

Exhibitor Space Application/Contract

Axis of Steel – A Motorcycle Experience
Riverfront Sports Complex
3-Day Event – March 26-28, 2010



Angel Marketing Group, LLC

185-102 Newberry Commons, Etters, PA 17319
 Central (717) 805-6635 Northeast (570) 877-0468

INSTRUCTIONS: Application must be completely filled out, signed and submitted with correct deposit.
 Please TYPE or PRINT legibly with blue or black INK.

_____ Company/Exhibitor Name	Exhibit Contact: Person that will be attending Event and authorized to determine information, opportunities, logistics and instruction.
_____ Contact	_____ Exhibit Contact (Attending Event)
_____ Title	_____ Title
_____ Address	_____ Cell Phone
_____ City	_____ Email
_____ State	
_____ Zip	
_____ Phone	_____ Fax
_____ Email	
_____ Website	

Exhibitor Schedule:

Thursday 03/25	Move-In	2 PM – 7 PM
Friday 03/26	Move-In	10 AM – 2 PM
Friday 03/26	Event	3 PM – 8 PM
Saturday 03/27	Event	10 AM – 7 PM
Saturday 03/27	VIP Party	9 PM – Midnight
Sunday 03/28	Event	11 AM – 5 PM
Sunday 03/28	Move-Out	5 PM – 9 PM

Exhibitor Package Includes:

Exhibit Space • 2 Exhibitor Wrist Bands • FREE Parking • 2 VIP Party Passes

Preferred Space Location(s):

LOCATION WILL NOT BE ASSIGNED WITHOUT DEPOSIT

Exhibit Fees: \$100 for a 10'x10' space.

ONLY \$100
EACH

Product/Items Displayed/Sold?

*** Limiting Exhibitors by Product ***

Processing Fee	⇒	\$ 50.00
Exhibit Space(s)	⇒	\$
Corner Space	__ x \$20	
Electric (15 amp)	Add \$50	
Additional Options:		
3-Day Exhibitor/Helper Pass	__ x \$10	
VIP Party Pass	__ x \$15	
TOTAL	⇒	\$
50% Deposit	⇒	\$
Balance Due	⇒	\$
30 Days prior to Event		

This Agreement is hereby submitted for exhibition at the Axis of Steel – A Motorcycle Experience (the Event), produced and executed by Angel Marketing Group, LLC. Exhibitor has read the Terms & Conditions and understands and agrees to abide by them. Any changes or requests must be submitted in writing. This Agreement may be downloaded **online** at www.AxisofSteel.com and for faster processing, please deliver by **fax** to 831-850-6635 or **mail** to Angel Marketing Group, LLC, Attn: Axis of Steel, 185-102 Newberry Commons, Etters, PA 17319. Digital or faxed signatures shall be treated as original signatures. 50% deposit due with signed agreement. Balance is due 30 days prior to Event start date. Deposits and all payments are non-refundable.

_____	_____	_____
Exhibitor's Authorized Signature	Title	Date

My PAYMENT (Please Check One): Check/Money Order Visa MasterCard AmEx Discover

_____	_____	_____
Credit Card Number	Exp Date	Name as appears on card

_____	_____	_____	_____
Billing Street Address	Zip Code	CVV (Security Code)	Authorized Signature

1. PART OF CONTRACT: These rules and regulations constitute a bona fide part of the contract for Angel Marketing Group, LLC – Axis of Steel – A Motorcycle Experience, hereafter referred to as "AMG Event". AMG Event Management reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well being of the exposition. AMG Event Management's decisions and interpretations shall be accepted as final in all cases.

2. CONTRACT FOR SPACE: Applicants for exhibit space are required to execute and forward an Application/Contract to AMG Event Management. Exhibitors may purchase electrical service for each booth/display. Additional electrical service and/or digital services may be available upon request. Other services will be available from the convention location and/or decorating company who is serving the Event. Other services may include phone, internet, extra lighting, set-up labor, carpeting, tables, chairs, easels, hotel info, etc.

3. BILLING & FEES: Deposit applies to Exhibit fees as indicated on signature page ONLY if application is accepted. Payment will not be processed if application is not accepted. 50% of fees are due upon submission of agreement. Balance is due 30 days prior to Event start date.

4. CANCELLATION: Deposits are non-refundable. Payments received in excess of deposit amount are refundable if AMG Event is notified in writing, postmarked on or before 60 days prior to Event move-in date. Cancellation policy applies to all Exhibitors. Failure to appear at the Event does not release the Exhibitor from the responsibility for payment of the full cost of space rented.

5. SUBLETTING SPACE: No Exhibitor may assign, sublet or apportion their space in whole or in part, nor exhibit any products or services other than those manufactured, handled or listed on Application/Contract in the normal course of the contracted business, nor permit any agent of any Exhibiting Firm to solicit business or take orders in its space.

