

Virginia
FARM SHOW

**THE FARM SHOW FOR
FARMERS**

VIRGINIA FARM SHOW

JANUARY 21-22-23, 2027

THURS. 9-4, FRI. 9-4, SAT. 9-3 • AUGUSTA EXPO • FISHERSVILLE, VIRGINIA



**Don't miss your chance to exhibit!
For more information call**

800-218-5586

www.virginiafarmshow.com • bbutton@leepub.com



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



Exhibitor Information Sheet

January 21-22-23, 2027 • Thurs. 9-4, Fri. 9-4, Sat. 9-3 • Augusta Expo • 277 Expo Rd. Fishersville, VA 22939

SHOW DATES: January 21, 22, 23, 2027

SHOW HOURS: Thursday, January 21 • 9:00 AM-4:00 PM
Friday, January 22 • 9:00 AM-4:00 PM
Saturday, January 23 • 9:00 AM-3:00 PM

SHOW LOCATION:

Augusta Expo
277 Expo Road, Fishersville, VA 22939
Phone: 540-337-2552 • Fax: 540-337-2557

SHOW DECORATOR:

Great Lakes Events
100 Bickford Street, Rochester, NY 14606
Phone: 585-458-2200 • Fax: 585-458-5087
www.greatlakeevents.com

• EXHIBIT HALLS ARE NOT CARPETED •

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

**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.*

SHOW COLORS: HUNTER GREEN & GRAY

**IF YOU HAVE ANY QUESTIONS PLEASE CALL KEN OR MISSY 800-218-5586
kmaring@leepub.com • mpedro@leepub.com**

AREA INFORMATION

WAL-MART SUPERCENTER
116 Lucy Lane
Waynesboro, VA • (540) 932-2500

THE HOME DEPOT
31 Windigrove Road
Waynesboro, VA • (540) 943-9000

NEAREST ATM
Sheetz Quick Mart

STAPLES
850 Statler Blvd.
Staunton, VA 24401 • (540) 886-9710

LOWE'S
801 Lew Dewitt Boulevard
Waynesboro, VA 22980
(540) 946-3760

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, 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 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!

		CERTIFICATE OF LIABILITY INSURANCE		OP ID: KK		
				DATE (MM/DD/YYYY) 12/20/2012		
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, EXTEND 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.						
IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the 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).						
PRODUCER Consolidated Underwriting Alli 37715 Pembroke Livonia, MI 48152 Denise M. McHenry, CIC, AAI, LIC		Phone: 734-402-2430 Fax:		CONTACT NAME: PHONE (A/C, No, Ext): E-MAIL ADDRESS: PRODUCER CUSTOMER ID #: JUBIL-2		
INSURED		INSURER(S) AFFORDING COVERAGE		NAIC #		
Your Information		INSURER A: Hanover Insurance Co.				
		INSURER B: Citizens Insurance Company				
		INSURER C: Allmerica Financial Benefit				
		INSURER D:				
		INSURER E:				
INSURER F:						
COVERAGES		CERTIFICATE NUMBER:		REVISION NUMBER:		
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR WVD	POLICY NUMBER	POLICY EFF DATE (MM/DD/YYYY)	POLICY EXPIR DATE (MM/DD/YYYY)	LIMITS
A	☒ GENERAL LIABILITY ☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR	☒	OHB7939365	04/07/2012	04/07/2013	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/PROP AGG \$ 2,000,000
C	☒ AUTOMOBILE LIABILITY ☐ ANY AUTO ☐ ALL OWNED AUTOS ☒ SCHEDULED AUTOS ☒ HIRED AUTOS ☒ NON-OWNED AUTOS		AWB8989937	01/13/2012	01/13/2013	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$ \$
A	☒ UMBRELLA LIAB ☒ OCCUR ☐ EXCESS LIAB ☐ CLAIMS-MADE DEDUCTIBLE \$ RETENTION \$		OHB7939388	04/07/2012	04/07/2013	EACH OCCURRENCE \$ 4,000,000 AGGREGATE \$ 4,000,000 \$ \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N ☒ N / A	W7B7939308	04/07/2012	04/07/2013	☒ WC STATUTORY LIMITS OTHER E L EACH ACCIDENT \$ 1,000,000 E L DISEASE - EA EMPLOYEE \$ 1,000,000 E L DISEASE - POLICY LIMIT \$ 1,000,000
Additional Insured: Virginia Farm Show						
CERTIFICATE HOLDER			CANCELLATION			
Trade Show Division Lee Newspapers, Inc PO Box 121 Palatine Bridge, NY 13428			SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.			
			AUTHORIZED REPRESENTATIVE Denise M. McHenry, CIC, AAI, LIC			
© 1988-2009 ACORD CORPORATION. All rights reserved.						
ACORD 25 (2009/09)		The ACORD name and logo are registered marks of ACORD				



