

GREAT SOUTHWEST

Home Remodeling & Design Show

RIO RANCHO • ALBUQUERQUE • SANTA FE

Santa Ana Star Center - Rio Rancho New Mexico
March 13-14, 2010 • August 28-29, 2010

BOOTH SELECTION & CONFIRMATION

Company Name: _____ Date: _____

Contact Person: _____

Telephone: _____ Fax: _____

From: *Melissa Pinion*

AVAILABLE LOCATION(S)

MAKE CHECKS PAYABLE TO:

Interact Productions - P.O. Box 337 Bellaire, MI 49615 • Phone: 1-877-237-3419, 231-533-8232
fax 231-533-8258 • Email: gswhomeshow@torchlake.com • www.gswhomeshow.com

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Show Dates

March 13-14, 2010
August 28-29, 2010

Show Hours

Saturday: 10:00 am - 5 pm
Sunday: 10:00 am - 4 pm

Included with Booth Package

- 3' high curtained side dividers
- 8' high curtained backdrop
- Company identification sign
- Electricity for booth if needed:
- 500 watt duplex (110 power only) per company
- Additional power required will be at exhibitors expense

Location

Santa Ana Star Center,
Rio Rancho New Mexico

Booth Rates

\$750 per booth
\$100 extra for corner booths
- 50% due within 7 days of booking

Interact Productions

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Home Show Advertising

Newspaper

The Albuquerque Journal/Tribune and The Rio Rancho Observer
Quarter page combo ads that start two weeks before each show and run through the Saturday of the show.

Print Media

Magazines

Show Program

With a complete list of exhibitors, floor plan and articles on featured items at the show. Exhibitors can advertise in the program at special discounted pricing. (Will be printed in various periodicals)

Website

On-line show listing.

Radio

Advertisements on top stations in the Albuquerque / Santa Fe markets.

Television

With Albuquerque's top network stations and cable.

Outdoor

Bus panels & billboards.

Comp Passes and Coupons

Each exhibitor will receive 10 comp passes. Each radio station will receive comp tickets to use for on air giveaways.

Who?

John Pravato of Interact Productions. 20 years experience producing consumer shows in Albuquerque and other major markets.

Why Exhibit?

Face to face contact! Consumer shows are your most cost-effective way to reach customers.

What You Get!

Qualified Buyers!
My past Home and Remodeling Shows drew over thousands of attendees. That's more traffic than your yellow pages ad will produce in two years!

How?

Creative and Effective
Direct mail, Network Television, Cable Television, Radio, Outdoor (Billboards & Bus Panels) and Print that will ensure the highest possible attendance of motivated customers.

