



Route 66 Auto Show
Classic Cars & Shopping Trade Show
 Oklahoma Expo Hall



METROPOLITAN AUTO DEALERS ASSOCIATION • 1710 North Broadway, Oklahoma City, OK 73103 • Phone 405-607-0400

Trade Show Booth Rental Agreement & Exhibit Contract Between

& Metropolitan Auto Dealers Association

 (Exhibitor)

 (M.A.D.A. or Show Producer)

BOOTH ORDER & LIMITATIONS: Booth unit size is 10' wide x 8' deep unless otherwise specified on order. **Exhibit fees for booth space and/or utilities are NON-REFUNDABLE** and are DUE IN ADVANCE of the show, except when special terms have been arranged and are noted on invoice. Please note the cancellation policy. Booth placement may be indicated by preference, but Show Producer reserves the right to make or change placement assignments for all exhibits. No exhibit shall feature obscene or criminal display, and all displays are subject to Show Producer's approval, including noise, persons, things, conduct, printed matter, or anything of a character nature that might be objectionable to the exposition as a whole. Public address systems are specifically prohibited. Electric or electronic amplification of musical instruments is specifically prohibited. No food, beverages or intoxicants may be served without special permission of the Show Producer and such permission must be secured in advance. Please limit booth side displays to heights that are not precarious or uncomfortable to others and do not obstruct view to neighboring exhibits. No height limit on display is imposed unless heights are so extreme as to be unreasonable or unsafe. All displays will comply with OKC Fire Marshal's regulations, and aisles or other common areas may not be used for display or furniture, product demonstrations, distribution of literature or samples, or other obstruction. All exhibits must remain within the confines of their own spaces and no Exhibitor will be permitted to sublet or to transfer use of space to any other party without written permission from the Show Producer. Uniformed attendants, models and other employees must remain within the booths occupied by their employers. Any and all advertising distribution must be made from within the Exhibitor's booth space. Exhibitors who have not submitted an executed Exhibit Contract or have not paid for space may not be permitted to move in or set up until contract and payment are received. For details on this order, refer to Quote or Invoice No. posted at signature block.

The trade show will be called **Route 66 Auto Show, Classic Cars & Shopping**, to be held **March 6 through March 9, 2014**, in the Oklahoma Exposition Hall complex, Oklahoma State Fair Park, Oklahoma City, a sub-event within the *OKC International Auto Show*. Move-in & booth set-up must be completed by 4:00 p.m., Wednesday, March 5, 2014, and Exhibitors are expected to staff their booths during the VIP Party that evening, 6:00 p.m. – 8:00 p.m. Late move-in or late move-out may result in additional charges unless special arrangements are made in advance. A schedule of daily hours when the show is open to the public will be provided and Exhibitors are expected to staff their booth displays during those hours.

Booth rental charge is subject to rate in place at time of order. Cost of booth space includes the space, carpet, overhead lighting, (any additional lighting will be the responsibility of the Exhibitor), A/C and heating, a tabletop style booth ID sign, and janitorial services in common areas. Each booth will have an 8' back drape and two side-wing drapes where appropriate, and will be carpeted. Booth furniture is available from the Official Show Decorator, reasonable rates apply, and rental expense is the responsibility of the Exhibitor. The Official Show Decorator will contact each Exhibitor to determine any furniture needs. All supplies, cleaning of booths, telephones, wireless access, or any other services as required by the individual Exhibitor, are at the expense of the Exhibitor. Each exhibiting company or organization will be provided with four (4) Exhibitor Passes for staffing use at the show. Passes may be transferred among the exhibiting company's or organization's personnel. Parking is free.

INSURANCE: Each exhibiting company or organization may be asked to provide M.A.D.A. with a *Certificate of Insurance* affirming liability coverage for personal injury and property damage. **Exhibitors who plan to drive in a vehicle or trailer for display must provide a *Certificate of Insurance*** affirming liability coverage for personal injury and property damage. Exhibitor assumes the entire responsibility and liability of losses, damages and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the premises of the exhibit hall and shall indemnify and hold harmless M.A.D.A., Oklahoma State Fair Park and their agents and employees from all such losses, damages and claims that may arise inside or outside the exhibit hall. M.A.D.A. and Oklahoma State Fair Park and their agents will not be liable to the Exhibitor, his employees, agents or guests for any damages, loss or injury from fire, electricity, water, storm, riot, smoke, theft, accident or any other cause. Any additional insurance protection against fire, theft or damage to the Exhibitor's materials must be carried at the Exhibitor's expense.