Reserve Your Space Now in the Official Show Program for the Virginia Farm Show!

VIRGINIA FARM SHOW

JANUARY 21-22-23, 2027

The Show Program will be published on Wednesday, January 6 with an ad deadline of Monday, December 7. 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 20 with an ad deadline of Wednesday, January 13. If you repeat your ad from the Show Program, your ad will be 25% off.

All ads include full color.

FULL PAGE.....	10.25" WIDE X 13" TALL	\$1,500
JUNIOR PAGE	8.5" WIDE X 11" TALL	\$1,145
HALF PAGE (HORIZONTAL)	10.25" WIDE X 6.25" TALL	\$900
HALF PAGE (VERTICAL)	5" WIDE X 13" TALL.....	\$900
QUARTER PAGE	5" WIDE X 6.25" TALL	\$500



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 the Virginia Farm Show!
virginiafarmshow.com • countryfolks.com • leepub.com • info@leepub.com
Published by Lee Newspapers, Inc.



Skid Steer Rodeo Sponsorships

January 21-22-23, 2027 • Thurs. 9-4, Fri. 9-4, Sat. 9-3 • Augusta Expo • 277 Expo Rd. Fishersville, VA 22939



Diamond \$2,400 - EXCLUSIVE

1. Publicity on all rodeo related brochures, posters and advertising in the Country Folks Mid-Atlantic weekly farm newspaper.
2. \$500 toward prize money to top ten contestants.
3. Presentation of trophies held in your booth.
4. Your company can provide a banner to be displayed in the skid steer rodeo area.



PLATINUM \$1,000 - 3 AVAILABLE

1. Publicity on all rodeo related brochures, posters and advertising in the Country Folks Mid-Atlantic weekly farm newspaper.
2. \$300 toward prize money to top ten contestants.
3. Your company can provide a banner to be displayed in the skid steer rodeo area.



GOLD \$750 - UNLIMITED AVAILABLE

1. Publicity on all rodeo related brochures, posters and advertising in the Country Folks Mid-Atlantic weekly farm newspaper.
2. \$200 toward prize money to top ten contestants.
3. Your company can provide a banner to be displayed in the skid steer rodeo area.



SILVER \$500 - UNLIMITED AVAILABLE

1. Publicity on all rodeo related brochures, posters and advertising in the Country Folks Mid-Atlantic weekly farm newspaper.
2. \$100 toward prize money to top ten contestants.
3. Your company can provide a banner to be displayed in the skid steer rodeo area.



TROPHY SPONSOR \$400

1. Publicity on all rodeo related brochures, posters and advertising in the Country Folks Mid-Atlantic weekly farm newspaper.
2. Your company name listed as the trophy sponsor on all 10 place trophies. We order & deliver.
3. Your company can provide a banner to be displayed in the skid steer rodeo area.

Sponsorships are payable to Lee Newspapers, Inc. Prize money is added together and distributed to the top 10 winners of the rodeo.
For More Information Call Your Country Folks Sales Representative or Ken Maring at 800-218-5586

Exhibiting Co. _____

Signature _____ Title _____

Address _____ Phone _____

City _____ State _____ Zip _____ Fax Number _____

CREDIT CARD NUMBER: _____ Expiration Date: _____

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



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☐ EXHIBITOR BANQUET SPONSOR \$1,000 LIMIT 3

1. 10x10 booth at the banquet.
2. Your company logo on the Virginia Farm Show website.
3. Publicity in all exhibitor related materials.
4. Banners supplied by sponsor (limit 2) to be displayed at banquet.

