

**KEYSTONE
FARM SHOW**

YORK PA

*The Largest Commercial Farm Equipment & Service
Provider Trade Show in The State of Pennsylvania!*

KEYSTONE FARM SHOW JANUARY 5-6-7, 2027

Tues. 9-4 • Wed. 9-4 • Thurs. 9-3

YORK FAIRGROUNDS

334 CARLISLE AVE, YORK, PA 17404



**Don't Miss Over
400
Agricultural &
Construction Exhibitors!!**

**FOR MORE INFORMATION CALL
800-218-5586**



Keystone Farm Show is Produced by Lee Trade Shows, Inc. a division of Lee Newspapers, Inc.
The Proud Publishers of Country Folks Farm Newspapers • PO Box 121, Palatine Bridge, NY 13428 • 800-218-5586

www.keystonefarmshow.com

January 5-6-7, 2027 • Tues. 9-4, Wed. 9-4, Thurs. 9-3 • York Fairgrounds • York, PA • 334 Carlisle Ave, PA 17404

10X10 BOOTHS INCLUDE:

- 8' Backdrop
- (1) 7" x 44" Block Sign*
- (1) 6' Draped Table
- 30" Side Curtains
- (2) Side Chairs
- (1) Wastebasket

** PLEASE NOTE: that sign up after DECEMBER 1, 2026 may cause inability to produce this sign*

FLOOR AREAS INCLUDE:

- (1) 7" x 44" Block Sign*
- (1) 6' Draped Table
- (2) Side Chairs
- (1) Wastebasket

** PLEASE NOTE: that sign up after DECEMBER 1, 2026 may cause inability to produce this sign*

DECORATOR: **ALL SHIPMENTS MUST GO THROUGH THE DECORATOR TO INSURE ACCURACY**

Great Lakes Events

100 Bickford Street, Rochester, NY 14606

Phone: 585-458-2200 • Fax: 585-458-5087 • www.greatlakesevents.com

Any shipments sent directly to the show site are not the responsibility of this company.

**ELECTRICITY IS AVAILABLE FOR AN ADDITIONAL CHARGE
IF YOU ARE PLUGGED INTO ELECTRIC, YOU WILL BE CHARGED**

**EXHIBIT HALLS ARE NOT CARPETED
(WITH THE EXCEPTION OF BUILDING 6 & 7)**

POWER WASHING SERVICE & FORK TRUCK SERVICE* ARE AVAILABLE AT NO ADDITIONAL CHARGE. **If you use the fork truck to assemble equipment, there will be a charge. If a fork truck is needed after Noon on Friday, January 9th, you will be charged an hourly rate.*

Questions...

KEN MARING • kmaring@leepub.com • 800-218-5586

MISSY PEDRO • mpedro@leepub.com • 800-218-5586

BRUCE BUTTON, Sales Manager • bbutton@leepub.com • 518-221-4103

Sponsored by Country Folks, PO Box 121, Palatine Bridge, NY 13428 • 518-673-3237

www.keystonefarmshow.com

SHOW BAG SPONSORSHIP

☐ **EXCLUSIVE \$1,100**

1. Sponsor supplies 7,000 bags inserted with 2 of their promo pieces. Bags to be distributed at selected show entrances.
2. Publicity in all show related advertising in all of the Country Folks publications.
3. Your company logo on the Keystone Farm Show website.

MENS ROOM URINAL SCREEN SPONSORSHIP

☐ **\$800**

Urinal screens will be placed in the men's room urinals of all the buildings assuring visibility to a captive audience.



BUILDING SIGN SPONSORSHIP

☐ **\$500** for one spot on all building signs.

Each building (1 through 10) at the Keystone Farm Show will have a 4'x4' sign at the entrance.

There will be 8 spots on each sign (1'x1.5') available for any exhibiting company at the Keystone Farm Show to sponsor.

Available in full color.



Exhibiting Co. _____

Signature _____ Title _____

Address _____ Phone _____

City _____ State _____ Zip _____ Fax Number _____

CREDIT CARD NUMBER: _____ Expiration Date: _____

Name on Card: _____ Security Code: _____ Amount to Charge: \$ _____



Exhibitor Banquet Sponsorship

Sponsorships are only available to exhibitors

January 5-6-7, 2027 • Tues. 9-4, Wed. 9-4, Thurs. 9-3 • York Fairgrounds • York, PA • 334 Carlisle Ave, PA 17404

CO-SPONSORSHIP

☐ EXHIBITOR BANQUET SPONSOR \$750 - LIMIT 4

SPONSORS RECEIVE:

1. Have your pop-up or banner displayed at the banquet.
2. Your company logo on the Keystone Farm Show website.
3. Publicity in all exhibitor related materials.
4. Your company details listed in handout we produce at the banquet.
5. Recognition during announcement at the banquet.

Exhibiting Co. _____

Signature _____ Title _____

Address _____ Phone _____

City _____ State _____ Zip _____ Fax Number _____

CREDIT CARD NUMBER: _____ Expiration Date: _____

Name on Card: _____ Security Code: _____ Amount to Charge: \$ _____

**FOR MORE INFORMATION CALL
800-218-5586**



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www.keystonefarmshow.com



Reserve Your Space Now in the Official Show Program for the Largest Winter Farm Show on the East Coast!

KEYSTONE FARM SHOW JANUARY 5-7, 2027

The Pre-Show Issue will be published on Wednesday, December 23 with an ad deadline of Monday, November 30. This issue will have the complete Show Program including exhibitor list, maps of the show and schedule of events. This is the issue that show attendees use to plan their visit. According to Trade Show News Network, 74% of show attendees plan out the visit in advance. Make sure you make their list! If you have any trade show specials, this is where you want to let the attendees know what they are.

The Show Issue will be published on Wednesday, January 6 with an ad deadline of Tuesday, December 29. If you repeat your ad from the pre-show issue, *your ad will be 25% off.* **All ads include full color.**



		NY/MID-ATLANTIC	MID-ATLANTIC ONLY
FULL PAGE.....	10.25" WIDE X 13" TALL.....	\$2,200	\$1,600
JUNIOR PAGE	8.5" WIDE X 11" TALL.....	\$1,800	\$1,200
HALF PAGE (HORIZONTAL)	10.25" WIDE X 6.25" TALL.....	\$1,200	\$900
HALF PAGE (VERTICAL)	5" WIDE X 13" TALL.....	\$1,200	\$900
QUARTER PAGE	5" WIDE X 6.25" TALL.....	\$700	\$500



**ADDED VALUE
OF \$400**

ALL ADS INCLUDE:

- 1 e-newsletter ad
- 2 Facebook postings on any of our Facebook pages
(Country Folks, Country Folks Grower,
Keystone Farm Show, Virginia Farm Show)

Contact me now to reserve your space in this special issue!

Country Folks is the Official Publication of Keystone Farm Show!
keystonefarmshow.com • countryfolks.com • leepub.com • info@leepub.com
Published by Lee Newspapers, Inc.



