

STRONG *Cattlemen* G

51st Cattle Industry Convention

& Trade Show

2019 TRADE SHOW CONTRACT

COMPANY:

CONTACT PERSON:

ADDRESS:

CITY:

STATE:

ZIP:

PHONE:

FAX:

EMAIL:

2019 BOOTH RATES

- 8' x 10' = \$500 *For pricing information on spaces 8' x 40'
- 8' x 20' = \$650 or 20' x 20' and larger, please contact
- 8' x 30' = \$800 Coby Wilson at (573) 499 - 9162 ext. 235.

Please return by December 3, 2018

2019 BOOTH RATES

- Cash
- Check - Make payable to Missouri Cattlemen's Association
- Credit Card - Visa/Mastercard/Discover

Card # _____ Exp. Date _____

Signature _____

BOOTH SPECIFICATIONS

Please indicate any special consideration you need for placement of your exhibit space:

Near specific exhibitor(s): _____

Do you need a forklift?

- Yes No

Distant from specific exhibitor(s): _____

List of names attending (2 Free): _____

Please note: The Missouri Cattlemen's Association reserves the right to assign booth spaces. You will not be given a trade show booth until payment is made in full. Exhibits will be furnished pipe and drapes, 1-skirted (6 ft.) table, 2 chairs, 1 trash can & 1 professional ID sign; all other equipment must be provided by the exhibitor.

HOTEL INFORMATION:

Make your hotel reservations early. The telephone number for **Holiday Inn Executive Center** is (573) 203 - 8178. For special convention room rates, mention that you are with the Missouri Cattlemen's Association Convention and Trade Show.

TRADE SHOW HOURS:

SET-UP	OPEN	OPEN	TEAR DOWN
JANUARY 4 TH (8:00 A.M. - 6:00 P.M.)	JANUARY 4 TH (6:00 P.M. - 8:30 P.M.)	JANUARY 5 TH (9:00 A.M. - 5:00 P.M.)	JANUARY 5 TH (5:00 P.M.)

Signature: _____ Title: _____ Title: _____

(Please See Reverse side for Exhibitor Regulations)

Missouri Cattle Industry Trade Show

- Exhibit Rules & Regulations -

These regulations have been created in the best interest of both the exhibitor and the Missouri Cattlemen's Association (MCA). Please read these regulations in their entirety, as by reference they are incorporated into your contract. Participation in the Missouri Cattle Industry & Trade Show does not in any way constitute an endorsement by the Missouri Cattlemen's Association of any item or product on display. Any liability on the part of MCA for the improper function of any item or product is hereby denied.

Space Reservation: Application for space submitted with contract and full payment will be assigned and considered by December 3, 2018. The MCA reserves the right to determine the eligibility of any company or product for inclusion in the Trade Show.

Refunds: If written notice of space cancellation is received by the Missouri Cattlemen's Association on or prior to December 3, 2018, fifty percent of the payment received will be refunded. No refunds will be processed for cancellations received after December 3, 2018.

Space Assignment: Space allocation will be made at the discretion of MCA.

Default Occupancy: Any contracted booth space that is unoccupied by the official Trade Show opening may be used at the discretion of the MCA.

Sub-Leasing: No exhibitors may sublet/assign their space, or any part thereof.

Exhibit Hours:

Friday, January 4, 2019 from 6:00 p.m. to 8:30 p.m.

Saturday, January 5, 2019 from 9:00 a.m. to 5:00 p.m.

Set-up: All exhibits must be in place by 6:00 p.m. on Friday, January 4, 2019.

Dismantle: Exhibits must be out of the exhibit hall by 10:00 p.m. on Saturday, January 5, 2019. Exhibitors may begin tearing down their exhibits at 5:00 p.m. on Saturday, January 5, 2019.

Exhibitor Registration: All exhibitors must register their personnel in advance. Any addition, or changes in registration made during the meeting must be approved by the MCA Trade Show Coordinator. Each exhibitor will be provided two free registrations for their exhibit space and two complimentary tickets to the Trade Show lunch on Saturday. Additional registrations shall be available for \$10 per person and additional lunch tickets will be available at an extra charge. EXHIBITOR NAME BADGES ARE PERSONAL, NON-TRANSFERABLE, AND MUST BE WORN AT ALL TIMES. NO PERSON WILL BE ADMITTED TO HOLIDAY INN EXECUTIVE CENTER EXHIBIT HALL, BUILDINGS OR GROUNDS WITHOUT A NAME BADGE. Each exhibitor must name at least one person to be his or her representative in connection with installation, operation and removal of exhibit.

Entertainment: Social functions may be scheduled during Trade Show hours in the Holiday Inn Executive Center Exhibit Hall and grounds by MCA.