☐ OFFICIAL CUP SPONSOR

\$800 DAILY SPONSOR ☐ THURSDAY ☐ FRIDAY ☐ SATURDAY

1. 250 each day distributed at the Country Folks booth. Cups produced by the show management with your 4 color company logo and the Virginia Farm Show logo on each cup.
2. Publicity in all show related advertising in all of the Country Folks publications.
3. Your company logo on the Virginia Farm Show website.
4. 2x3 Banner supplied by the Virginia Farm Show at selected entrance with your company logo and official show cup status.

☐ EXCLUSIVE SHOW BAG SPONSOR \$500

1. Sponsor supplies 5,000 bags inserted with 2 company 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 Virginia Farm Show website.
4. 2x3 Banner supplied by the Virginia Farm Show at selected entrance with your company logo and official show bag status.

BANNER SPONSOR

☐ **ROADWAY / PARKING AREA \$100.00** (Up to 3 Banners of any size).

☐ **BUILDING ENTRANCE \$75.00 PER BANNER**

1. Up to a 4'x6' Banner (Each entrance is limited to 4 banners).
Number of banners _____ x \$75 = _____

☐ WRIST BAND SPONSORSHIP

\$300 DAILY SPONSOR ☐ THURSDAY ☐ FRIDAY ☐ SATURDAY

All attendees of the Virginia Farm Show will be given a wristband to be sure they have registered. Your company name and logo will appear on the wrist band.

Exhibiting Co. _____

Signature _____ Title _____

Address _____ Phone _____

City _____ State _____ Zip _____ Fax Number _____

CREDIT CARD NUMBER: _____ Expiration Date: _____

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



GIVEAWAY PRIZE DONOR

January 21-22-23, 2027 • Thurs. 9-4, Fri. 9-4, Sat. 9-3 • Augusta Expo • 277 Expo Rd. Fishersville, VA 22939

Virginia Farm Show Exhibitor agrees to furnish this giveaway prize to be used at the discretion of the show manager for the daily giveaway program in exchange for twice its value in advertising in any of our publications, on our websites, social media or e-newsletters within the next 12 months.

PRIZE: _____

All product donations over the value of \$1,000.00 must be approved by show management.

Prize Description: _____

Prize Value: _____

Advertising Value*: _____
(Prize Value x2)

* Product value to be no less than \$500.00 and no more than \$3,000.00

Exhibiting Co. _____

Signature _____ Title _____

Address _____ Phone _____

City _____ State _____ Zip _____ Fax Number _____



Tent Banner Sponsorship

Sponsorships are only available to exhibitors

January 21-22-23, 2027 • Thurs. 9-4, Fri. 9-4, Sat. 9-3 • Augusta Expo • 277 Expo Rd. Fishersville, VA 22939



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 2 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 2027 Virginia Farm Show.

☐ **We will supply banner - \$200**

Sponsor supplies 4'x12' banner.

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

☐ **Please create banner - \$350**

Virginia Farm Show will create 4'x12' banner.