Lee Newspapers, Inc. • 24 Church Street, Ste. 121, Canajoharie, NY 13317
800-218-5586 • 518-673-3237



Please complete this form if you would like to supply a 4'x12' banner to hang for \$200 or we will produce one and hang it for \$350. These will be hung on the highly visible side of Building 10 as attendees enter the grounds. Banners must be 4'x12'. If we produce them, they are yours to keep after the show. If requested, we will store them for you for the following year.

Limited Availability. You must be an exhibitor of the 2026 Keystone Farm Show.

☐ **Supply our own banner - \$200**

Sponsor supplies 4'x12' banner.

Number of Banners to be hung: _____ @ \$200.00 = \$ _____

☐ **Please create banner - \$350**

Keystone Farm Show will create 4'x12' banner.

Number of Banners to be hung: _____ @ \$350.00 = \$ _____

Exhibiting Co. _____

Signature _____ Title _____

Address _____ Phone _____

City _____ State _____ Zip _____ Fax Number _____

CREDIT CARD NUMBER: _____ Expiration Date: _____

Name on Card: _____ Security Code: _____ Amount to Charge: \$ _____

INSURANCE REQUIREMENTS

Dear Exhibitor,

Below you will see a sample of the Acord Certificate of Liability Insurance form, which is one of the requirements of being an exhibitor in this show. This certificate can be obtained through your insurance company. Please have them fax it to us at **518-673-0293** or mail it to: **Lee Trade Shows, 24 Church St., Ste. 121, Canajoharie, NY 13317**. Be sure to specify which Trade Show the insurance form represents. (i.e.: Keystone Farm Show, Virginia Farm Show, or Hard Hat Expo.)

We hope this will clear up any confusion there might be about this particular form. If you have any further questions, please feel free to call us at **800-218-5586**. Thank you!

INSURANCE REQUIREMENTS

Dear Exhibitor,

Below you will see a sample of the Acord Certificate of Liability Insurance form, which is one of the requirements of being an exhibitor in this show. This certificate can be obtained through your insurance company. Please have them fax it to us at **518-673-3245** or mail it to: **Lee Trade Shows, P.O. Box 121, Palatine Bridge, NY 13428**. Be sure to specify which Trade Show the insurance form represents. (i.e.: Keystone Farm Show, Virginia Farm Show, Empire Farm Days or Hard Hat Expo.)

We hope this will clear up any confusion there might be about this particular form. If you have any further questions, please feel free to call us at **800-218-5586**. Thank you!

CP 01-00

12/28/2012

ACORD CERTIFICATE OF LIABILITY INSURANCE

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, RESTRICT OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTEANTE: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must so indicate. A declaration of WAIVER, subject to the terms and conditions of this policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<p>Insured Commonwealth Underwriting A II 71718 Providence Lakeland, MA 01552 Dennis M. Mahoney, CEO/AVO, LEO</p>	<p>Phone 734-432-2430</p> <p>Policy Number 0000000000</p> <p>Effective Date 01/01/2013</p> <p>Expiration Date 12/31/2013</p> <p>Insured's Classification 0000000000</p> <p>Insured's Code 0000000000</p> <p>Insured's Name 0000000000</p> <p>Insured's Address 0000000000</p> <p>Insured's City 0000000000</p> <p>Insured's State 0000000000</p> <p>Insured's Zip 0000000000</p>
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Your Information

COVERAGE	CERTIFICATE NUMBER	POLICY NUMBER	INSURER	AMOUNT
<p>A. AUTOMOBILE LIABILITY</p> <p><input checked="" type="checkbox"/> BODILY INJURY AND PROPERTY DAMAGE</p> <p><input checked="" type="checkbox"/> COMBINED SINGLE LIMIT</p> <p><input checked="" type="checkbox"/> MEDICAL PAYMENTS</p> <p><input checked="" type="checkbox"/> UNEMPLOYMENT BENEFITS</p> <p><input checked="" type="checkbox"/> ADVERTISING CAMPAIGN</p> <p><input checked="" type="checkbox"/> PRODUCT LIABILITY</p> <p><input checked="" type="checkbox"/> DEFENSE COSTS</p>	0000000000	0000000000	0000000000	0000000000
<p>B. GENERAL LIABILITY</p> <p><input checked="" type="checkbox"/> BODILY INJURY AND PROPERTY DAMAGE</p> <p><input checked="" type="checkbox"/> COMBINED SINGLE LIMIT</p> <p><input checked="" type="checkbox"/> MEDICAL PAYMENTS</p> <p><input checked="" type="checkbox"/> UNEMPLOYMENT BENEFITS</p> <p><input checked="" type="checkbox"/> ADVERTISING CAMPAIGN</p> <p><input checked="" type="checkbox"/> PRODUCT LIABILITY</p> <p><input checked="" type="checkbox"/> DEFENSE COSTS</p>	0000000000	0000000000	0000000000	0000000000
<p>C. COMMERCIAL AUTOMOBILE LIABILITY</p> <p><input checked="" type="checkbox"/> BODILY INJURY AND PROPERTY DAMAGE</p> <p><input checked="" type="checkbox"/> COMBINED SINGLE LIMIT</p> <p><input checked="" type="checkbox"/> MEDICAL PAYMENTS</p> <p><input checked="" type="checkbox"/> UNEMPLOYMENT BENEFITS</p> <p><input checked="" type="checkbox"/> ADVERTISING CAMPAIGN</p> <p><input checked="" type="checkbox"/> PRODUCT LIABILITY</p> <p><input checked="" type="checkbox"/> DEFENSE COSTS</p>	0000000000	0000000000	0000000000	0000000000
<p>D. COMMERCIAL AUTOMOBILE LIABILITY</p> <p><input checked="" type="checkbox"/> BODILY INJURY AND PROPERTY DAMAGE</p> <p><input checked="" type="checkbox"/> COMBINED SINGLE LIMIT</p> <p><input checked="" type="checkbox"/> MEDICAL PAYMENTS</p> <p><input checked="" type="checkbox"/> UNEMPLOYMENT BENEFITS</p> <p><input checked="" type="checkbox"/> ADVERTISING CAMPAIGN</p> <p><input checked="" type="checkbox"/> PRODUCT LIABILITY</p> <p><input checked="" type="checkbox"/> DEFENSE COSTS</p>	0000000000	0000000000	0000000000	0000000000
<p>E. COMMERCIAL AUTOMOBILE LIABILITY</p> <p><input checked="" type="checkbox"/> BODILY INJURY AND PROPERTY DAMAGE</p> <p><input checked="" type="checkbox"/> COMBINED SINGLE LIMIT</p> <p><input checked="" type="checkbox"/> MEDICAL PAYMENTS</p> <p><input checked="" type="checkbox"/> UNEMPLOYMENT BENEFITS</p> <p><input checked="" type="checkbox"/> ADVERTISING CAMPAIGN</p> <p><input checked="" type="checkbox"/> PRODUCT LIABILITY</p> <p><input checked="" type="checkbox"/> DEFENSE COSTS</p>	0000000000	0000000000	0000000000	0000000000