EXCLUSIVITY: In the circumstance of different agents, dealers or representatives using booth space for a single company name, the first agent, dealer or representative to pay for space will be named Exclusive Agent for that company name. Subsequent inquiries by potential Exhibitors under that name will be referred to the Exclusive Agent for whom the booth is already reserved. With the Show Producer's permission, the Exclusive Agent may sublet space to share with colleague agent/s, but not with an agent for any other company. Should it occur that an event Sponsor has secured exclusivity in an exhibit category, exhibit booth space will not be offered to others featuring the exclusive Sponsor's product line. Duplication of product lines exhibited in booths by different companies is insufficient cause to grant exclusivity.

PAYMENTS: CASH or CHECK. Please make checks payable to **METROPOLITAN AUTO DEALERS ASSOCIATION** or **M.A.D.A.** Remittance can be mailed to M.A.D.A. at 1710 North Broadway Avenue, Oklahoma City, OK 73103. Please include Exhibit Name with remittance. Your prompt payment is appreciated. Special discounts may expire if payment is not received during specified promotion period. Payment by credit card will be processed through Frypan Partners, LLC, the M.A.D.A. sales agent for trade show booth space.

DEPOSIT: Booth space is sold on a first come first serve basis. To confirm booth space reservation, services or equipment, a non-refundable Deposit equal to 50% of the order must be paid, balance due prior to show. Payment in full is required if reservation is made within 2 weeks of the event. Balance is due in advance of move-in.

CANCELLATIONS: If cancellation is made by M.A.D.A. because of circumstances outside its control, *i.e.*, weather catastrophe, acts of God, acts of war, or other unforeseen occurrences, every effort will be made to forward exhibit fees into a rescheduled, future event within 1 year, full credit applied. If Exhibitor initiates cancellation, exhibit fees are fully forfeited.

EQUIPMENT RESPONSIBILITY: From move-in through move-out, the Exhibitor is responsible for the ordinary care of booth equipment, including pipe & drape, skirted tables, chairs, carpets, or other items rented, including tableware, special linens or other optional equipment. Please ensure equipment is secure and protected when not in use, particularly against weather damage or theft. Be sure that un-used equipment that may have been in storage is on-hand at pick up. **NO PINS OR STAPLES MAY BE USED ON DRAPE.** Charges for missing and/or damaged pipe & drape and/or carpeting will be assessed should loss or damage occur in an Exhibitor's booth. The exhibiting company or organization agrees to be responsible for such charges should they occur.

PHOTOS: General event photos taken by M.A.D.A. or its agents remain the property of M.A.D.A. or its agents and may be used for publication or on websites without further release by participants in the photo, except when such photo images appear to be an endorsement of M.A.D.A. or its agents.

PROMOTION: M.A.D.A. makes every effort to extensively advertise for & promote attendance to the event, using a variety of media. Attendance estimates are a complex determination of marketing results to draw an expected audience and as such, are not a guarantee of visitor turnout. Neither M.A.D.A. nor its agents or representatives is responsible for the amount of sales or traffic any exhibiting company or organization experiences during this consumer show.

SERVICES: In the interest of making available the best-qualified craftsmen in numbers sufficient to handle all of the services necessary for the operation of the exposition, M.A.D.A. has contracted, on an exclusive basis, contractors to provide such services. Service companies other than the designated contractors will not be allowed to work in the exhibit areas.

GENERAL: This Agreement is subject to and subordinate to the terms and conditions of the Lease Agreement between M.A.D.A. and Oklahoma State Fair Park and agreements with M.A.D.A.'s subcontracted agents. This Booth Rental Agreement may not be modified, altered, amended, or terminated except by the written agreement of all of the parties. If a court of competent jurisdiction determines that any provision contained in this Agreement is void, illegal or unenforceable, the other provisions shall remain in full force and effect and the provision held to be void, illegal or unenforceable. This Agreement is made and is performable in Oklahoma County, Oklahoma and shall be governed by the laws of the State of Oklahoma. This Agreement sets forth the entire understanding of the parties with respect to the exhibit of products and services at the *2014 OKC International Auto Shows, Route 66 Auto Show, Classic Cars & Shopping* and supersedes all prior and contemporaneous representations, understandings and agreements, oral or written, between the parties affecting the exhibit of products and services at the 2014 Event.

I/We, the Exhibitor, understand and accept the terms of this Agreement for booth space in the OKC International Auto Show, Route 66 Auto Show, Classic Cars & Shopping exhibit area.

Signature

Date of Signature

Please print: First & Last Name, Exhibiting Company or Organization

Reference Auto Show Booth Quote #

Please sign and fax back to M.A.D.A. at 405-607-2815

2014-OKC