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

Exhibiting Co. _____

Signature _____ Title _____

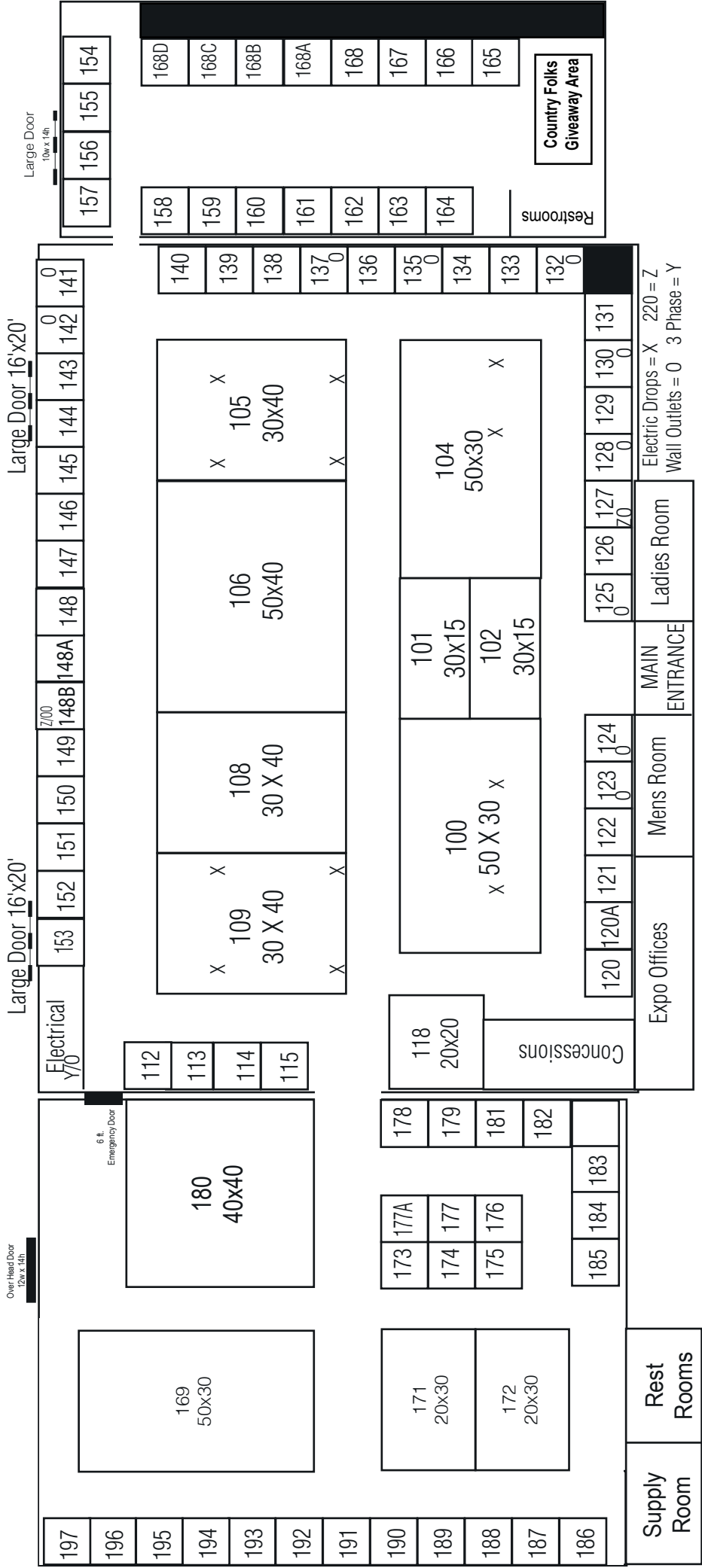
Address _____ Phone _____

City _____ State _____ Zip _____ Fax Number _____