Additional Insured:
 Keystone Farm Show

<p>Trade Show Division Lee Newspapers, Inc 24 Church Street, Suite 121 Canajoharie, NY 13317</p>	<p>CANCELLATION</p> <p>IF ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE, THROUGH, REASON, SHALL BE SUBJECT TO THE POLICY PROVISIONS.</p> <p>Signature Dennis M. Mahoney, CEO/AVO, LEO</p>
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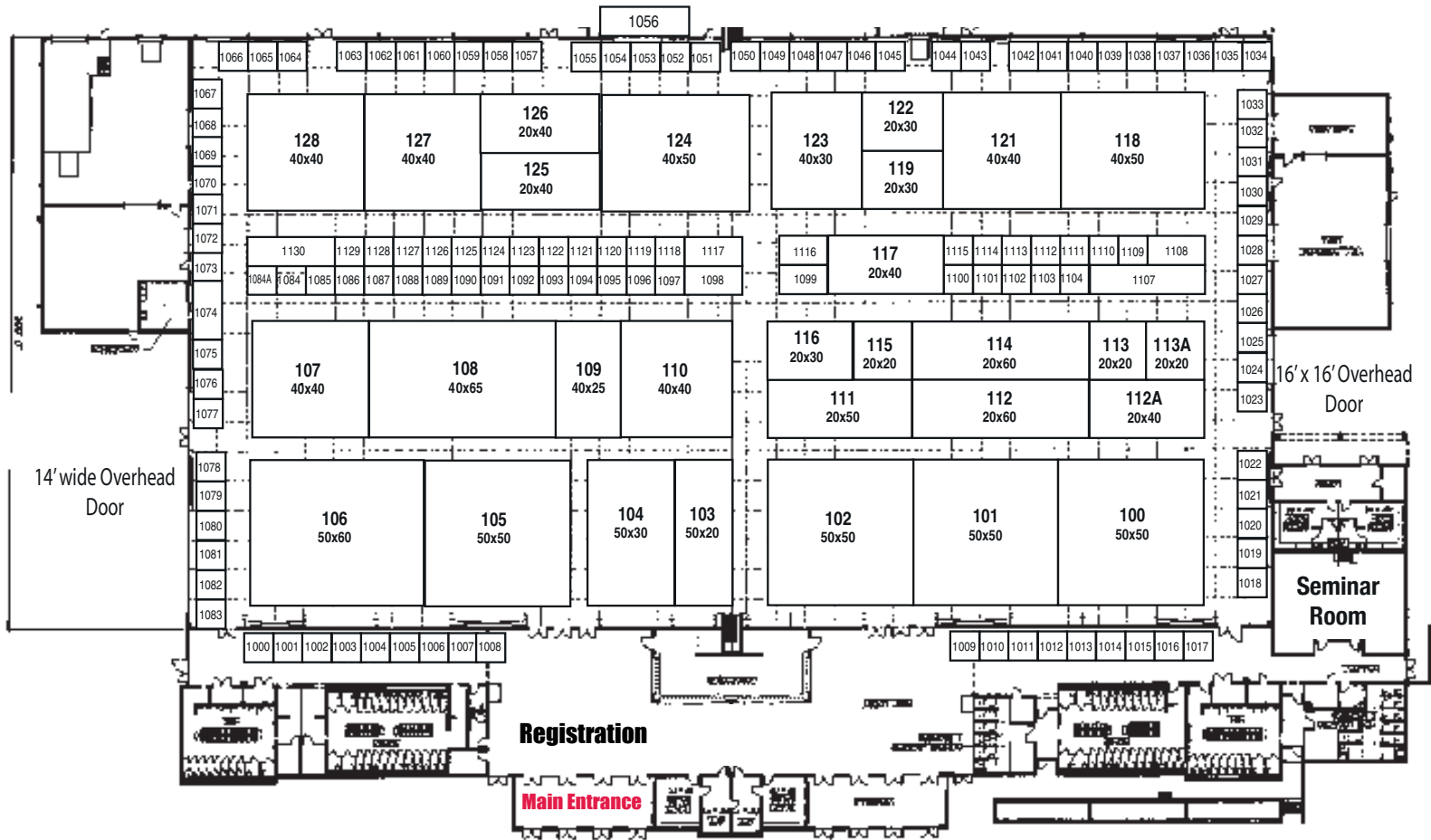
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2027

**KEYSTONE
FARM SHOW**
YORK, PENNSYLVANIA

Building 1

(Expo Arena)



2027

**KEYSTONE
FARM SHOW**
YORK, PENNSYLVANIA

Building 2

(John Smith Building)

14'x14'
Overhead Door

216	217	218	219	220
-----	-----	-----	-----	-----

221	222	223	224	225	226	227	228
-----	-----	-----	-----	-----	-----	-----	-----

229	230	231
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245 20x20	244 20x20
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243 20x20	239 20x20	238 20x20
	252 20x20	253 20x20

