



# EXHIBITOR CONTRACT

New Jersey Landscape 2010

33rd Annual Trade Show & Conference

Wednesday, February 24, 2010 • 8:30 am - 4:30 pm

Meadowlands Exposition Center • Secaucus, NJ 07094

P.O. Box 121, 6113 State Hwy. 5; Palatine Bridge, NY 13428. Publishers of Country Folks, Country Folks GROWER and Farm Chronicle

Show Manager: Ken Maring 1-800-218-5586 or 518-673-2445 • Fax 518-673-3245 • www.leetradeshow.com • e-mail kmaring@leepub.com

Prices Good Through July 15, 2009	
10' x 10' WALL BOOTHS - \$625.00	
End-Cap - \$750.00	
1st Choice _____	2nd Choice _____
3rd Choice _____	Total # of Bths: _____
Total Amount Due: _____	
50% Deposit Due: _____	
Balance Due: _____	

Prices Good July 16 to Sept. 15, 2009	
10' x 10' WALL BOOTHS - \$650.00	
End-Cap - \$775.00	
1st Choice _____	2nd Choice _____
3rd Choice _____	Total # of Bths: _____
Total Amount Due: _____	
100% Deposit Due: _____	
Balance Due: _____	

Prices Good Sept. 16 to Dec. 30, 2009	
10' x 10' WALL BOOTHS - \$675.00	
End-Cap - \$800.00	
1st Choice _____	2nd Choice _____
3rd Choice _____	Total # of Bths: _____
Total Amount Due: _____	
100% Deposit Due: _____	
Balance Due: _____	

Prices After December 31, 2009	
10' x 10' WALL BOOTHS - \$775.00	
End-Cap - \$900.00	
1st Choice _____	2nd Choice _____
3rd Choice _____	Total # of Bths: _____
Total Amount Due: _____	
100% Deposit Due: _____	
Balance Due: _____	

SPOTLIGHT ON NEW PRODUCTS	
8' x 8' HALLWAY BOOTHS - \$600.00	
(Only 4 Available)	
Total # of Bths: _____	
Total Amount Due: _____	
100% Deposit Due: _____	
Balance Due: _____	

MEMBERSHIP	
Join the NJLCA as an associate member for only \$275. You will receive newsletters, direct mail, e-mail bulletins, and access to the entire membership.	
<input type="checkbox"/> YES, I want to join!	

Two representatives per booth only (strictly adhered to). Additional representatives \$20.00 each. See attached form.

Set Up Day: Tuesday February 23, 2010 • 8:30 AM -4:30 PM

Applications for Exhibit Space-Applications for exhibit space should be submitted promptly accompanied by deposit. We understand that the contract is not valid without the required deposit. Make all checks payable to "Trade Show Div./Lee Newspapers, Inc" in US Dollars For your convenience we also accept Mastercard, Visa, American Express and Discover. Your credit card company will show the charge as "Lee Publications". Call 1-800-218-5586 to pay deposit or full balance by charge card. **No Exhibit will be allowed to set up unless paid in full.** Applications should be mailed to New Jersey Landscape 2010, c/o Lee Publications, P.O. Box 121, Palatine Bridge, New York 13428-0121 USA.

**Space Assignment Policy-** Exhibit space assignments will be made on a first come first served basis. Every effort will be made to comply with the applicant's choice, but it must be recognized that there may be several applicants for the same exhibit space. Exhibitor space preferences are weighted with other factors in making final space assignments, including the nature of the equipment to be displayed (i.e. height, weight and utility service required) in addition to compatibility with exhibits in the same area of the Exposition.

PLEASE READ THE REVERSE SIDE OF THIS CONTRACT BEFORE SIGNING\* **Proof of Insurance must be provided to show management (see No. 6)**

In signing this agreement, we agree to conform with the terms, conditions, and covenants contained in this application and contract for exhibit space. We will conform with the General Information, Rules & Regulations shown on the reverse side of this application. We understand that the above rates are for space only. Any additional materials necessary can be ordered at an additional cost through the show decorator or electrician. We agree to meet all deadlines and abide by policies set by the show management.

Exhibiting Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip Code/Postal Code \_\_\_\_\_

Country \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_ Please include country codes.

