, 2012

Reno Sparks Convention Center

Company _____ Contact _____

Street _____ City _____ State _____ Zip _____

Country _____ Phone _____ Fax _____

Email _____ Website _____

Product Description (90 characters or less including spaces and punctuation) _____

Primary product / service _____

Booth Location Request #1 _____ #2 _____ #3 _____ #4 _____

Exhibit Booth Rates

2A 10'x10' booth - \$2175 (Includes optional \$500 General Sponsorship)

up to 2 additional booths - \$1675 each

4 or more booths – 1st booth \$2130, \$1630 each additional

8 or more booths – 1st booth \$2105, \$1605 each additional

40 or more booths – 1st booth \$1905, \$1405 each additional

of additional booths _____ X rate \$ _____ = _____ + 1st booth _____ = Subtotal _____

2B Corner Charges # of corners _____ X \$100 each = Subtotal _____

Total

2A subtotal _____ + 2B subtotal _____ = _____ Subtract payment _____ Balance Due _____

Payment Information (Checks are payable in US Funds and sent to: BPAA, P O Box 5802, Arlington, TX 76005)

Credit Card # _____ Expires _____ / _____ Verification # _____

Name on Card _____ Cardholder Signature _____

(We accept Discover, MasterCard, VISA and American Express)(Valid Credit Card number required)

To secure your space, a signed contract must be returned at the time of your reservation with either a deposit or payment in full according to the following schedule (**applications may not be accepted without payment**):

From June 27 – December 2, 2011 - \$250 deposit, full payment within 45 days of contract date.

After December 2, 2011 - \$750 deposit, full payment due within 45 days of contract date.

A \$100 late fee will be assessed for payments after due date.

The person signing this document expressly represents and warrants to Management that he is authorized by Company to execute this License Agreement. The person(s) also acknowledges that he or she has read and accepted the rules and regulations as set forth on the front and back of this License Agreement.

Name (please print) _____ Signature _____

Title _____ Phone _____ Date _____

International Bowl Expo Host: Bowling Proprietors' Association of America 800-343-1329 / 817-633-6129 fax

Cancellation/Withdrawal, Downsizing and Default Schedule:

If received IN WRITING prior to December 2, 2011, deposit will be forfeited and a liquidated damages fee of contract price will be charged. After December 2, 2011, 100% of contract price will be required if not already paid.

Current floor plan and full show details can be found on www.bowlexpo.com!

