



THE VOICE OF **INDEPENDENT** RETAILERS

CONTRACT AGREEMENT

20th Annual Holiday Food & Beverage Buying Show

Thursday, September 6, 2017 | 2pm-9pm

Suburban Collection Showplace | 46100 Grand River Avenue | Novi, MI 48374

Unless it is unlawful, all exhibitors MUST offer a "show-only" special in order to exhibit in these shows.

BOOTH PRICING:

- **Member Rate:** \$1,250 for one (1) booth
- **Non-Member Rate:** \$2,000 for one (1) booth

BOOTH PRICES INCLUDE:

- 10x10 ft. carpeted booth space
- Sign with company name
- One 8 ft. skirted table
- Waste basket
- Curtained sides & backdrop
- Up to 50 guest tickets
- Company listing in the show program
- 50% discount on an advertisement (size of your choice) in an issue of the *AFPD Bottom Line* monthly magazine

SPACE ASSIGNMENTS: Booths are assigned on the following criteria: Multiple booths will receive preference in regards to location (requires a signed contract). Exhibitors from last year have first right of refusal for their space. Every effort will be made to accommodate all requests on a first come-first served basis. **Booth number confirmation will be made only after receipt of payment alongside this completed contract**, the exhibit space will be confirmed by mail. **Please reserve early as availability is limited.**

CANCELLATION POLICY: Notification of cancellation of exhibit space must be written to AFPD and must be received before 12 noon, no later than two weeks prior to the event. If received in that time, a full refund less a \$400 handling fee will be issued. If notification of intent to cancel is received within two weeks of the event date, then no refund will be issued.

ACCEPTANCE OF TERMS: I, the duly authorized representative of the undersigned company, on behalf of the said company, subscribe and agree to all the conditions, terms, authorizations and covenants in this contract for exhibit space and in the accompanying general information, rules and regulations. **Please read the back of this contract for rules and regulations.**

We agree to comply with all the instructions and regulations given in the AFPD/Exhibitor Prospectus and Contract.

SIGNATURE: _____

Company Name: _____ Contact Person: _____
(as you want it to appear on your booth sign)

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

Credit Card Number: _____ Exp. Date: _____ CVV Code: _____
(MasterCard /Visa/American Express/Discover)

Card Holders Name: _____ Card Holders Address: _____

of Booths: _____ Amt. \$ _____ .00

FULL PAYMENT MUST ACCOMPANY THIS CONTRACT (make checks payable to AFPD) and send to:

AFPD, 5779 West Maple Road, West Bloomfield, MI 48322

Call Lisa Denha for more information at Toll Free (800) 666-6233 Toll Free Fax: (866) 601-9610 e-mail: ldenha@afpdonline.org

RULES & REGULATIONS

AFPD, INC. reserves the right to refuse any or all applications for space and to prohibit or remove any exhibit, display or part thereof, proposed exhibit, display or device, which in the opinion of AFPD is not suitable to or in keeping with the policy of AFPD. AFPD reserves the right to rearrange floor plans and relocate any exhibit. All applications are expressly made subject to all items of AFPD lease relating to the exhibition premises.

Exhibit Space will be assigned only for the display of food and beverage and/or related equipment and services, as defined by AFPD and exhibit space shall not be used for any other purpose. All applicants, when making formal application for space, must provide AFPD with full information regarding products displayed.

AFPD will supervise and strictly enforce all rules and regulations, which are part of this application. Penalty for violations will include cancellation of space and may not be allowed to participate in any future AFPD expositions, without thereby waiving any other right of AFPD.

EXHIBIT FEE: Exhibit fee covers rental of booth space assigned for the period of the trade show with standard booth equipment, which includes pipe and drape, carpet, one 8ft table, one chair upon request, one waste basket, company sign and ice bucket if needed.

BOOTH SIGNS: A 7"x 44" sign consisting of booth number and name of exhibitor will be provided by AFPD.

