

Star-Telegram Bridal Show Contract Account Exec. _____ Ext. _____

We hereby apply and authorize you to reserve exhibit space in the January 2010 and August 2010 Star-Telegram Bridal Shows on Sunday, January 31, 2010 from 10 am to 5 pm at the Fort Worth Convention Center, Fort Worth, TX and on August 15, 2010 from 10 am to 5 pm at the Gaylord Texan, Grapevine, TX and for ad space in the Star-Telegram Bridal Show special sections produced by the Star-Telegram. Upon acceptance of this application by the Star-Telegram, hereinafter known as Star-Telegram Bridal Show, we agree to abide by the attached exhibit rules and regulations which are made a part of this contract.

PLEASE NOTE Application must be completely filled out to be accepted – please print. Full payment is due by advertising deadline listed below unless there is an approved credit account carried by the exhibitor with the Star-Telegram. The order form for electricity will be in your exhibitor packet sent to you by the decorating company.

Visit our website at www.star-telegramweddings.com

Special Publications – Rates and Packages									
JANUARY 2010 SHOW		AUGUST 2010 SHOW							
Show Date:	Sun, Jan 31, 2010	Show Date:	Sun, August 15, 2010						
Pub Date:	Sun, Jan 24, 2010	Pub Date:	Sun, August 8, 2010						
Location:	Fort Worth Conv. Cntr.	Location:	Gaylord Texan, Grapevine						
Adv Deadline:	Thurs, Jan 7, 2010	Adv Deadline:	Mon, July 26, 2010						
Digital Deadline:	Thurs, Jan 14, 2010	Digital Deadline:	Fri, July 30, 2010						
QUARTER PAGE – ALL PRICES ARE PER SHOW									
Show Rate Includes 10 x 10 booth Process Color	Two Shows <input type="checkbox"/> \$869.27	One Show <input type="checkbox"/> \$1,354.16	<table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:50%; border-right: 1px solid black; padding: 5px;">I want to exhibit in:</td> <td style="padding: 5px;">Upsized Booth*:</td> </tr> <tr> <td style="border-right: 1px solid black; padding: 5px;"><input type="checkbox"/> Jan 31, 2010</td> <td style="padding: 5px;"><input type="checkbox"/> January</td> </tr> <tr> <td style="border-right: 1px solid black; padding: 5px;"><input type="checkbox"/> Aug 15, 2010</td> <td style="padding: 5px;"><input type="checkbox"/> August</td> </tr> </table>	I want to exhibit in:	Upsized Booth*:	<input type="checkbox"/> Jan 31, 2010	<input type="checkbox"/> January	<input type="checkbox"/> Aug 15, 2010	<input type="checkbox"/> August
I want to exhibit in:	Upsized Booth*:								
<input type="checkbox"/> Jan 31, 2010	<input type="checkbox"/> January								
<input type="checkbox"/> Aug 15, 2010	<input type="checkbox"/> August								
Quarter Page Ad Size = 3 column (4.792") x 5.40"									
HALF PAGE – ALL PRICES ARE PER SHOW									
Show Rate Includes 10 x 10 booth Process Color	Two Shows <input type="checkbox"/> \$1,420.07	One Show <input type="checkbox"/> \$2,209.52	<p>*Upsized Booth: Booth size may be increased in 10x10 increments for \$325 each. Maximum booth size is 10x30.</p>						
Half Page Ad Sizes = 6 column (9.667") x 5.40" or 3 column (4.792") x 11"									
FULL PAGE – ALL PRICES ARE PER SHOW									
Show Rate Includes 10 x 20 booth Process Color	Two Shows <input type="checkbox"/> \$2,562.47	One Show <input type="checkbox"/> \$3,550.16	<p>Advertisers sharing Booth/Ad Space Must Add 30% to Cost</p>						
Full Page Ad Size = 6 column (9.667") x 11"									
VENDOR INFORMATION									

Company Name: _____ Contact Person: _____

Address: _____

City, State: _____ Zip: _____

Phone: _____ Fax: _____

Email: (will be used to send you bride leads) _____

Business Name to be used for booth identification sign (please print; exact spelling, please) _____