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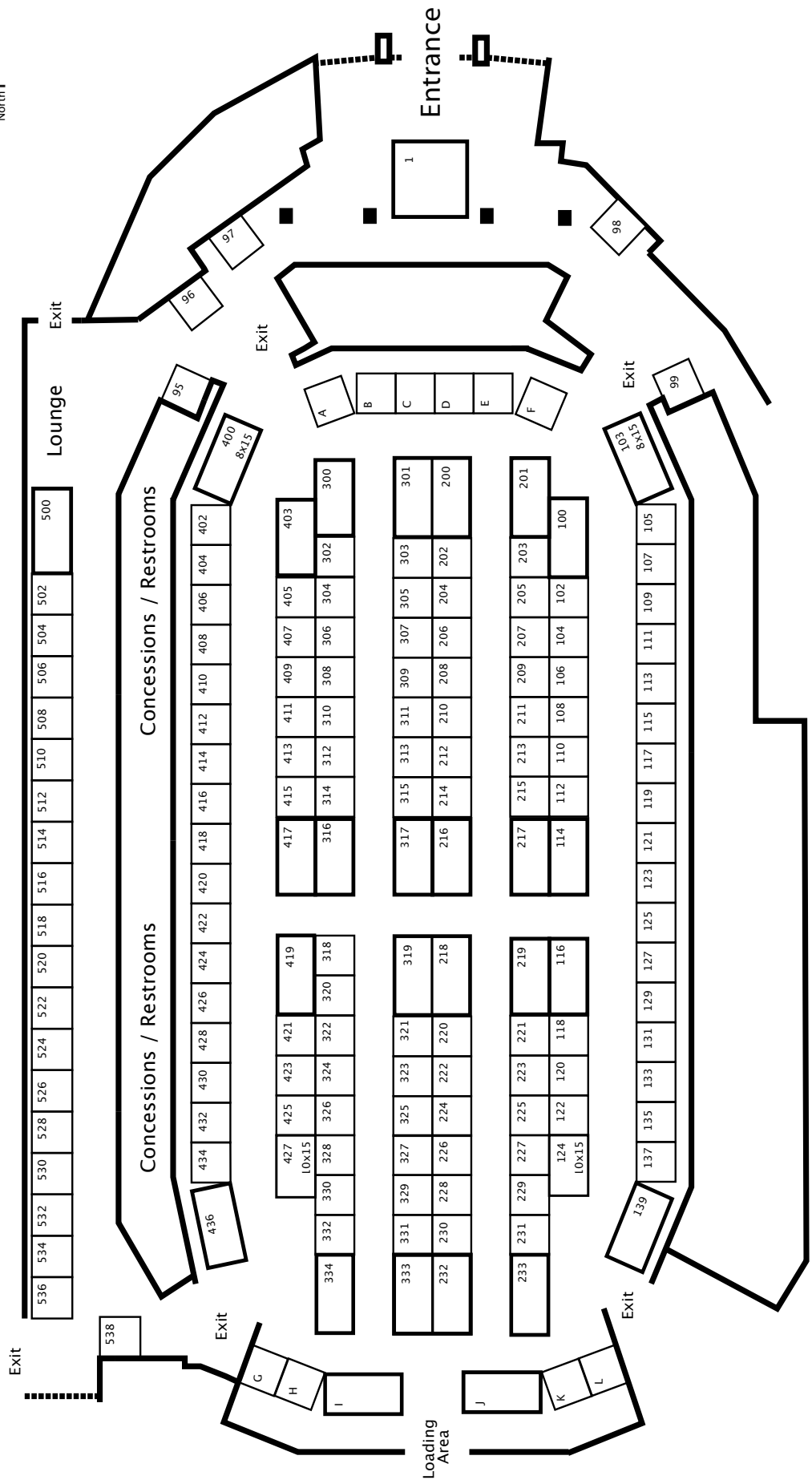
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Santa Ana Star Center - Rio Rancho New Mexico

March 13-14, 2010

Exhibitor Agreement

PLEASE FILL OUT, SIGN AND RETURN VIA FAX ASAP

Please accept this request for exhibit space at the Great Southwest Home Remodeling & Design Show. Execution and delivery of an original or fax copy of this contract and a 50% (non-refundable) deposit shall constitute an agreement to reserve space indicated below at the aforesaid rate, subject to the terms and conditions of this agreement. Full space rate due payable by February 10, 2010.

Date: _____ Company*: _____

Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____ Resale #: _____

E-mail address: _____ Website address: _____

General category of product/service(s): _____

Product names: _____

Authorized signature (sign & print): _____

**Company name as shown will be used in all promotional materials*

Booth(s) cost: _____ \$

Net Cost: _____ \$

50% deposit: _____ \$

(Due within 7 days of booking)

Final Balance: _____ \$

Credit Card No: _____

MasterCard and Visa only

Expiration Date: _____

Statement Address: _____

All credit charges for the Great Southwest Home Remodeling & Design Show will appear on your statement as Interact Productions.

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BOOTH LOCATION(S)

Sales Rep: *Melissa Pinion*

HBA Member: Yes No

Electricity Needed: Yes No

Three-digit Security Code: _____

Agreement Terms

March 13-14, 2010

1. BOOTH CONSTRUCTION

Each booth will be 10 feet x 10 feet (unless otherwise indicated) with 3 ft. high curtain side dividers, 8 ft. contained backdrop. Electricity for booth available, if needed: 500/watt duplex, (110 POWER ONLY) per company. Any additional power required will be provided at exhibitors expense. Identification sign will be provided (sign deadline February 10, 2010).

2. EXHIBIT INSTALLATION

Exhibitors may initiate booth construction. After checking in at show office. SETUP HOURS: Friday, March 12, 7:00 am to Midnight (one day move in)

3. LABOR

Exhibitors are responsible for providing or arranging all necessary labor in transporting, uncrating erecting, dismantling and reerating of displays. These services, if desired, may be arranged for with the official show decorator.