CREDIT CARD NUMBER: _____ Expiration Date: _____

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

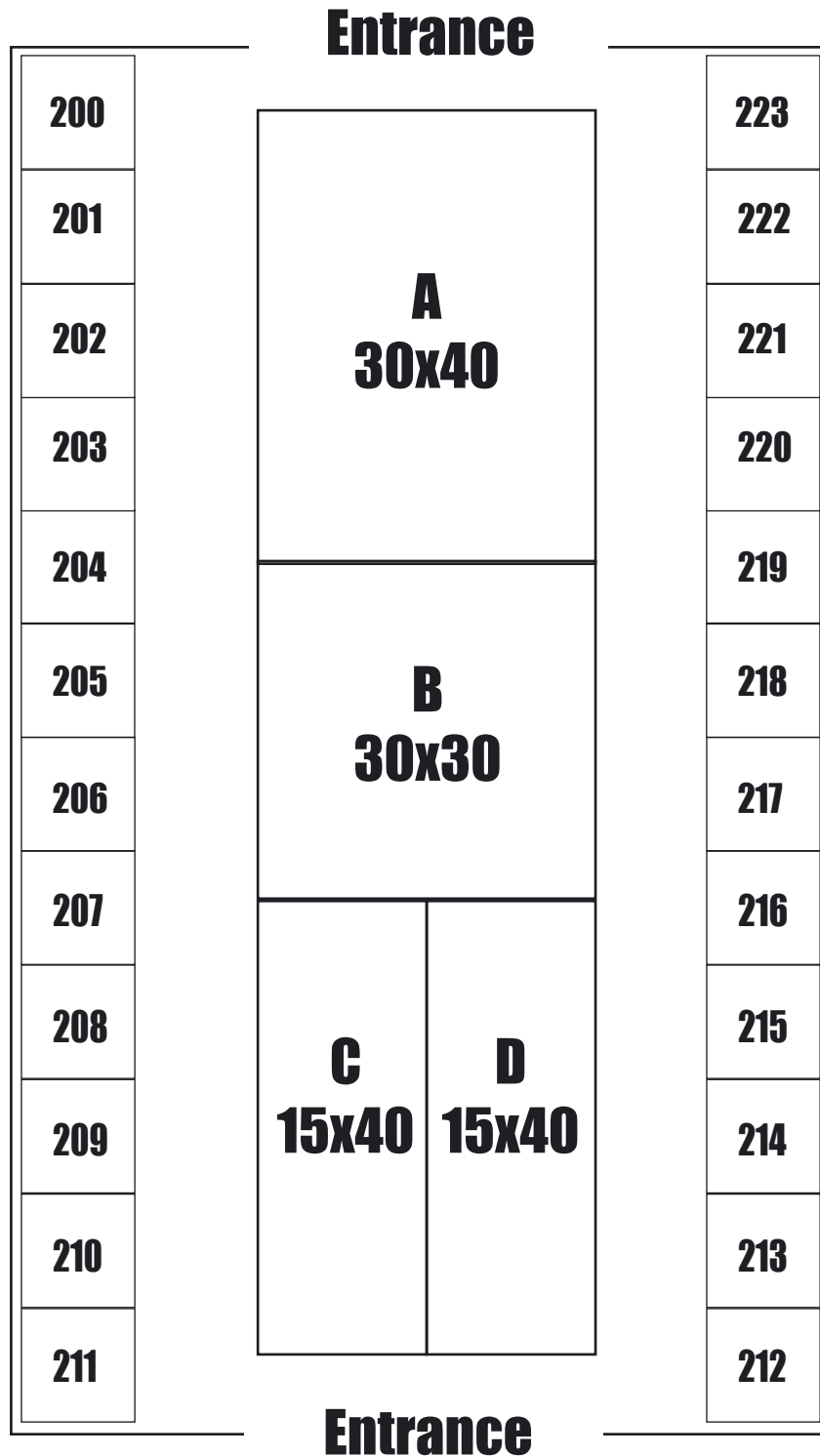
2027 Virginia FARM SHOW BUILDING 1



2027



Building 2 (Heated Tent)