6. ARRANGEMENT OF EXHIBITS: AMG Event will provide exhibit space as indicated on the official floor plan, insofar as possible, but reserves the right to make any changes necessary in the interests of an Exhibitor.

7. ADVERTISING: AMG Event does not endorse or promote any product or service related to an Exhibitor, and Exhibitors will not suggest otherwise. Exhibitors will not either prior to, during, or after the Event, use AMG Event trademarks, trade names, or service marks unless specifically authorized in writing by AMG Event Management prior to any such use.

8. DEMONSTRATIONS/SOUND: All demonstrations shall be confined to the space allowed to each Exhibitor. Activities which interfere with normal traffic flow or infringe on other exhibits are prohibited. The operation of games of chance or lottery is permitted only to the extent permitted by applicable law. Mechanical or electrical systems that produce sound must operate at a level so as not to prove disturbing to other Exhibitors. AMG Event Management reserves the right to determine acceptable sound levels in such instances.

9. BOOTH ACTIVITIES: The Exhibitor is encouraged to demonstrate the business product/service and make informational presentations regarding the product or service in the space provided. Exhibitors will be able to market products from the Event floor. The distribution of surveys, questionnaires, souvenirs, or other sales or promotion activities must be conducted by Exhibitors only from within the booth space provided. Exhibitors shall not in any way promote or engage in activity contrary to the best interests of AMG Event, as determined by AMG Event Management.

10. SALES TAX AND PERMITS: Exhibitor acknowledges responsibility for compliance with any sales tax collection requirements, which may be imposed by the state and/or municipality where the Event is located.

11. SECURITY: The Exhibitor agrees to make provisions for the safeguarding of its goods, materials, equipment, and display at all times. AMG Event will provide general overall security during move-in, move-out, and Event days. Furnishing this service will not be construed to any assumption of obligation or duty with respect to the protection of the property of the Exhibitors, which shall, at all times, be the sole responsibility of each Exhibitor. The Exhibitor assumes the entire responsibility and liability for all losses, damages, and claims arising out of injury or damage

to Exhibitor's displays, equipment, and other property brought upon the property of the Event floor. The Exhibitor must surrender occupied space in the same condition it was at the commencement of occupation.

12. INSURANCE: It shall be the responsibility of each Exhibitor to maintain such insurance against injury to person or damage or loss of property in such amounts as the Exhibitor shall deem adequate. Insurance protection will not be afforded to the Exhibitor either by AMG Event, Convention/Exhibit Center or AMG Event Management.

13. LABOR/SAFETY/FIRE CODES: The Exhibitor is responsible for knowledge of and compliance with all labor requirements, and fire and safety codes as established by the local authorities and the Convention/Exhibit Center. Exhibit decorations must be flame proofed. Electrical wiring must conform to all federal, state, and local requirements and with National Electrical Code Safety Rules. If inspection indicates that an Exhibitor has neglected to comply with these regulations, or otherwise incurs fire or safety hazards, the right is reserved to cancel, at Exhibitor expense, all or such part of the exhibit as may be in non-compliance.

14. LIABILITY & INDEMNIFICATION: The Exhibitor will be fully responsible for any claims, liabilities, losses, damages, or expenses, including attorneys' fees, relating to or arising out of any loss, injury, or damage to any person or property of the Exhibitor, or any other party where such injury, loss, or damage is incident to, arises out of, or is in any way connected with the Exhibitor's participating in AMG Event or results from the acts or omissions of Exhibitor personnel. The Exhibitor shall protect, indemnify, hold harmless, and defend AMG Event, Convention/Exhibit Center, hotel facilities, any officers, directors, agents, or employees from and against any expenses, including attorneys' fees. In case any part of the exhibition hall is destroyed or damaged so as to prevent the AMG Event from permitting an Exhibitor to occupy assigned space during any part of the whole of the AMG Event period, or in case occupation of assigned space during any part of the whole of the AMG Event period is prevented by strikes, natural occurrence, national emergency, or other cause beyond the control of AMG Event, then the Exhibitor will be charged for space only for the period the space was or could have been occupied by the Exhibitor; and the Exhibitor hereby waives any claim against AMG Event, Convention/Exhibit Center, hotel facilities, any officers, directors, agents, or employees for losses or damages which may arise in consequence of such failure.

15. MUSIC LICENSING: Exhibitor acknowledges the playing of live recorded copyrighted music at its booth may subject it to a requirement to obtain a license or licenses from the owner of the copyrighted music so played. The Exhibitor agrees to obtain such license(s) as may be required.