4. EXHIBIT STAFFING

All exhibits must be staffed during show hours by at least one person. Exhibitors are requested to arrive at least 30 minutes prior to show opening. (No person under the age of 18 will be allowed).

5. BOOTH OPERATION

Products may be sold from exhibit space. The exhibitor shall hold harmless Management from any and all damages or theft of merchandise or materials from contracted exhibition space. All exhibits shall not extend beyond allotted space unless authorization in writing by Management.

6. EXHIBIT CARE

Contracted janitorial services will sweep and clean isles and empty trash canister. Exhibitors are responsible for keeping exhibits clean and orderly. Trash must be placed in isles for picking up at close of show each evening.

7. REMOVAL OF EXHIBITS

Nothing will be allowed to leave the exhibit hall before 4:00 pm, Sunday, March 14, 2010. REMOVAL HOURS: Sunday, March 14, 2010, 4 pm to midnight, and Monday March 15, 2010, 8am to noon. Any exhibitors not completely dismantled and removed by the above hours will be removed and all fees will be charged to the exhibitor at prevailing rates.

8. BOOTH ASSIGNMENT

While initial booth reservation is mutually agreed to by the exhibitor and Management, final assignment is the proprietary right of Management. Every attempt will be made to locate the exhibitor in the booth he or she has reserved but in extenuating circumstances, the booth can be reassigned without approval of exhibitor. The exhibitor shall not assign, sublet or apportion the whole or any part of the space assigned or have representatives, equipment or materials firms other than his own in the exhibit space without written consent from the Management.

9a. BOOTH MUSIC

Live or taped music is prohibited as part of an exhibit of display without written permission from an appropriate music licensing source (i.e. BMI, ASCAP). Evidence of such an agreement must be available for review upon request. In the event written confirmation cannot be documented, the vendor agrees to cease playing the music.

9b. NOISE CONTROL

The use of sound equipment is prohibited unless approved by Management. Any electronic equipment or machinery which is determined to be detracting to other exhibits will not be permitted.

10. SECURITY

Security will be provided to patrol during show and after show hours. The exhibit hall must be vacated within one half hour after show closing. Exhibitors will be allowed to enter the exhibit hall upon presentation of a properly signed exhibitor pass only. While ample security is available during show move-in and move-out hours, along with show hours, it is always wise and prudent to man your booth (at least one person) at all times during the complete run of show to insure additional protection of equipment and valuables. Management is not responsible for theft or damage of property.

11. INSURANCE

Insurance will be purchased by Management as required. Insurance coverage does not include exhibit areas and the Exhibitor holds Management from all claims arising with the contracted exhibit areas.

12. BOOTH CONTRACT

The exhibit space contracted and nonrefundable payment upon receipt by Management shall constitute a valid and binding contract. If due to circumstances beyond the control of Management the show should be cancelled the contracted Exhibitor shall waive any claims for damages of compensation.

13. COLLECTION

If suite is instituted to collect past due amount, Exhibitor agrees to pay actual costs and expenses of collection in addition to court costs and reasonable attorney fees and interest at the maximum prevailing rate.

14. UNOCCUPIED SPACE

In the event an exhibitor has failed to occupy the space contracted at least 1 hour prior to opening, on the first day of the show. Management shall have the right to utilize such space in any manner he chooses. This will in no way release the contracted Exhibitor nor shall a refund be in order.

15. CANCELLATION

If payment in full is not received by the Show Producer on or before February 10, 2010 the only payment acceptable will be cash, money order or cashiers check.

16. NON GUARANTEE

Management shall remain free of harm of product sales, attendance, exclusive privileges or Exhibitor success.

17. REGULATION COMPLIANCE

Exhibitor shall utilize the premises in an orderly manner and in compliance with all present and future applicable and Federal, State and local statutes, ordinances, rules and regulations.

18. RIGHT TO REFUSE

Management reserves the right to review and reject any application for exhibit space without prejudice.

19. REPRESENTATION

No representation are/have been made unless in writing.

20. EXHIBITORS INSURANCE

Exhibitors shall carry and maintain during the period of any show in which he exhibits, including move-in and move-out days, and at his or her sole cost and expense, personal injury, theft, and property damage coverage under a policy of general public liability insurance. Exhibitor warrants that by signing this contract he or she has compiled specifically with insurance requirement of this contract.