INTERNATIONAL BOWL EXPO 2012

Rules & Regulations Governing the Exhibit

- CONTRACT FOR SPACE** - This application for an exhibit space, the formal notice of space assignment by BPAA, and full payment of rental charges for exhibit space together constitute a contract for the right to exhibit at International Bowl Expo (the "Exhibit"). The Exhibit is conducted under the direction of Bowling Proprietors' Association of America, Inc. ("BPAA").
- EXHIBITOR RESPONSIBILITIES** - All exhibitors are responsible for compliance with the applicable laws, statutes and regulations, including but not limited to those set forth in the Rules & Regulations Governing the Exhibit.
- PAYMENT OF EXHIBIT SPACE CHARGES** - A dollar amount specified on the contract is considered non-refundable payment of the exhibit space and must accompany the application. The balance is due on the date specified on the contract. If the balance due is not paid by that date, the association may resell the exhibit space without further notice to the exhibitor. Exhibitors who are given the opportunity to pre-select booth space in advance must have the contract and appropriate deposit in the association's office on the date specified in the contract. Final payment is due as specified on the contract. No refunds will be paid after the date specified in the contract. All monies paid shall be retained by BPAA in the event the exhibitor fails to fulfill or violates the contract or withdraws from the exhibit. **No freight will be released until booth is paid in full.**
- CANCELLATION, WITHDRAWAL OR DOWNSIZING OF EXHIBIT SPACE** - In the event Exhibitor seeks to cancel this License, withdraw from the Exhibition, or downsize its space requirements for the Exhibition, Exhibitor may only do so by giving written notice to Management. The date of cancellation, withdrawal or downsize in space as applicable shall be the postmark date of the notice. If Exhibitor cancels, withdraws or downsizes space requirements, Exhibitor agrees to pay on demand to Management the amounts set forth on contract, applicable as liquidated damages and not as a penalty, and the parties agree that such amounts constitute a reasonable provision for liquidated damages. The term "40% of contract price" means the difference between the original license fee due from Exhibitor hereunder and the license fee calculated on the basis of the smaller booth assigned to Exhibitor. In Case of downsizing, in addition to the assessed liquidated damages, Exhibitor's booth location on the floorplan of the Exhibition may be moved.
 - The deposit for each 10' x 10' space is non-refundable and non-transferable to other space or reservations.
 - For cancellations received in writing prior to December 1, 2011, deposit will be forfeited and a liquidated damages fee of 50% of contract price will be charged.
 - For cancellations received in writing after December 1, 2011, 100% of contract price will be required if not already paid.
- ASSIGNMENT OF SPACE** - BPAA reserves the right to assign booth space. Providing all contractual obligations have been satisfied, previous year's exhibitors requesting ten (10) or more booth spaces for this year's Bowl Expo will be assigned exhibit space before those exhibitors requesting less than ten (10) booth spaces. The booth selection process will be determined by BPAA and a pre-selection Schedule will be published to each exhibitor by June 1 of each year for the present year's Bowl Expo.
- THE "OFFICIAL SERVICE CONTRACTOR"** will be appointed by BPAA. Each exhibiting company will receive complete information regarding drayage, equipment rental, special services and shipping information. Exhibitors' service center will be maintained on the exhibit floor during move-in, show and move-out hours.
- USE OF SPACE** - BPAA reserves the right to: Decline any exhibit or exhibitor, which, in the opinion of BPAA, is not suitable and in keeping with the character of the Exhibit. All booth guidelines (height, width, use of space, etc.) will be regulated by the IAEE Guidelines for display Rules and Regulations. Sub-licensing/Booth sharing will not be permitted with another exhibitor unless one is a subsidiary of the other. Exhibits must solely be used for the purpose of promoting Exhibitor's products or services and shall not be used for other business purposes. Rulings of the Management in Its sole discretion shall in all instances be final with regard to use of any exhibit space.
- EXHIBIT BOOTH DESCRIPTION** - Each booth comes with an 8-foot back drape and 36-inch side dividers. Booth dimensions are 10 feet by 10 feet, unless otherwise specified.
- EXHIBIT SPACE PLANS** - Exhibitors with five (5) or more booths must submit booth design plans to BPAA for approval no later than May 1, 2014.
- EXHIBITS MUST BE OPEN** and staffed for all of the scheduled Bowl Expo hours. Failure to comply with this policy will result in forfeiture of booth space without refund due and loss of seniority for booth selection at future Bowl Expos.
- EXHIBIT AND CONVENTION REGISTRATION** for first four (4) booths (10x10), 4 complimentary trade show passes will be issued, good for admission into the Exhibit area ONLY. Badges are non-transferrable and **MUST** be used by company employees **only**. Exhibitors may purchase additional Bowl Expo passes or a full convention registration, which will allow participation in other convention activities.
- LIABILITY** - BPAA shall not be responsible for any loss, damage, injury or theft that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the exhibit contract. The exhibitor, on signing the contract, expressly releases BPAA and the exhibit facility as noted in the contract from, and agrees to, indemnify same against any and all claims for such loss, damage or injury.
- SECURITY** - BPAA will provide security services at all times during the Exhibit and throughout the night.
- INSURANCE** - *All property of the exhibitor is understood to remain under its custody and control in transit, to and from, within the confines of the Exhibit area. BPAA and the exposition facility do not maintain insurance covering the exhibitors' property. Exhibitor shall carry Comprehensive General Liability coverage of at least \$500,000 for property Damage Liability, and Statutory Workmen's Compensation with Employers Liability with a limit of at least \$100,000. Certificates of Insurance must be sent to BPAA no later than June 1, 2014.*
- FIRE REGULATIONS** - All decorations must be flameproof and must stand a fire test as prescribed by applicable fire ordinances.
- LAWS APPLICABLE** - This contract shall be governed by the laws of the State of Nevada. Exhibitor agrees to abide by the rules and regulations of the Reno Sparks Convention Center.
- FORCE MAJEURE** - In the event the exposition facility or any part of the Exhibit area thereof is unavailable, whether for the entire event, or a portion of the event as a result of fire, flood, tempest or any other such cause, or as a result of governmental intervention, malicious damages, acts of war, strike, lock-out, labor dispute, riot or any other cause or agency over which BPAA has no control; or should BPAA decide that because of any such cause it is necessary to cancel, postpone, or re-site the Exhibit, or reduce the installation time, Exhibit time, or move-out time; BPAA shall not be liable to indemnify or reimburse the exhibitor in respect of any damage or loss, direct or indirect, arising as a result thereof.
- ADMISSION TO THE EXHIBIT AREA** will be strictly controlled during the installation and dismantling periods. Security personnel will be present to admit only the exhibitors who are wearing badges.
- AMENDMENTS** - Any and all matters not specifically covered by the preceding rules and regulations or contained in the Exhibitor Service Order Manual, shall be subject to the decision of BPAA. BPAA shall have the full power to interpret, amend and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.
- SPECIAL SERVICES** - Electricity, telephone and other activities, as well as other special services needed by individual exhibitors, are provided only when the exhibitor orders and agrees to pay for them specially from the persons authorized to supply such services in conformity with city, insurance and other requirements.
- HOTEL SUITES** - Operation of hotel suites for sales or entertainment purposes is strictly prohibited during the open hours of exhibition.
- SOUND LEVEL** - Mechanical or electrical devices that produce sound must be operated so as not to disturb other exhibitors. Management reserves the right to determine the placement and acceptable sound level of all such devices.
- PHOTOGRAPHY** - The photographic rights for the Exhibition are reserved to Management, and Exhibitors wishing to make their own arrangements for the photographing of their exhibit must apply to Management, whose permission shall not be unreasonably withheld.
- RECEIPT OF GOODS AND EXHIBITS** - All arriving goods and exhibits will be received at receiving areas designated by Management. All incoming goods and exhibits must be plainly marked and all charges prepaid.
- FAILURE TO COMPLY WITH THESE RULES AND REGULATIONS** will result in show management closing (or preventing setup) of your exhibit.
- MEETINGS** - Exhibitors shall not hold any meetings or events with proprietor attendance during publicized Bowl Expo dates or Convention hours without prior written approval of show management.
- IF YOU ARE A MANUFACTURER OR DISTRIBUTOR OF BOWLING CENTER EQUIPMENT OR PRODUCTS**, you are not allowed on the trade show floor unless you are a paid exhibitor. Any exception of this rule must be authorized in writing by show management.
- VIOLATION OF ANY OF THE ABOVE RULES AND REGULATIONS** shall invoke all remedies at the discretion of show management, including, but not limited to closure of the exhibit booth and the penalty of not exhibiting/participating in future shows