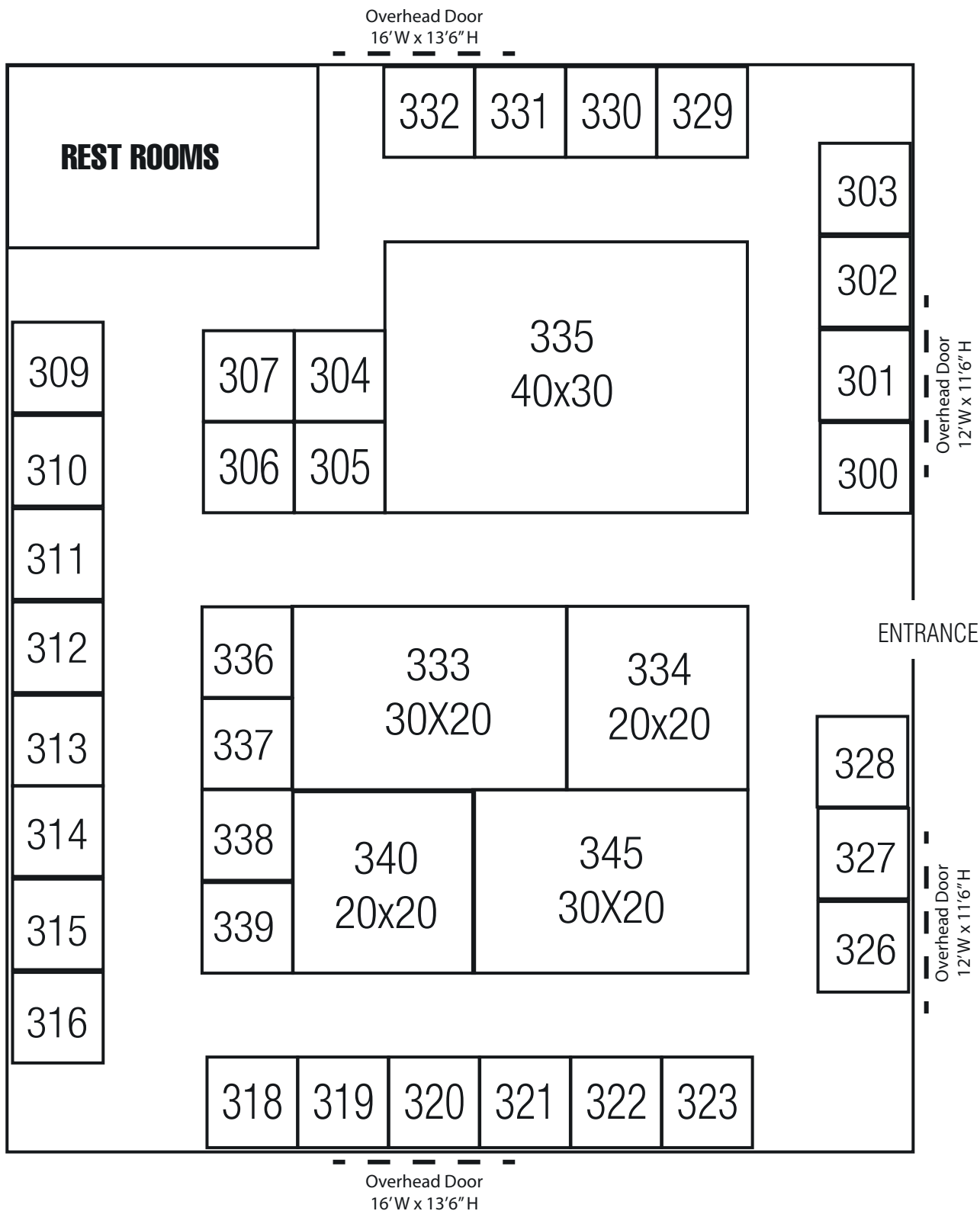


2027

Virginia

FARM SHOW

Building 3



2027 Virginia FARM SHOW Overview

PARKING AREA

Truck Co

BUILDING 1

BB
40x2

O-1
50X30

O-29
40x30

O-28
40x40

O-1A
40x40

O-27
50x50

O-2
50x20

O-26A
30x40

O-2A
40x2

O-26B
20x40

Heated
Tent
2

O-4
40x60

O-25
80x2

O-4A
40x2

O-5
40x40

O-23
40x2

O-6
40x2

O-24
40x40

O-7
50x3

O-22
50x50

O-32
40x2

BUILDING 3

SKID
STEER
RODEO
AREA

O-21
40x2

O-35
40x4

O-36
20x40



EXHIBITORS CONTRACT

JANUARY 21, 22, 23, 2027

Augusta Expo • Fishersville, VA • Thurs. 9-4, Fri. 9-4, Sat. 9-3

Produced by the Trade Show Division of Lee Newspapers, Inc.; P.O. Box 121, Palatine Bridge, NY 13428. Publishers of Country Folks and Country Folks GROWER
Show Manager: Ken Maring 1-800-218-5586 or 518-673-3237 • www.leetradeshow.com • e-mail kmaring@leepub.com • mpedro@leepub.com