Special Non-Association Services: Upon acceptance of application and assignment of space, the exhibitor will be furnished with full details of shipment to and from Holiday Inn Executive Center rental equipment, electrical, air, gas, and water service information sheets, along with a special services and additional decoration advance order form.

Delivery of Exhibit Material Labor: In order to maintain a high degree of quality, speed and efficiency in drayage handling at Holiday Inn Executive Center, buildings and grounds, all exhibit materials being shipped to the Missouri Cattle Industry Trade Show and Convention must be consigned to the official drayage firm (unless handled by exhibitor's own truck). MCA is not responsible for the conduct of contractors or their employees. MCA assumes no responsibility for failure of these contractors to perform, or any other matter relating to contractors. Full instructions for shipping and charges for labor will be included in the exhibitor service manual, which will be mailed at a later date.

Height and Arrangement of Exhibits: The maximum height of displays shall not exceed nine feet unless otherwise approved by the Holiday Inn Executive Center. All exhibits must be free standing. No supporting wires from the ceiling pipes of ducts will be permitted.

Tables, Chairs, Booth Partitions are not to be moved or otherwise handled except by authorization of your show management. No tacks, nails or staples are permitted to be used on this equipment, to the equipment otherwise used beyond its intended

Floor and Floor Coverings: Cartons, crates and equipment are not permitted to be moved over floor area except with the use of wheeled equipment. Floor coverings for individual booth space are allowed. However, it shall not be responsible for the removal of tape residue marks on the show floor/ expo center equipment. Holiday Inn Executive Center employees to not vacuum carpet. Damage to the expo floor resulting from dragging equipment or exhibit materials will be assessed to the exhibitor. All carpet tape must be approved by expo management.

Special Visual and Sound Effects: Audio-visual equipment and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of the MCA, do not interfere with the activity of neighboring exhibitors. Films purely for entertainment without education or informative value will not be permitted.

Restrictions: No individual or company not under any contract with the MCA will be permitted access to Holiday Inn Executive Center, buildings and grounds for the purpose of demonstrating their products, distributing advertising material or for any other purpose.

Rejected Displays: The exhibitor agrees that their exhibit shall be admitted and shall remain from day-to-day solely on strict compliance with the rules herein laid down. The MCA reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any exhibitor or company representatives, with or without giving cause. If an exhibit or exhibitor is ejected for violation of these rules, or this contract, or for any other stated reason, no return of rental shall be made.

Safety, Fire, and Health: The exhibitor must comply with all applicable safety, fire, and health laws, ordinances, and regulations. Exhibitor will not do anything that would increase any insurance premium for MCA or void its insurance policy.

Limitation of Liability: Each exhibitor must make provisions for the safeguarding of their goods, materials, equipment, display items at all times, and whenever the same may be located within, on, or about the Holiday Inn Executive Center buildings and grounds. Neither the MCA, its sub-contractors, nor Holiday Inn Executive Center will be responsible for property damage, or loss by, or for any cause and exhibitor hereby waives any right to claim liability against them for the same. The MCA, its employees, sub-contractors, and Holiday Inn Executive Center will not be liable for injuries to any person or for damages to property owned or controlled by the exhibitor, which claims for damages or injuries may be incident to, arising from or be in any way connected to with the exhibitor's occupation or display space; and the exhibitor agrees to defend, indemnify and hold MCA, its employees, sub-contractors, and Holiday Inn Executive Center harmless against all such claims. The exhibitor understands and agrees that the foregoing limitation or liability clauses, and each of them, apply all hours of each day for the period extending from the commencement of installation until the final removal of all the exhibitor's property and personnel from Holiday Inn Executive Center, buildings and grounds, and to any latent or contingent damage, injuries, or liability arising or discovered at a later date as a result of, or arising out of, exhibitor's participation in the Missouri Cattle Industry Trade Show & Convention.

Cancellation of Event: In case the event is terminated for any reason, the exhibitor waives any damages and agrees that sole liability of the MCA will be to return the exhibitor's space payment, less a prorated share of all costs and expenses incurred by MCA.

Missouri Cattlemen's Association, its employees, sub-contractors or Holiday Inn Executive Center will not be responsible to any degree whatsoever for any ill effects caused any person or group of persons in attendance prior to, during, and after the close of the Missouri Cattle Industry Trade Show and Convention for any samples taken, or by other means given them by the exhibitor representatives. MCA assumes no responsibility for having included the name of cancelled exhibitor or descriptions of exhibitor's products in the Trade Show catalog, news releases, or other materials.

Amendment to Rules: Any and all matters of question not specifically covered by the preceding rules and regulations shall be subject solely to the decision of the MCA. These rules and regulations may be amended at any time by the MCA and all amendments so made shall be binding on exhibitors equally with the foregoing rules and regulation.

Missouri Cattlemen's Association

• 2306 Bluff Creek Drive • Columbia, MO 65201 •

• (573) 499-9162 • Fax: (573) 499-9167 •