Type of Business (ex: photography, catering, etc.) _____

Booth Requested: 1st Choice _____ 2nd Choice _____ 3rd Choice _____

Enclosed find a check in the amount of: \$ _____ Charge to my Star-Telegram Acct# _____

Charge to: Visa MC AMEX Discover Card Number: _____ Expiration Date: _____

Amount to be Charged: \$ _____ Name on Card: _____

Signature: _____ Date: _____

For information call your sales representative or Debbie Yarbrough 817-390-7149
Fax contract to 817-390-7250 ATTN: Debbie Yarbrough

Star-Telegram

EXHIBIT RULES AND REGULATIONS

- Contract:** This application for exhibit space or ad space, duly completed by Exhibitor shall upon written acceptance and notification of space assigned by the Star-Telegram Bridal Show constitute a valid and binding contract. All applications must be fully completed and must state products and/or services represented in booth space and advertising.
- Allocation of Exhibit Space:** Exhibit space will be allocated to those applicants who meet the criteria of representing products and/or services in the Wedding industry. The Star-Telegram Bridal Show's decision on the suitability of any application is final. No participant shall change or add to the products and/or services to be represented without the written consent of The Star-Telegram Bridal Show's Coordinator.
No Exhibitor shall assign, sublet or apportion their allocated space to any other company, person or party, no display or advertise therein any goods that are not their own except upon prior written consent of the Coordinator. The space that was sublet or shared will be billed a 30% up charge to the original exhibitor. Exhibitor agrees to pay for this charge in addition to their original booth purchase.
- Hours of Exhibition Operation:** The Star-Telegram Bridal Show's hours of exhibit operation are as follows: 10 am to 5 pm.
- Installation/Dismantling and Staffing of Exhibits.** All exhibits must be installed by 9:30 am, the day of the show and properly staffed from 10am to 5 pm. The dismantling of exhibits is prohibited prior to 5 pm. No exceptions to the regulation. A Charge of \$150 will be applied to those dismantling early. There is a limit of 5 booth workers allowed in each 10'x10' booth space. Exhibitors can not display or solicit beyond their 10'x10' allotted booth space.
- Exhibit Space Payment and Terms:** All 10'x10' booth spaces include a minimum ¼ page ad in the special section for the Star-Telegram Bridal Show. See reverse side for space and ad pricing. No Exhibitor is allowed to exhibit unless he is represented by advertising in the special section (or agreed zoned schedule with account executive.) The special sections will be inserted the Sunday prior to the show in the Arlington Star-Telegram, and/or the Northeast Metro and/or the Fort Worth area circulation. No Exhibitor will be allowed to move their display in until full payment has been received. Star-Telegram billed accounts are exceptions to this. They can pay on a normal billing cycle. All checks made payable to: Star-Telegram, 400 West 7th St., Ft. Worth, TX 76102.
- Booth, Furnishing, Equipment and Service.** A uniform style exhibit booth will be furnished consisting of draped material on aluminum framework with 8' back wall, side rails 36" high, an identification sign 7"x44", one 6' draped table with 2 chairs. Exhibit display must not project so as to obstruct the view of the adjacent booths. In the rear 4" of all booths, display material or equipment may be placed to a height not exceeding 12". In the remainder of the booth, all display material or material or equipment shall not exceed 42" in height, unless show coordinator has agreed to size. Exhibitor is aware that additional services, such as telephone, water or electrical needs, must be contracted for separately with the exhibit facility.
- Special Visual and Sound Effects:** Audiovisual and other sound and attention getting devices and effects shall be permitted only in those locations and in such intensity as in the sole opinion of the Coordinator does not interfere with the activities of neighboring Exhibitors. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring Exhibitors.
- Unacceptable Exhibits:** The Exhibitor agrees not to utilize any displays which the Coordinator determines, to unreasonably endanger the person or property of the attendees or of the Exhibitors, are in bad taste, are liable to discredit or subject the Star-Telegram Bridal Show to criticisms or legal liability, are inconsistent with the interests and welfare of the other exhibitors or violate those booth regulations of the contract. In the event the Coordinator determines at any time that any exhibit may or does violate this paragraph, and the Exhibitor is unable or unwilling to cure or correct such violation, the Coordinator may terminate this Agreement and may remove the exhibit. Exhibitor hereby waives any claim for refund of the exhibit booth price or other damages arising out of such termination and/or exhibit removal.
