



Please type or print clearly:

**Company Information** (to be published in the Show Guide):

Company Name \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_ Fax \_\_\_\_\_  
City/State/Zip \_\_\_\_\_ Website \_\_\_\_\_

- Please use the description on file for our company.
- I will email a description of my company (50-word maximum) as soon as possible to michele@mdpublishing.com.

**Contact Person** (to whom all exhibit correspondence should be sent):

Name \_\_\_\_\_ Title \_\_\_\_\_  
Address (if different from above) \_\_\_\_\_  
City/State/Zip \_\_\_\_\_ Phone \_\_\_\_\_  
Email \_\_\_\_\_ Fax \_\_\_\_\_

**Booth Fees:**

- 10' x 8' **Premium** Exhibit Space: \$1,695
- 10' x 8' **Traditional** Exhibit Space: \$1,495

\* All booths include electricity, 6' skirted table, (2) folding chairs, wastebasket and registration for (3) booth personnel. Additional personnel \$150 each.

**Booth Preferences:**

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_ 4th Choice \_\_\_\_\_

List any companies you do *not* want to be placed near (MD Expo will make every attempt to accommodate, but cannot guarantee your request):

\_\_\_\_\_

*In making this application, Exhibitor agrees to each of the conditions of booth space contract hereinafter set forth set forth in the attached "Conditions," each of which are an integral part of this application and are incorporated herein by this reference. This application shall not be deemed accepted by MD Publishing until the Exhibitor's deposit has been received and MD Publishing has executed the contract where indicated below.*

**Signature of Authorized Representative:**

Signature \_\_\_\_\_ Name (please print) \_\_\_\_\_ Date \_\_\_\_\_

**Deposit:** To confirm a booth reservation, this application must be accompanied by a 50% deposit.

**Method of Payment**

- Check enclosed, payable to MD Publishing
- Credit Card:  VISA  MasterCard  AMEX  Discover

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Signature \_\_\_\_\_ Name on card (print) \_\_\_\_\_

**Mail or fax completed form and payment to:**

MD Publishing Attn: MD Expo  
18 Eastbrook Bend • Peachtree City, GA 30269  
Fax: 770-632-9090

If you have questions, contact Kristin Leavoy or Michele Goergen, at 800-906-3373.

# EXHIBITOR INFORMATION



## CONDITIONS OF CONTRACT TO EXHIBIT

### 1. USE OF BOOTH SPACE - REQUIREMENTS AND RESTRICTIONS

(A) Absolutely NO exhibitor identification may be placed outside the area of the booth exhibit. No identification may be placed on posts or pillars adjacent to booth occupied by exhibitors or on carpeted areas of the aisles beyond the booth exhibit limits.

(B) All displays or exhibited materials must be fireproof to conform to Federal, State and City fire laws. Items cannot be attached to walls, ceilings and fixtures with nails, staples or any other substance in order to prevent damage to fixtures and furnishings. Exhibitor is responsible for any damages done to any part of Renaissance Austin Hotel during the MD Expo '10. Displays must be wholly confined within exhibitor's booth exhibit and must not obstruct the clear view of nearby exits or other exhibits.

(C) No exhibit may exceed eight feet high and that only within the area extending three feet from the back wall. Maximum height of the displays in the balance of the area is four feet, except those products to stand on the floor may extend higher than this limit, but must be positioned as close to the back wall as possible, to avoid blocking the view of adjoining exhibitors.

NOTE: NO PART OF A SIGN OR SOLID DISPLAY MAY EXTEND HIGHER THAN EIGHT FEET ABOVE THE FLOOR.

### 2. SUB-LETTING EXHIBIT SPACE

Exhibitor shall not reassign, sublease or share his assigned space with any other person or exhibitor. Exhibit space is assigned on the expressed understanding that it is to be used solely for the display of the products and/or services of the Exhibitor.

### 3. LIABILITY FOR LOSS, THEFT, PROPERTY DAMAGE AND PERSONAL INJURY

(A) MD Expo and Renaissance management will not be responsible nor liable for injury to persons or property, loss of property of exhibitors, their guests or employees.