237	236	235	234	233	232
254	255	256	257	258	259

215	214	213	212	211
-----	-----	-----	-----	-----

210	209	208	207	206	205	204	203
-----	-----	-----	-----	-----	-----	-----	-----

202	201	200
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LADIES

MENS

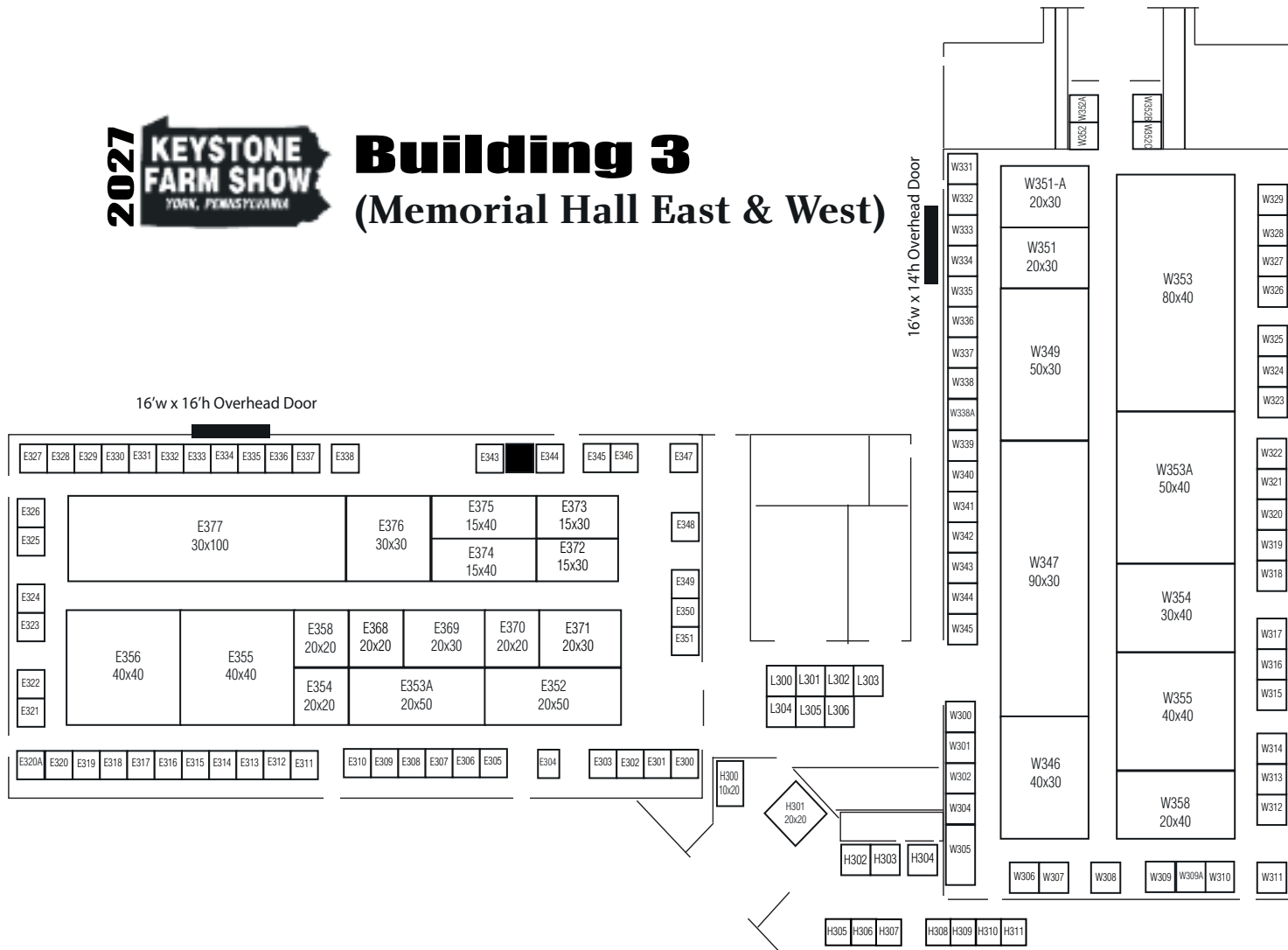
STORAGE

ENTRANCE



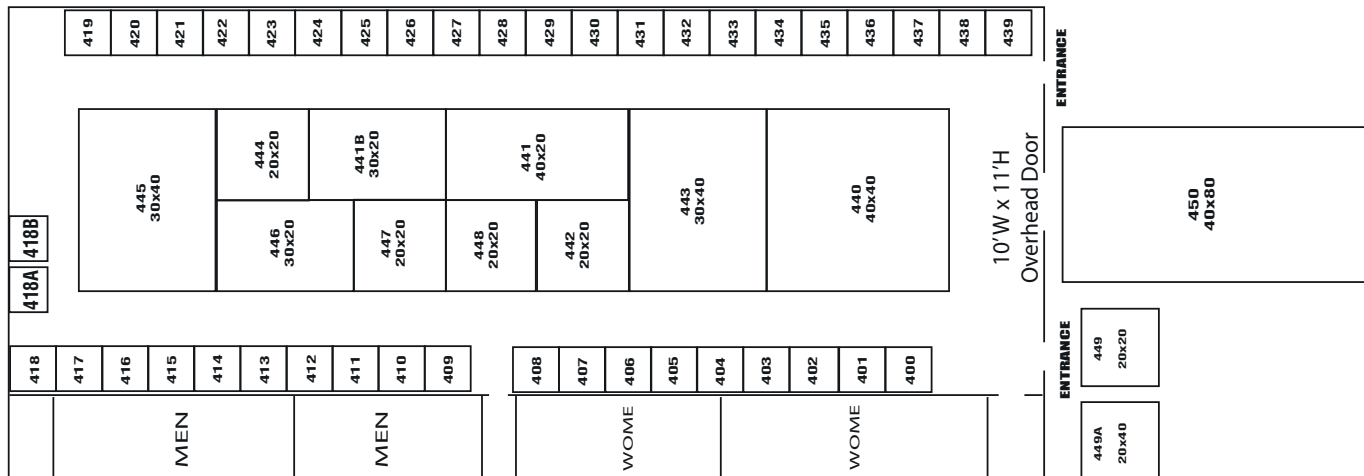
Building 3

(Memorial Hall East & West)



Building 4

(Old Main)



Building 5

(Horticulture Hall)

										Women's					
										Men's					
										Restaurant					
547	546	545	544	543	542	541	540B	540A	540						
539C	539B	539A	539	538	537	536	535	534	533						
523A	524	525	526	527	528	529	530	531	532						
510 20x20	511 20x20			521	520	519	518	517	516						
				510A	510B	509	508	506	505						
504 20x20	503 20x20	502 20x20	501 20x20	500 25x20											