- Guard Service:** Guard service is provided by the Star-Telegram Bridal Show from 7 am to 6:30 the day of the show only. Reasonable precautions are taken to protect property but the Star-Telegram Bridal Show cannot and does not insure the safety of persons. Neither the exhibit facility, the Star-Telegram Bridal Show nor the Coordinator will be responsible for loss or damage to any property in storage, in transit to or from exhibit building for any loss of income as a result of any reduced sales due to such loss or damage.
- Insuring the exhibits:** It is the Exhibitor's sole responsibility to insure their exhibits, merchandise and display material against theft, fire, etc., at their own expense. It is suggested by the Star-Telegram Bridal Show that Exhibitors contact Exhibitor's insurance broker and obtain risk insurance covering exhibit property while absent from home premises for exhibit purposes or a rider to Exhibitor's existing policy covering same.
- Display Constructions:** The penetration of floors, walls, columns, ceiling, or trim shall not be permitted, nor may any holes be drilled or nailed to any portion of the inside or outside exhibit area. Exhibitors shall not hang or suspend any materials or display from the ceiling, walls, columns, or trim. No painting of signs, displays or other objects is permitted in the exhibit facility. Decorations, signs, banner, etc. may not be taped, tacked stapled, or otherwise fastened to draping material that forms the individual booth perimeters. The Exhibitor is solely responsible for any damages to booth space. No helium balloons or helium tanks will be permitted at any time in the exhibit facility, unless permission from the show coordinator is received.
- Fire Regulations:** No combustible decorations, such as crepe paper, tissue paper, cardboard or corrugated paper shall be used at any time. All materials used in the exhibit, including but not limited to muslin, carpet, velvet, silken or any other cloth decoration must be fireproof and must comply with all local fire ordinances. All material and fluid which are inflammable are to be kept in safety containers. All displays are subject to Fire Department and/or Star-Telegram Bridal Show Coordinators inspections at all times, and must comply with the applicable regulations of the city Fire Department.
- Health Department Regulations:** It is the Exhibitors sole responsibility to obtain necessary Temporary Food Establishment Permits which are required for all events open to the public in which food is conveyed.
- Liability for damages or Loss of Property:** Notwithstanding the guard service provided by the Star-Telegram Bridal Show for purposes of general security in the exhibit facility, Exhibitor agrees to protect, indemnify and hold harmless the Star-Telegram Bridal Show, the exhibit facility and the Coordinator from any and all liability, loss, damage or expense by reason of any injury or injuries sustained by any persons property of loss of property or income which might be derived therefrom occurring in or about the exhibit facility or entrances thereto or exits therefrom, including that caused by or resulting from the negligence of the Star-Telegram Bridal Show. The exhibit facility shall not be responsible or liable for any injury, loss or damage to any property or person brought in by Exhibitor or otherwise located in the exhibit premises.
- Canceling Show:** If for any case beyond the control of the Star-Telegram Bridal Show such as not limited to the destruction of the exhibit facility by an Act of God, the public enemy, authority of the law, fire or other force majeure, the Star-Telegram Bridal Show is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be refunded to Exhibitor, less expense incurred by the Star-Telegram Bridal Show to the date of termination allocable to Exhibitor after proration thereof among all Exhibitors.
- Exhibit Space Floor Plan:** Every effort will be made to maintain general configuration of the floor plan for the Star-Telegram Bridal Show, however, the Star-Telegram Bridal Show reserved the right to modify the plan if necessary, as determined solely by the Coordinator.
- Miscellaneous;** The Exhibitor expressly agrees to be bound by all of the terms, conditions and specifications herein and expressly agrees that this contract contains the entire agreement between the parties hereto and supercedes any prior agreement, written or oral, and cannot be changed or modified except by the parties' written agreement. This contract shall be interpreted under the laws of the U.S. and the State of Texas.