Web Site Address \_\_\_\_\_ E-mail Address \_\_\_\_\_

Primary Contact \_\_\_\_\_ Title \_\_\_\_\_

Secondary Contact \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_ Amount to Be Charged: \$ \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Name on Card \_\_\_\_\_

Credit Card Billing Address if Different than Above: \_\_\_\_\_

**For Additional Information Contact Ken or Missy at 1-800-218-5586**

Please completely fill out, SIGN AND RETURN THE WHITE COPY AND RETAIN THE YELLOW COPY for your files

NEW JERSEY LANDSCAPE 2010  
33rd Annual Trade Show & Conference  
**WEDNESDAY, FEBRUARY 24, 2010**  
**8:30 a.m. - 4:30 p.m.**

Meadowlands Exposition Center • Secaucus, NJ 07094

## Rules & Regulations for Exhibitors

**1. These rules and regulations are to be construed as part of all New Jersey Landscape 2010 Exhibitor Booth Space Contracts. The NJL 2010 management committee members reserve the right to interpret them as well as to make final decisions on all points the Rules and Regulations do not cover.**

**2. Application for Exhibit Space.** The assignment of exhibit space will be made ONLY after receipt of our contract application and payment. In order to reserve last year's booth space(s), applicants must make payment in full prior to September 15, 2009. (Commitments are necessary by July 15, 2009 to facilitate floor plan layout and to accommodate publicity deadlines.) Official contracts not received by July 15, 2009, booths will be released and made available to other companies as they are received and paid for. Only firm financial commitments will be considered.

**3. Subletting of Space.** The Exhibitor shall not assign, sublet or apportion the whole or any part of space assigned or have representative, equipment, or materials from firms other than its own in the exhibit space without written consent of NJL 2010 management committee.

**4. Exhibit Space Layout.** Every effort will be made by the NJL 2010 management committee to assign the best booth space location available. Product line and service and date the official contract are received will determine booth location.

**5. Security.** NJL 2010 management committee will provide overall security guard service during set-up and show period but neither NJLCA, NJL 2010 management committee, Meadowlands Exposition Center, or Management Contractor Lee Publications will guarantee Exhibitors against loss and will not be responsible for loss of any material or any cause. Each Exhibitor must make provision for safeguarding of his goods, materials, equipment and display at all times, and Exhibitors are urged to carry insurance at their expense.

**6. Liability and Indemnification.** The Exhibitor is required to secure comprehensive general liability insurance in an amount not less than two million dollars (U.S.) to include protective and contractual liability coverage for bodily injury and property damage, and worker's compensation/occupational disease coverage in full compliance with federal and state laws. The Exhibitor will furnish a Certificate of Insurance naming the New Jersey Landscape Contractors Association as additionally insured. The Exhibitor acknowledges that it deems appropriate to comply with its obligations for its own protection while in the Exposition Center or in transit.

**7. Exhibition Rules.** Exhibitors must adhere to all rules set by the NJL 2010 management committee concerning set-up and breakdown of displays. All booths must be set up on Tuesday, February 23, 2010 unless otherwise permitted by NJL 2010 management committee. All freight arrangements, exhibit furniture, and all other requirements must be contracted with Meadowland Exposition Center. Booth dismantling is NOT permitted until the official closing of show at 4:30 p.m. No early breakdowns will be allowed. Exhibitors must wait until the aisle carpeting is rolled up before any forklifts can be moved. Disregarding this will cause forfeiture of exhibiting in NJL 2011.

**8. Exhibits.** In the interest of ALL participating Exhibitors, NJL 2010 management reserves the right to insist on properly constructed and operated display. Non-conforming displays may be dismantled or modified, at the cost to the Exhibitor, at the sole judgement and discretion of the NJL 2010 management. Exhibitors must obey the Exposition rules for displays, including **NO SMOKING**. Nothing shall be posted on, glued, taped, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture.

**9. Display of Machinery.** All display equipment must stay within the 10' x 10' booth space. Automobiles, trucks, tractors, machinery, lawn equipment and all other equipment utilizing flammable fuels, which are on display inside the Exposition Center shall have no more than 1/4 tank or (2) gallons of fuel, whichever is less. All fuel tanks shall be locked, taped or effectively sealed and battery cables shall be disconnected and taped. Ignition keys for vehicles on display shall be kept by a responsible person at the display location. Fueling and defueling must be done outside of the Exposition Center. ALL vehicles will be checked before entering the Exposition Center.

**10. Communications.** All communications with reference to exhibits should be addressed to:

New Jersey Landscape 2010  
Trade Show Division of Lee Newspapers, Inc.  
P.O. Box 121, 6113 State Hwy. 5  
Palatine Bridge, NY 13428

Trade Show Manager: Ken Maring  
1-800-218-5586 or 518-673-2445 • Fax 518-673-3245  
website: [www.NJLCA.org](http://www.NJLCA.org)  
[www.leetradeshows.com](http://www.leetradeshows.com)  
e-mail [kmaring@leepub.com](mailto:kmaring@leepub.com)

**11. No refunds will be considered after January 30, 2010**