21. FAILURE TO PERFORM

Should the Exhibitor fail to observe any of the terms of this agreement or any of the rules and regulations as set forth by the GSW Home Remodeling & Design Show he or she may be prevented from further exhibits therein with forfeiture of exhibit space rental. Management shall not be responsible to Exhibitor for any financial loss arising out of Exhibitors use of Santa Ana Star Center, or facility policy including power interruptions, utility failures, terrorism, bomb threat or undue "acts of God" (i.e. flood, fire, or earthquake). If Interact Productions is unable to open the GSW Home Remodeling & Design Show as herein provided, or is compelled to postpone, cancel or relocate said Show on account of the facility bumping of dates, strikes, fires, casualties, "acts of God" or other causes beyond Interact Productions control, then it shall not be in any manner financially liable to Exhibitor. All exhibitor monies collected from the cancelled or postponed show will be transferred to another show date of his or her choosing. No refunds will be granted.

22. SALES LICENSES

Exhibitors who plan to sell merchandise on the premises in a cash and carry fashion are responsible for complying with City and State licensing and tax requirements. Information can be obtained prior to the show by contracting the proper licensing agency.

23. AMENDMENTS

The Management retains the full power to interpret and amend these rules and also the rule on any and all situations which may arise that are not explicitly outlined in the terms of participation or the exhibit space contract.

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Date: _____ Company*: _____

Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____ Resale #: _____

E-mail address: _____ Website address: _____

General category of product/service(s): _____

Product names: _____

Authorized signature (sign & print): _____

**Company name as shown will be used in all promotional materials*

Booth(s) cost: _____ \$

Net Cost: _____ \$

50% deposit: _____ \$

(Due within 7 days of booking)

Final Balance: _____ \$

Credit Card No: _____

MasterCard and Visa only

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BOOTH LOCATION(S)

Sales Rep: *Melissa Pinion*

HBA Member: Yes No

Electricity Needed: Yes No

Three-digit Security Code: _____

Agreement Terms

August 28-29, 2010

1. BOOTH CONSTRUCTION

Each booth will be 10 feet x 10 feet (unless otherwise indicated) with 3 ft. high curtain side dividers, 8 ft. contained backdrop. Electricity for booth available, if needed: 500/watt duplex, (110 POWER ONLY) per company. Any additional power required will be provided at exhibitors expense. Identification sign will be provided (sign deadline August 10, 2010).

2. EXHIBIT INSTALLATION

Exhibitors may initiate booth construction. After checking in at show office. SETUP HOURS: Thursday and Friday, August 26 and 27, 10:00 am to 10:00pm

3. LABOR

Exhibitors are responsible for providing or arranging all necessary labor in transporting, uncrating erecting, dismantling and reerating of displays. These services, if desired, may be arranged for with the official show decorator.

4. EXHIBIT STAFFING

All exhibits must be staffed during show hours by at least one person. Exhibitors are requested to arrive at least 30 minutes prior to show opening. (No person under the age of 18 will be allowed).

5. BOOTH OPERATION

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6. EXHIBIT CARE

Contracted janitorial services will sweep and clean isles and empty trash canister. Exhibitors are responsible for keeping exhibits clean and orderly. Trash must be placed in isles for picking up at close of show each evening.

7. REMOVAL OF EXHIBITS

Nothing will be allowed to leave the exhibit hall before 4:00 pm, Sunday, August 29, 2010. REMOVAL HOURS: Sunday, August 29, 2010, 4 pm to midnight, and Monday August 30, 2010, 8am to noon. Any exhibitors not completely dismantled and removed by the above hours will be removed and all fees will be charged to the exhibitor at prevailing rates.

8. BOOTH ASSIGNMENT

While initial booth reservation is mutually agreed to by the exhibitor and Management, final assignment is the proprietary right of Management. Every attempt will be made to locate the exhibitor in the booth he or she has reserved but in extenuating circumstances, the booth can be reassigned without approval of exhibitor. The exhibitor shall not assign, sublet or apportion the whole or any part of the space assigned or have representatives, equipment or materials firms other than his own in the exhibit space without written consent from the Management.

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15. CANCELLATION

If payment in full is not received by the Show Producer on or before August 20, 2010 the only payment acceptable will be cash, money order or cashiers check.

16. NON GUARANTEE

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