16'w x 14'h
Overhead Door

16'w x 14'h

Overhead Door

2027

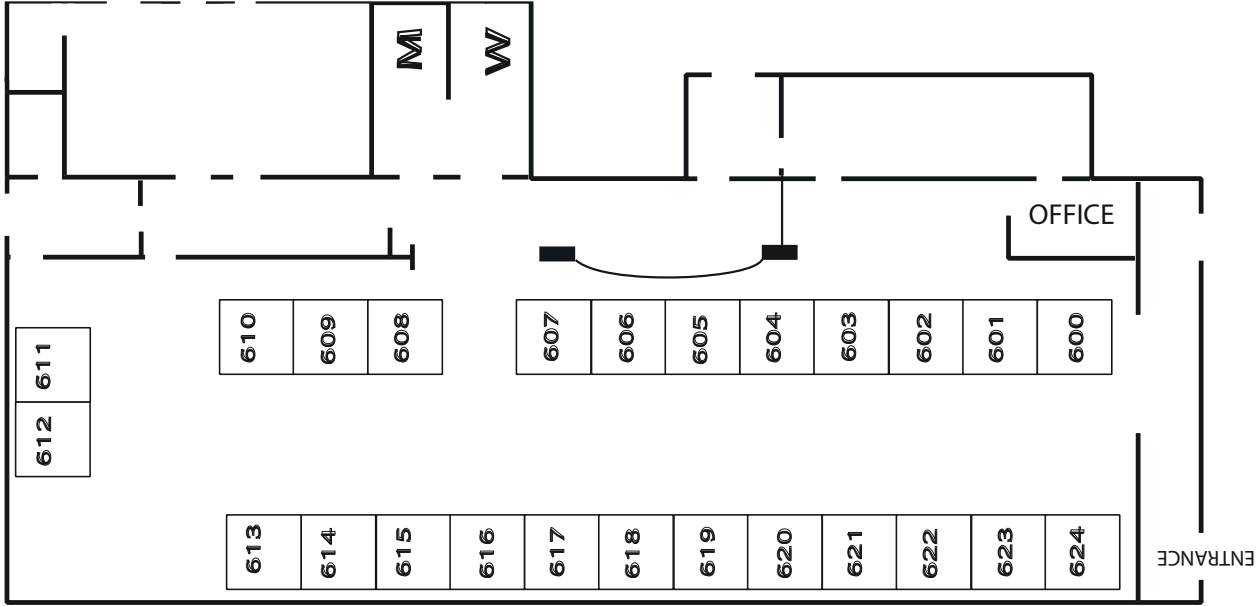
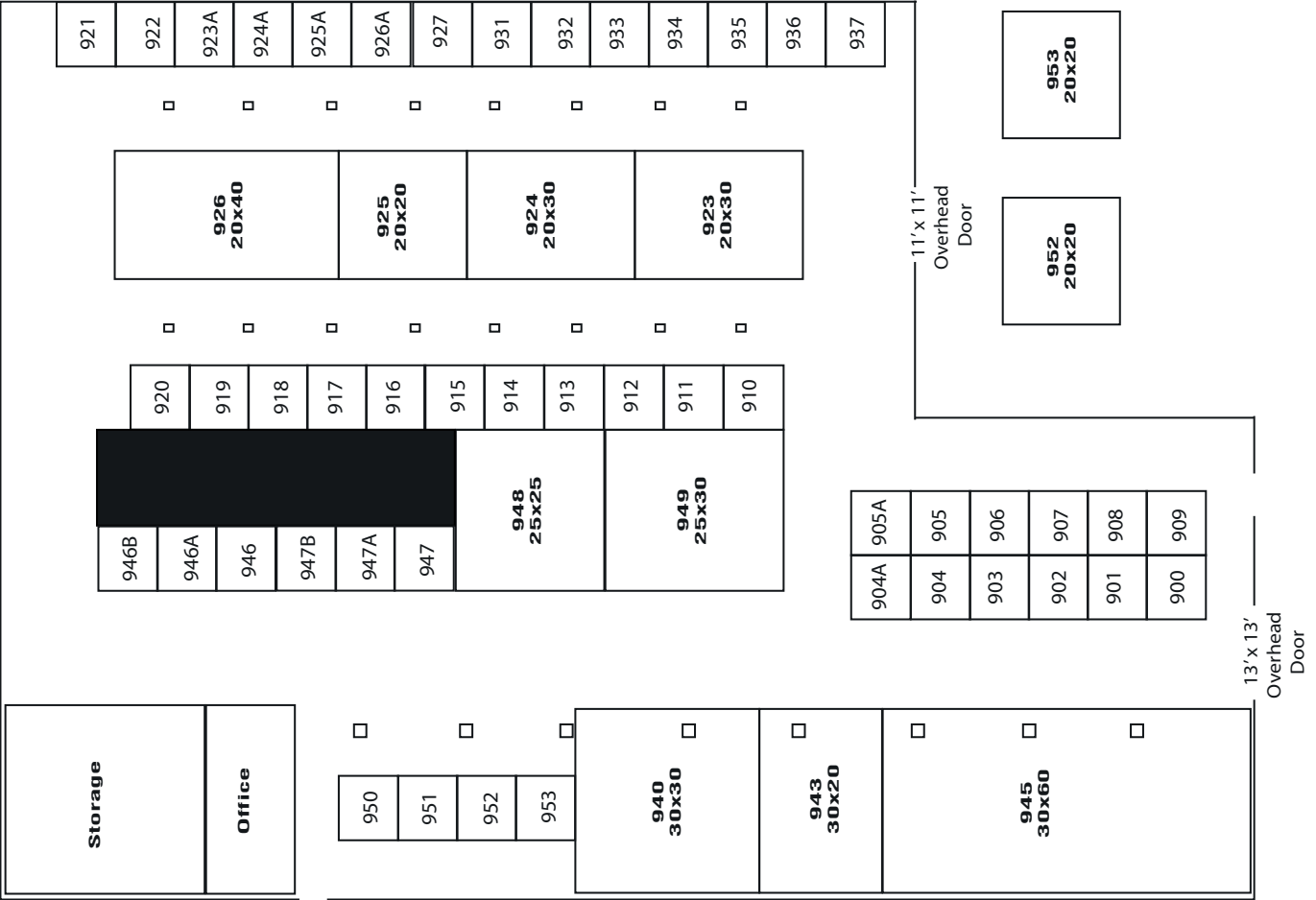
KEYSTONE

FARM SHOW

YORK, PENNSYLVANIA

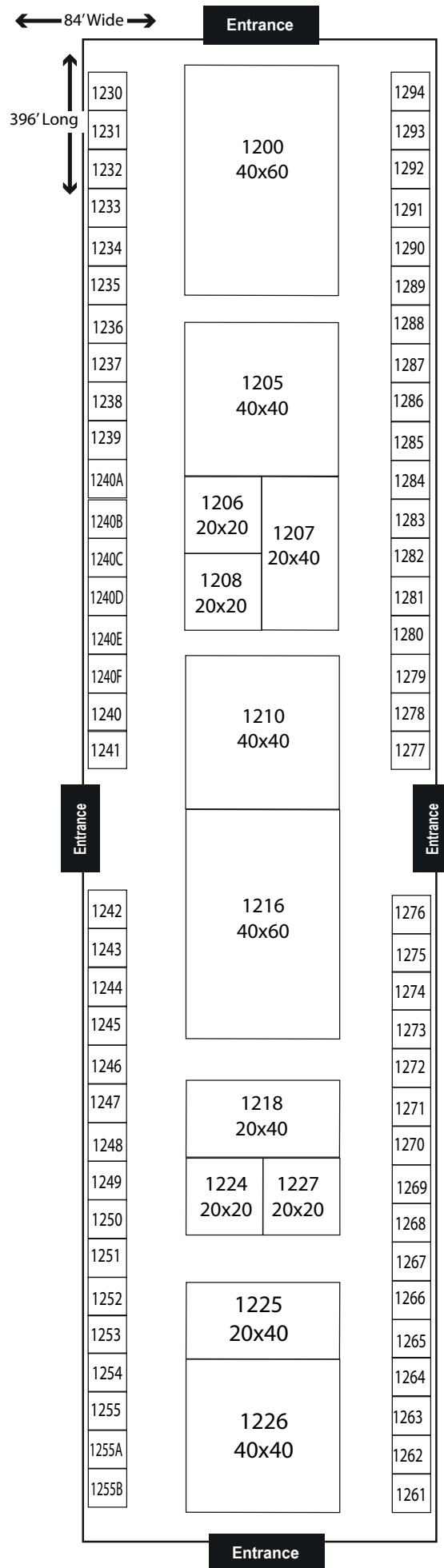
Building 6

(White Rose Room)





Building 10 (Heated Tent)