(B) Exhibitor assumes full and complete responsibility for any damage or destruction of property of others.

(C) Exhibitor agrees to indemnify, defend and hold harmless MD Expo and its agents and employees from any loss, cost, damage or expense (including reasonable attorney's fees and of Exhibitor or its agents, employees, or invitees directly or indirectly related to Exhibitor's performance of the terms of this Contract or its occupancy and use of the exhibition premises.

### 4. DISTRIBUTION OF PROMOTIONAL ITEMS AND SAMPLES

Promotional items or samples which have no resale or negotiable value may be given away. Any distribution must be conducted within the exhibitor's designated booth space. In all cases, exhibitors planning giveaways of any nature should make arrangements well in advance with MD Publishing, which reserves the right to prohibit the distribution of anything which, in its opinion, is not in keeping with the character of MD Expo.

### 5. BOOTH EXHIBIT PERSONNEL AND ACTIVITIES

With the exception of assisted help, such as administrative or product demonstrators, all exhibitor personnel must be regular employees of the company or its representatives. No exhibitor may advertise or promote any outside activity, such as an open house or separate exhibits, occurring during the hours MD Expo exhibits are open, or which detracts from the exhibit or convention operations.

### 6. SECURITY

(A) The exhibit area will be locked when not attended.

(B) THE CONFERENCE DOES NOT GUARANTEE EXHIBITORS AGAINST THEFT, NEITHER DOES IT ASSUME LIABILITY FOR EXHIBITOR'S PROPERTY.

Any equipment to be removed from the exhibit area during the conference must be authorized by the Exhibit Manager.

### 7. INTERPRETATION OF RULES

MD Expo management shall have final authority as to the interpretation of these rules and their applications and shall have the authority to establish penalties in the event of violations.

### 8. AMENDMENTS TO RULES AND REGULATIONS

MD Expo management reserves the right to amend these rules and regulations or to make additions thereto.

### 9. EXHIBIT REFUND POLICY

All booth space cancellations or reductions in space must be in writing. If cancellation is received prior to Monday, Aug. 16, 2010, a refund, minus a \$250 cancellation fee will be made. No refunds will be made for contracts cancelled after Monday, Aug. 16, 2010. If a purchase order (terms net, 20) is issued, this will be considered the same as cash and all rules regarding the refund policy will apply. In the event of cancellation/withdrawal, MD Expo shall have the right to use said space to suit its own convenience, including selling the space to another exhibitor, without any rebate or allowance to the cancelled exhibitor.

### 10. ADDITIONAL BILLING

The applicant agrees to accept from MD Expo any billing of charges rendered after the conference in conjunction with services performed and administered by MD Expo at the written request of the applicant. These charges may include, but are not limited to, surcharges on services ordered by the applicant through MD Expo as agent.

### 11. TERMINATION

(A) In the event that the premises in which MD Expo is conducted shall become, in the sole discretion of MD Expo, unfit for occupancy or substantially interfered with by reason of any cause(s) not reasonably within the control of MD Expo, this agreement may be terminated by MD Expo. For this purpose, the term "cause(s)" shall include, but are not limited to, fire, flood, epidemic, earthquake, explosion, accident, blockade, embargo, inclement weather, governmental restraints, orders or restraints of civil defense or military authorities, act of public enemy, riot or civil disturbance, inability to secure efficient labor, technical or other personnel failure, impairment or lack of adequate transportation facilities, inability to obtain or condemnation, requisition or commandeering of necessary supplies or equipment, municipal, state or federal law, ordinance, rule, order, decree or regulation, whether legislative, executive or judicial, whether constitutional or unconstitutional, or an act of God.

(B) Should MD Expo terminate this agreement pursuant to the provisions of this section, the applicant waives any and all claims for damages arising therefrom. The applicant further agrees that MD Expo's liability is limited to a refund of monies paid prior to the termination, less a prorated adjustment based on the number of hours the conference shall have been in operation prior to the termination. This provision shall not relieve the applicant of any liability arising from the provision of Section 9 and all monies due MD Expo in that regard shall be paid.