Prices Good Through June 1, 2026

10' x 10' WALL BOOTHS
1 Booth- \$615. Ea. 2 or More Booths- \$590. Ea.
1st Choice _____ 2nd Choice _____
3rd Choice _____ Total # of Bths: _____
Total Due: _____ x 35% Deposit= _____
Balance Due: _____

Prices Good Through June 1, 2026

FLOOR DISPLAYS
400 - 899 Square Feet = \$4.70 / Sq. Ft.
900 - 1999 Square Feet = \$4.35 / Sq. Ft.
2000 - up Square Feet = \$3.95 / Sq. Ft.
(w) _____ x (l) _____ = _____ sq. ft.
Total Due: _____ x 35% Deposit= _____
Balance Due: _____ Area Requested: _____

Prices Good Through June 1, 2026

OUTSIDE SPACE AVAILABLE
\$1.00 per Sq. Ft./Minimum purchase required: 20 x 40
Size of Outside Space Desired:
_____ x _____ = _____ sq. ft.
Sq. Ft. _____ x 1.00 = Total Due: _____
Total Due: _____ x 35% Deposit= _____
Balance Due: _____ Area Requested: _____

Prices from June 2 - September 20, 2026

10' x 10' WALL BOOTHS
1 Booth-\$665. Ea. 2 or More Booths- \$640. Ea.
1st Choice _____ 2nd Choice _____
3rd Choice _____ Total # of Bths: _____
Total Due: _____ x 50% Deposit= _____
Balance Due: _____

Prices from June 2 - September 20, 2026

FLOOR DISPLAYS
400 - 899 Square Feet = \$4.95 / Sq. Ft.
900 - 1999 Square Feet = \$4.60 / Sq. Ft.
2000 - up Square Feet = \$4.20 / Sq. Ft.
(w) _____ x (l) _____ = _____ sq. ft.
Total Due: _____ x 50% Deposit= _____
Balance Due: _____ Area Requested: _____

Prices from June 2 - September 20, 2026

OUTSIDE SPACE AVAILABLE
\$1.25 per Sq. Ft./Minimum purchase required: 20 x 40
Size of Outside Space Desired:
_____ x _____ = _____ sq. ft.
Sq. Ft. _____ x 1.25 = Total Due: _____
Total Due: _____ x 50% Deposit= _____
Balance Due: _____ Area Requested: _____

Prices from September 21, 2026

10' x 10' WALL BOOTHS
1 Booth-\$715. Ea. 2 or More Booths- \$690. Ea.
1st Choice _____ 2nd Choice _____
3rd Choice _____ Total # of Bths: _____
Total Due in Full _____

Prices from September 21, 2026

FLOOR DISPLAYS
400 - 899 Square Feet = \$5.45 / Sq. Ft.
900 - 1999 Square Feet = \$4.95 / Sq. Ft.
2000 - up Square Feet = \$4.70 / Sq. Ft.
(w) _____ x (l) _____ = _____ sq. ft.
Total Due in Full: _____
Area Requested: _____

Prices from September 21, 2026

OUTSIDE SPACE AVAILABLE
\$1.50 per Sq. Ft./Minimum purchase required: 20 x 40
Size of Outside Space Desired:
_____ x _____ = _____ sq. ft.
Sq. Ft. _____ x 1.50 = Total Due: _____
Total Due in Full: _____
Area Requested: _____

ELECTRIC

☐ Regular 110 Outlet

of outlets _____ x \$50 = \$ _____

☐ Outside 110 Electric

of outlets _____ x \$100 = \$ _____

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 10, 2026, Balance Due December 10, 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 Virginia 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 June 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.

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 _____

Address _____ Phone _____

City _____ State _____ Zip _____ Fax Number _____

email for Show Information: _____ web site: _____

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: \$ _____

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

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. its 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 its 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.