BADGES: Exhibitors and their representatives must wear their official identification badges at all times while on the trade show floor. These badges are issued for your protection and identification. They must not be loaned or given to other persons. Violators will be barred from the exposition premises. AFPD reserves the right to limit the number of exhibitors or representatives working the booth.

CANCELLATION: If for any reason, AFPD is forced to cancel the show after space has been assigned to the exhibitor, the exhibit fees, if any, shall be refunded to the exhibitor.

LIABILITY: The exhibit space is located at Suburban Collection Showplace, which is leased to AFPD. No bailment shall exist between AFPD and any other exhibitor or any other person, and AFPD shall not be responsible for the security of any property or any exhibitor or any other person. The exhibitor assumes the entire responsibility for losses, damages and claims arising out of injury or damage to exhibitors' displays, equipment and other property brought onto the premises of Suburban Collection Showplace and shall indemnify and hold harmless AFPD, Suburban Collection Showplace, its agents and employees from any and all such losses, damages and claims.

INSURANCE: Exhibitors desiring to insure their exhibits, merchandise and display materials against theft, fire, etc. must do so at their own expense. It is suggested by AFPD that exhibitors contact their insurance broker.

THE FOLLOWING ARE PROHIBITED:

- Noise or undignified displays, including sound devices, flashing lights, megaphones, loud speakers or side show tactics.
- Scantily clad models or demonstrators – All personnel must be properly clothed at all times and must confine their activities to the booth space of the exhibitor by whom employed.
- **No one under the age of 21 will be admitted.**
- No helium balloons unless approved by Suburban Collection Showplace.
- **Distribution of bags to attendees is prohibited.**
- Outdoor exhibits, unless paid for at a rate of \$900 per 10 feet of linear length or portion thereof and first approved by AFPD.
- No vendor may exhibit, solicit or market outside of their designated 10' x 10' booth unless approved by AFPD.

EXHIBIT HOURS: The exposition will be open from 2 p.m. – 9 p.m. All spaces must be properly manned during the official show hours.

INSTALLATION OF EXHIBITS: Exhibitors will be permitted to set up exhibit booths from 6 a.m. – 1:30 p.m. All exhibits must be completely set up by 1:30 p.m.

DISMANTLING OF EXHIBITS: Exhibitors may remove their products AFTER 9 p.m. All exhibits must stay intact until 9:00 p.m. All exhibits must be dismantled and removed from the facility by 11:59 p.m. on the night of the show. Any exhibits, merchandise or display materials not removed by this time may be disposed of without AFPD incurring any liability to the Exhibitor.

EXHIBITOR KIT: All exhibitors will be emailed an Exhibitor Preparation Kit. The kit is also available online at www.artcraftdisplay.com.

ELECTRICAL: All electrical requirements must be made directly with BOCO ENTERPRISES, INC. at (248) 348-5600. Also, please let AFPD Event Coordinator Lisa Denha know when reserving your booth(s). Order form for fees and payment is included in your exhibitor preparation kit. All costs are borne by exhibitors.

STORAGE: Warehouse shipments must be received between 3 and 30 days prior to first move-in date. Shipments received at the warehouse within the three (3) day period may be subject to late shipment or special handling fees. All costs are borne by exhibitors.

FREIGHT HANDLING & FORK LIFT SERVICES: Freight handling and fork lift services must be made directly with Suburban Collection Showplace. Order forms for fees and payment are included in your exhibitor preparation kit. All costs are borne by exhibitors.

ALCOHOL SAMPLING: All products being **DISPLAYED AND SAMPLED** must be brought in with the vendor or delivered by your distributor during move-in hours on the day of the show. All vendors must bring your sampling licence and provide a copy to the Food & Beverage Manager Mark Lyman at Suburban Collection Showplace: (734) 548-1744 or mlyman@suburbanshowplace.com. A list of products needed must be sent to by August 20th. A liquor order form will also be included in your exhibitor preparation kit. There is a 10% corkage fee for all alcoholic beverages brought into the facility.