← Carlisle Ave → **GATE 9**

**KEYSTONE
FARM SHOW
YORK PA
SHOW OVERVIEW**

TRACK

Grandstand

BUILDING 9

Booths - 900's

BUILDING 6

Booths - 600's

BUILDING 4

Booths - 400's

BUILDING 5

Booths - 500's

BUILDING 3

Booths E-300's, W-300's & H-300's

GATE 4

BUILDING 2

Booths - 200's

BUILDING 1

Booths - 100's & 1,000's

HEATED TENT 10

Booths - 1200's

HIGHLAND AVE →

HIGHLAND AVE →

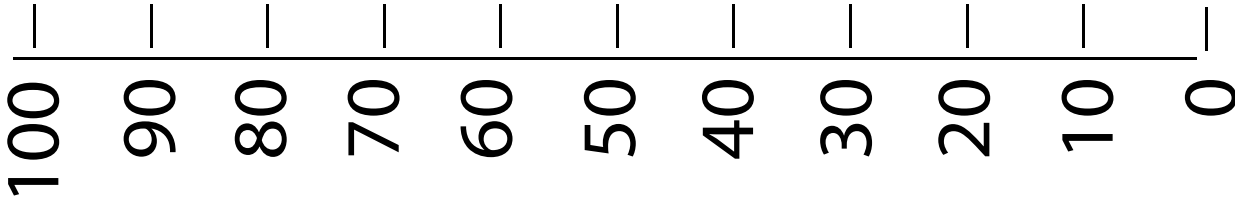
GATE 6



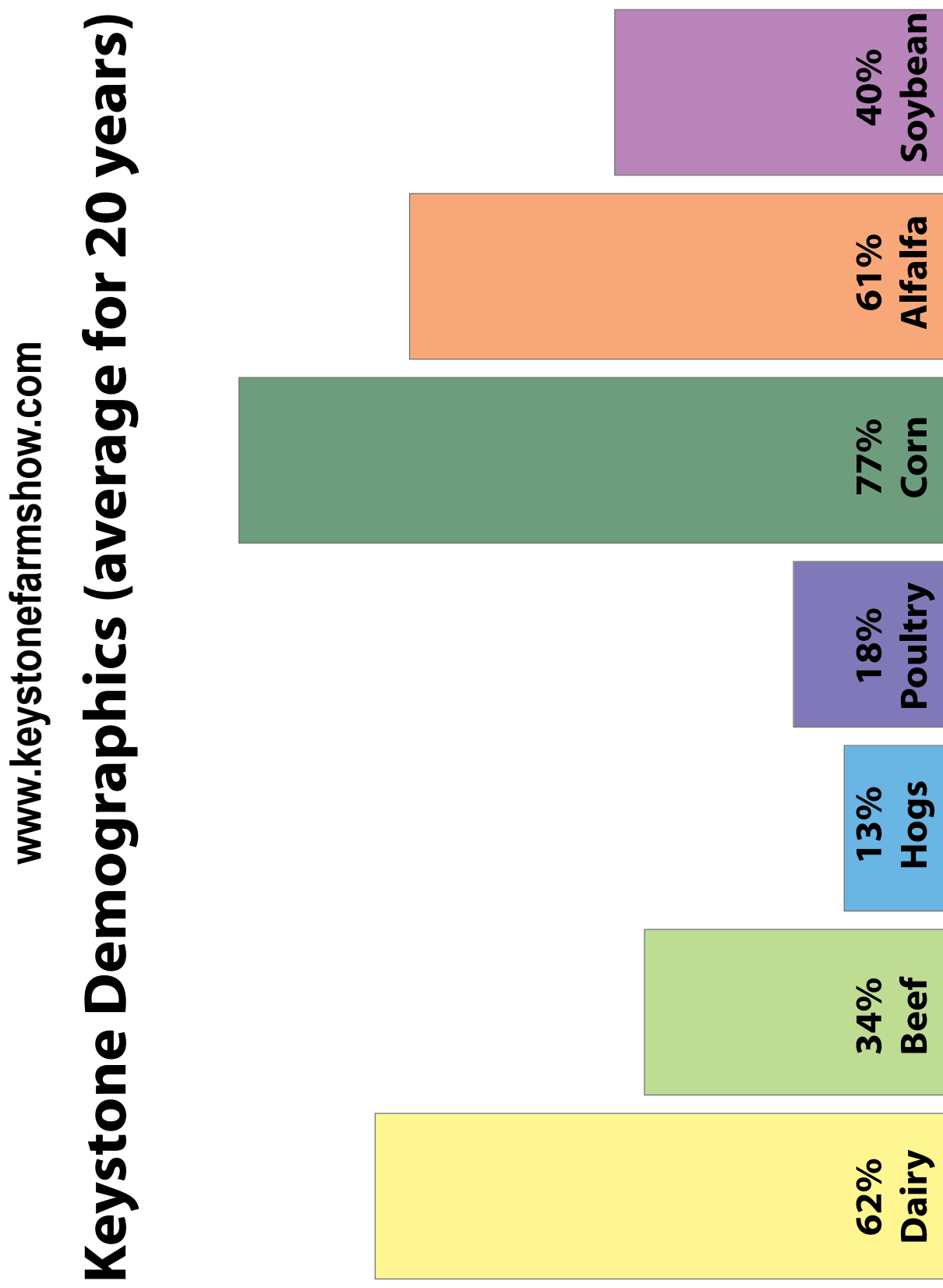
KEYSTONE FARM SHOW

YORK FAIRGROUNDS, YORK PA

518-673-3237 • 1-800-218-5586



Keystone Demographics (average for 20 years)



www.keystonefarmshow.com

Prices Good Through May 10, 2026

10' x 10' WALL BOOTHS

1 Booth-\$815. Ea. 2 or More Booths- \$785. Ea.

1st Choice _____ 2nd Choice _____

3rd Choice _____ Total # of Bths: _____

Total Due: _____ x 35% Deposit= _____

Balance Due: _____

Prices Good Through May 10, 2026

FLOOR DISPLAYS

400 - 899 Square Feet = \$5.95 / Sq. Ft.

900 - 1999 Square Feet = \$5.55 / Sq. Ft.

2000 - up Square Feet = \$5.20 / Sq. Ft.

(w) _____ x (l) _____ = _____ sq.

Total Due: _____ x 35% Deposit= _____

Balance Due: _____ Area Requested: _____

Prices Good Through May 10, 2026

OUTSIDE SPACE AVAILABLE

\$1.25 per Sq. Ft./ Minimum purchase required: 20x40

Size of Outside Space Desired:

_____ x _____ = _____ sq. ft.

Sq. Ft. _____ x 1.25 = Total Due: _____

Total Due: _____ x 35% Deposit= _____

Balance Due: _____ Area Requested: _____

Prices from May 11 - September 1, 2026

10' x 10' WALL BOOTHS

1 Booth-\$865. Ea. 2 or More Booths- \$835. Ea.

1st Choice _____ 2nd Choice _____

3rd Choice _____ Total # of Bths: _____

Total Due: _____ x 50% Deposit= _____

Balance Due: _____

Prices from May 11 - September 1, 2026

FLOOR DISPLAYS

400 - 899 Square Feet = \$6.30 / Sq. Ft.