16. SANCTIONS FOR VIOLATIONS: If an Exhibitor is determined by AMG Event Management to have violated any provisions of these rules and regulations, AMG Event Management may impose appropriate sanctions regarding current or future participation in any AMG Event. The sanctions imposed will be determined on the basis of the particular circumstances of each case, and may include the immediate closing of an Exhibit without refund to the Exhibitor or the exclusion of the Exhibitor from future AMG Events.

17. INTERPRETATION & APPLICATION OF RULES & REGULATIONS: All matters and questions not specifically covered by these Rules and Regulations, as well as booth assignments, are subject to the decision of AMG Event Management.

18. PAYMENTS: In the event, Exhibitor fails to make the required payments and collection efforts are necessary, Exhibitor will be liable for all collection costs, court costs, legal fees and post judgment interest. All parties agree to be governed by the laws of the Commonwealth of Pennsylvania.

19. CONCESSION RESTRICTIONS FOOD, SERVICES, LICENSING, ETC.: AMG Event reserves the rights for all food, drink, videos, Event photographic souvenirs, Event clothing and any other souvenir/product displaying AMG Event's name or that implies connection to AMG's Event.

20. ENFORCEMENT OF RULES AND REGULATIONS: Security has the right to take into custody and detain individuals believed to have violated any laws of the Commonwealth of Pennsylvania. After reasonable investigation, such person

may be released or turned over to police authorities for further investigation and possible prosecution.

21. MERCHANDISE RESTRICTIONS: The sale of fireworks, ammunition, adult items and drug paraphernalia is explicitly prohibited. The sale of guns, martial arts, weapons, etc., is prohibited, unless authorized by AMG Event Management and approved by state and local laws of such. The sale of any organization, association and club related materials is prohibited.

22. PETS: Pets are not permitted.

23. RELEASE OF IMAGES: Exhibitor hereby consents to the usage in its copyright of photographs or videos taken at AMG Event as materials in any or all publications, advertising, direct mail, video, and the AMG Event website. Exhibitor hereby expressly waives any claims for liability on the part of AMG Event, Convention/Exhibit Center, hotel facilities, any officers, directors, agents, or employees, and agrees that no claim for compensation in connection with any of these publications, images or videos produced is due, now or in the future.

24. GENERAL REGULATIONS: No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed or otherwise affixed to any pillars, walls, doors or other parts of the building. Combustible decorating material, gasoline, kerosene, acetylene and all other flammable or explosive substances are forbidden. The use of helium balloons is prohibited.

All vehicles/motorcycles must have battery cables disconnected and less than 1/8 tank of gas in fuel tanks. Fuel tanks shall have locking-type caps or be sealed with tape.

Vehicles/motorcycles to be displayed must have steering and drive shaft apparatus firmly attached and operable during move-in and move-out.

All packing containers, wadding, wrapping and such materials must be removed from the immediate Exhibit area and not stored, where visible from any angle, under tables or behind displays.

25. SMOKING: In accordance with the city fire codes and ordinances, smoking will be permitted only in designated areas of the Event site.

26. MERCHANDISE REMOVAL: No merchandise or Exhibit will be permitted to pass out of the venue without a notification by the AMG Event Floor Manager. No Exhibit or part of Exhibit may be removed until after the closing hour of the last date of the Event. Any infraction of this rule may cancel participation in future AMG Event Events.

27. BOOTH MANNING: AMG Event Management expects booths to be manned at all times during the Event. The Exhibitor must have an attendant in charge of this Exhibit each day during the hours of the Event. No persons will be permitted in the building after closing hours.

28. MOVE-IN/SET-UP AND MOVE-OUT: The Event Floor will be available for move-in/set-up and move-out as described herein. All Exhibits, displays, props, etc. are to be removed by end of move-out time. If any part of the Exhibit is not removed by such time, it will become the property of AMG Event and/or Convention/Exhibit Center. If in the event of emergency or valid concern, AMG Event Management must be notified immediately.

29. SIGNAGE: No signs will be placed on the outside, above or around the building, except by permission of the AMG Event Management.

30. WAIVER OF SUBROGATION: Exhibitor hereby waives and releases any rights of subrogation it or its insurers may have against AMG Event, Convention/Exhibit Center and the hotel facilities.

31. NO WAIVER: The failure on the part of either party to insist upon a strict performance by the other party of any of the terms, covenants and conditions herein contained shall not be deemed to be a waiver by him/her of any breach of any term, covenant or condition herein contained. Waiver by either party of any breach by the other shall not operate to extinguish the term, covenant or condition the breach whereof has been waived nor be deemed to be a waiver of the right to declare a forfeiture for any other breach thereof. The waiver by one party of the performance of any Covenant, condition or promise shall not invalidate this contract nor shall it be considered a waiver of any other terms, covenants and/or conditions.