IBE '2012 Trade Show Directory

Every exhibitor is provided with a complimentary listing, with company address, contact names, and a brief description of their products and services. In the space below, please confirm EXACTLY what you would like to list in your COMPLIMENTARY space and return it by fax at the number listed below:

Date: _____

COMPANY: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone:() _____

Fax:() _____

Website: _____

E-mail: _____

Product Description (4 lines, 90 Characters total, including spaces and punctuation)

Product Categories

Your company name will be included in the Exhibitor Category List complimentary. This list contains only the name of your company, and your booth location on the trade show floor. Please circle the ONE category listed below that best describes your product or service:

Advertising / Signs	Air Cleaners	Apparel
Arcade / Vending	Architecture / Design	Automatic Scoring
Awards & Recognition Items	Bags	Beverage (Alcoholic & Non)
Birthday Programs	Books & Video Tapes	Bowling Balls
Bowling Pins	Bowling Shoes	Building Maintenance
Capital Equipment	Carpet	Computer Systems / Software
Construction	Customer Services	Financial
Food	Furniture / Fixtures	Inflatables
Insurance	Lane Equipment	Lane Maintenance
Lighting / Sound / Laser	Lockers	Music
Parts & Supplies	Party Supplies	Plush / Novelty / Redemption
Promotional Products	Pro Shop Accessories	Publications / Associations
Refurbished Equipment	Restaurant / Food Equipment	Seating
Spinners	Telecommunications	Wristbands / Ticketing / Admissions
Other:		

The first category is FREE, and each additional category that you would like to be included in will be an additional \$50. If you choose more than one category, please fill out the credit card info, or mail form with check. **DEADLINE: April 30, 2012**

IBE '2012 Exhibitor Name Badges

Exhibitors are allocated four (4) badges per 10' x 10' booth for the first 4 booths, then it is one (1) badge for every additional booth. Any additional badges will cost \$30 each. Please PRINT the names below. (Please make blank copies of this page if submitting more than 14 names) **PLEASE NOTE THAT EXHIBITOR BADGES MAY NOT BE TRANSFERRED TO ANOTHER PERSON UNDER ANY CIRCUMSTANCE. VIOLATION OF THIS POLICY MAY CAUSE EXHIBITING COMPANY TO INCUR A FINE OR BE REMOVED FROM THE SHOW FLOOR. NON – EXHIBITING BOWLING DISTRIBUTORS ARE PROHIBITED FROM BOWL EXPO.**

Name (First and Last)
(To appear on badge)

Company Name
(To appear on badge)

1 _____ / _____

2 _____ / _____

3 _____ / _____

4 _____ / _____

5 _____ / _____

6 _____ / _____

7 _____ / _____

8 _____ / _____

9 _____ / _____

10 _____ / _____

11 _____ / _____

12 _____ / _____

13 _____ / _____

14 _____ / _____

DEADLINE: June 8, 2012 (If you have a name change or cancellation, you can have changes made at the on-site registration)

Check Payment Box:

- Trade Show Directory
- Exhibitor Name Badges

Submitted by: _____ Date: _____

Credit Card: _____ Exp: _____

Name on Card: _____

Signature: _____

Total Amount to charge: \$ _____

(PLEASE RETURN WITH CONTRACT)

Please fax to **817-633-6129** Attention: **Drew Guntert**, or mail to 621 Six Flags Dr. Arlington, TX 76011