900 - 1999 Square Feet = \$5.95 / Sq. Ft.

2000 - up Square Feet = \$5.60 / Sq. Ft.

(w) _____ x (l) _____ = _____ sq. ft.

Total Due: _____ x 50% Deposit= _____

Balance Due: _____ Area Requested: _____

Prices from May 11 - September 1, 2026

OUTSIDE SPACE AVAILABLE

\$1.75 per Sq. Ft./ Minimum purchase required: 20x40

Size of Outside Space Desired:

_____ x _____ = _____ sq. ft.

Sq. Ft. _____ x 1.75 = Total Due: _____

Total Due: _____ x 50% Deposit= _____

Balance Due: _____ Area Requested: _____

Prices from September 2, 2026

10' x 10' WALL BOOTHS

1 Booth-\$915. Ea. 2 or More Booths- \$885. Ea.

1st Choice _____ 2nd Choice _____

3rd Choice _____ Total # of Bths: _____

Total Due in Full: _____

Prices from September 2, 2026

FLOOR DISPLAYS

400 - 899 Square Feet = \$6.70 / Sq. Ft.

900 - 1999 Square Feet = \$6.35 / Sq. Ft.

2000 - up Square Feet = \$6.00 / Sq. Ft.

(w) _____ x (l) _____ = _____ sq. ft.

Total Due in Full: _____

Area Requested: _____

Prices from September 2, 2026

OUTSIDE SPACE AVAILABLE

\$2.25 per Sq. Ft./Minimum purchase required: 20x40

Size of Outside Space Desired:

_____ x _____ = _____ sq. ft.

Sq. Ft. _____ x 2.25 = Total Due: _____

Total Due in Full: _____

Area Requested: _____

ELECTRIC

☐ **Regular 110 Outlet**

of outlets _____ x \$100 = \$ _____

☐ **220 Electric Single Phase**

of outlets _____ x \$250 = \$ _____

☐ **Outside 110 Electric**

of outlets _____ x \$150 = \$ _____

We agree to occupy and pay for the above exhibit space. **We understand that the contract is not valid without the required deposit. 50% Due October 1, 2026, Balance Due December 1, 2026.** Make all checks payable to "Trade Show Div./Lee Newspapers, Inc." For your convenience we also accept Mastercard, Visa, American Express and Discover.

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.** To be an exhibitor at the Keystone Farm Show you must be a customer in good standing of Lee Newspapers, Inc. Customers that do advertising plus trade show business with Lee Newspapers Inc get preferential treatment for booth locations at our shows. After May 1st, any customers that have not renewed their contract for exhibit space, release that space for sale and will be paying the next tier pricing for their booth space.

Show management will provide an 8' backdrop, 30" side curtains, one (1) 7" x 44" block sign, two (2) side chairs, one (1) 6' draped table and a wastebasket for each 10x10 exhibit. Floor spaces do not include side curtains or backdrops. None of these items are provided for outside spaces.

PLEASE READ THE REVERSE SIDE OF THIS CONTRACT BEFORE SIGNING *Proof of Insurance must be provided to show management (see No. 10)

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 agree to meet all deadlines and abide by policies set by the show management.

Exhibiting Co. _____ Person in Charge of Display _____

Signature _____ Title _____

Company Address _____ Phone _____

City _____ State _____ Zip _____ Fax Number _____

Email ** Where show information should go: _____

website: _____

For Publicity Purposes, please give us a list of the product names, services etc. that you will be exhibiting in the above exhibit space. (ex: Prudential Insurance, John Deere Tractors, or Bobcat Skid Steers etc.): _____

All efforts will be made to accommodate your request for exhibit location, however the show management reserves the right to arrange the show in the overall best interest of the show.
If we need to change your desired location for any reason, we will notify you immediately.

CREDIT CARD NUMBER: _____ Expiration Date: _____

Name on Card: _____ Security Code: _____ Amount to Charge: \$ _____

General Information, Rules and Regulations

1. MANAGEMENT

This show is owned and managed by Lee Newspapers, Inc, Palatine Bridge, N.Y. The word 'management' used herein shall mean the sponsors acting through their officers or the Exhibit manager.

2. RULES

Each prospective exhibitor is required to sign the official application contract for space in the exhibition. By doing so, he subscribes to the General Information, Rules and Regulations which are a part of the application and contract and to comply insofar as the same may be applicable to the use and occupancy of space by said prospective exhibitor.

3. APPLICATION

Application for exhibit space must be on the forms provided and must be accompanied by the required deposit made payable to Lee Newspapers, Inc. See front for full details.

4. ASSIGNMENT OF SPACE

Space assignment will be made by management in keeping with exhibitor's preferences insofar as it is possible. In case of duplicate requests, the earliest application to arrive shall receive preference. In case of further duplication, other factors to be considered by management will include the size of the space, customers in good standing with Lee Newspapers, Inc, nature of the equipment, height, weight, etc. as well as compatibility with exhibits in same area.

5. PAYMENT- COST OF SPACE

Inside space will be sold as 10'x10' or 8'x10'; see front for full details. Open floor space sold by sq. ft. A deposit is due with contract as per conditions on front. All exhibits must be paid in full as per conditions on front before set up will be allowed.

6. DEFAULT

Any exhibitor failing to occupy any space contracted for but not cancelled is obligated for the full cost of the space and is not entitled to any rebate. Furthermore if space contracted for is not occupied by the time the show is open to the public, it shall be considered saleable real estate and management is no longer under obligation to make provisions to allow occupancy by original purchaser unless previous arrangements for unforeseen difficulties getting to the show site have been made. Management shall have the right to use said space thereafter to suit its own convenience including selling the space to another exhibitor without any rebate or allowance to the defaulting exhibitor and without incurring any obligation of any kind to said prospective exhibitor.

7. CANCELLATION

An exhibitor may cancel or withdraw from the exhibit subject to the following conditions and restrictions:

a. If notification to cancel is received in writing no later than 90 days prior to the show dates the cancellation fee will be 50% of the total cost of space contracted for..

b. There shall be no refunds for space cancelled within 90 days of the show.

Management assumes no responsibility whatsoever for having included the name of the cancelled exhibitor or descriptions of its products in any catalogs, brochures, releases or any other materials, or in any advertising matter relating to this show.

8. OFF-SITE ACTIVITIES

Exhibitors are prohibited from having any off-site activities during show hours.

9. LIMITATION OF LIABILITY

The exhibitor agrees to make no claim for any reason whatsoever against show management, or Show Facility, their management or employees for loss, theft, damage or destruction of goods; nor for injury to himself or his employees while in the exhibition quarters, nor for any damage of any nature or character, including any damage to his business by reason of the failure to provide space for the exhibit, or the removal of the exhibit; not for any action of any nature of management in case the premises of the show shall be destroyed or damaged, or if the show fails to take place as scheduled, or is interrupted and/or discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injection, act of war, act of God, emergency declared by the government agency or by show management, or for any other reason, this contract may be terminated by management, and in the event of such termination, the exhibitor waives any and all damages and claims for the damages and agrees that the sole liability of management shall be to return to each exhibitor his space payment, less his pro rate share of all costs and expenses incurred and committed by show management.

10. INSURANCE

All property of the exhibitor shall be deemed to remain under his custody and control at all times including transit to or from, and within the confines of the exhibition areas, subject to the Rules and Regulations of the exhibit. As respects property of others in your care, custody or control: This is typically excluded from General Liability coverage. Exhibitors are required to insure their own property and then hold Lee Harmless for any damages to their Property and waive rights of subrogation against Lee regardless of any negligence on Lee's part. Exhibitors are advised to carry floater insurance to cover Property or Inland Marine insurance to cover the damage or loss to their business personal property, equipment, materials, exhibits and other possessions. Exhibitors agree to carry General Liability Insurance of at least \$1,000,000 per Occurrence, \$2,000,000 General Aggregate, and \$2,000,000 Products and Completed Operations Aggregate. Exhibitor will name "Lee Newspapers, Inc." as an Additional Insured on a Primary & Non-Contributory basis under their General Liability Insurance. Exhibitors will carry Workers Compensation and Employers Liability Insurance with limits of at least \$1,000,000/\$1,000,000/\$1,000,000 as required by the laws of the State in which the Trade show is located. The Workers Compensation coverage will include coverage for all sole proprietors, partners, members or stockholders that will be on the premises of the exhibit at any time. A certificate of Insurance showing these requirements are met shall be provided to show management prior to booth set up and will provide 30 days written notice of cancellation for any reason. Exhibitor will carry Commercial Automobile Insurance to cover all owned, hired and non-owned vehicles entering the premises for a limit of at least

\$1,000,000 per Accident and shall name Lee Newspapers, Inc. as an Additional Insured on a Primary & Non-Contributory basis (and Owner of the premises if needed). Management will carry public liability insurance for injury to exhibition visitors, exhibitors, and their agents and employees. But this will not cover exhibitor's employees when they are on space rented by exhibitor and management is not responsible for the safety of exhibitor's property or for loss to or damage from theft, fire, accident, vandalism or other causes. All policies including the Property/Inland Marine , General Liability, Automobile and Workers Compensation shall have a Waiver of Subrogation endorsement in favor of Lee Newspapers Inc. (and the owner of the property if needed)

10a. WAIVER OF SUBROGATION

exhibitor waives all rights of recovery against Lee Newspapers, Inc and the owner, regardless of cause or any negligence of Lee newspaper Inc.'s or the owners that may have contributed to the loss.

11. HOLD HARMLESS

To the fullest extent permitted by law Exhibitor agrees to hold Lee Newspapers, Inc. it's subscribers, agents and employees harmless and agrees to defend them from any injuries or damage to any party as a result of the exhibitor's or employees negligence, attendance or participation in the exhibition to the fullest extent permitted by law.

12. INSTALLATION AND DISMANTLING

Exhibitors may begin installing their exhibits subject to scheduling established by management. Dismantling will start only after the close of the trade show. All moving in or out of exhibit materials is done solely at the discretion of the management of the show. If precise times are designated the exhibiting company will do everything within it's power to comply. If management designates contractors to perform work at the exhibitor's expense, where union personnel are required by the facility or by any contractors involved, it shall be the exhibitor's responsibility to comply with such requirements. In no event shall management be responsible for the conduct of contractors or their employees and no responsibility is assumed for failure to perform by contractors, their charges or any other matter relating to contractors of the facility.

13. EXHIBIT DESIGN

Standard drape background and side partitions will be furnished by management for all exhibit space and must be utilized. No built up exhibit or other construction shall exceed 8 feet in overall height without the written permission of the Exhibit manager. Perimeter booths may, with permission, have their backdrops extend up to 12 feet. Height requirements for equipment on display may be waived upon approval of the Exhibit Manager but are subject to restrictions imposed by the building dimensions. Failure to comply with these design requirements could result in modification or removal of exhibits. One standard 7"x44", one line sign with copy limited to company name plus booth number, will be provided to each exhibitor.

14. REFRESHMENTS, GIFTS AND CONTESTS, ETC.

Management reserves the right to prohibit, limit or discontinue the distribution of any gifts, giveaways or similar promotions. Contests, raffles and drawings, if permitted under state or local laws, will be subject to the approval of the Exhibit Manager. There will be no announcements of contest, drawing, or raffle winners at any event sponsored by someone other than the sponsor of the raffle, drawing or contest.

15. SAFETY, FIRE AND HEALTH

The exhibitor agrees to accept full responsibility for compliance with national, state and local safety and fire regulations. Equipment on display shall have battery leads disconnected, gas tanks emptied and locked or taped shut, and the ignition keys removed. Only flame proofed materials shall be used in each exhibit.

16. SECURITY

Every reasonable precaution will be taken to protect property during the installation, display and removal periods.

17. MESSAGE CENTER

Messages for exhibit personnel will be held at the message desk. Exhibitors are urged to check the message center on a regular basis. Message Service not always available.

18. APPEARANCE-GENERAL

Each exhibitor is requested to recognize the rights of other exhibitors and realize that the general appearance of the exhibit as a whole must take precedence over that of any individual exhibit. The management requests cooperation in maintaining due regard for all adjoining exhibitors and in keeping all displays in the bounds of good taste and in conformance with safety regulations. Exhibitors are instructed not to create excessive obstruction of aisles or prevent ready access to any other exhibitor's booth. Those in violation will be required to remove the obstruction. No advertising or exhibit will be allowed to extend beyond the space allotted to the exhibitor, and no exhibitor's products, equipment or booth construction may be so placed as to exclude the view of the neighboring exhibits for visitors passing through the aisles. The use of moving pictures will be permitted subject to approval and control by the management. Sound movies will be permitted only if unobjectionable to neighboring exhibitors. Any sound systems which create excessive noise making normal conversation in neighboring booths difficult may, at the discretion of the management, be restricted to periodic operation and exhibitor assumes all responsibility for compliance with union requirements relating to projection equipment and sound systems.

19. DECORATOR

The show has retained one firm to serve as the exhibit decorator. Because of set-up schedules and possible bonding requirements, management requests that all exhibitors use the services of the appointed decorating firm.

20. GENERAL

All matters and questions not covered by the General Information, Rules and Regulations are subject to the decision of management. The General Information, Rules and Regulations may be amended or supplemented at any time by management, and all such amendments or additions shall upon reasonable notice be as equally binding on all parties affected as the original General Information, Rules and Regulations.