



# Texas Lacrosse Expo 2009

Norris Conference Center ♦ Houston, TX ♦ October 17, 2009

## EXHIBITOR APPLICATION AND CONTRACT



Texas Lacrosse Expo is open to manufacturers, distributors, retailers, and other service companies whose products or services are determined to support participation in and enjoyment of the sport of lacrosse.

### COMPANY INFORMATION

Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Web Site: \_\_\_\_\_

### EXPO CONTACT

Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

### CANCELLATION POLICY

Cancellation of any exhibit space must be in writing. The date of cancellation is the date TLE receives the written notice.

DATES If written notice is received:	CANCEL Refund amount minus all credit card charges incurred:
on or before July 31, 2009	100%
On or after August 1, 2009 Up to August 31, 2009	50%
On or after September 1, 2009	none

### CONTRACT ACCEPTANCE

The Exhibit Terms and Conditions governing the exhibit space are incorporated into this contract by reference. The undersigned hereby affirms that he/she has read and agrees to be bound by the terms and conditions.

Exhibitor Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### PAYMENT

	Cost	Total
<b>Standard Booth</b>		
"Early Bird" by August 31	\$490	\$
On or after September 1	\$540	\$
<b>End Cap Booth</b>		
"Early Bird" by August 31	\$900	\$
On or after September 1	\$975	\$
<b>Electrical Drop</b> #_____ X	\$60	
<b>Additional Badges</b> #_____ X	\$5	
<b>Sponsorship</b> <b>(call 281-687-6662 for availability)</b>		
Education Stage	\$4,000	\$
Photo Contest/Exhibition	\$3,500	\$
Community Avenue	\$2,500	\$
Locker Room	\$2,500	\$
Community Booth (provide a booth for a pre-approved non-profit group)	\$540	\$
Locker Room Booth (provide a booth for a college or club team)	\$540	\$
<b>Grand Total</b>		\$

Applications must be sent with full payment. Send check, money order, or credit card information to:

**Texas Lacrosse Expo, LLC**  
**10223 Broadway, Suite P-273**  
**Pearland, TX 77584-7880**  
**Toll-free fax 1-866-493-5891**

Credit card type:  VISA  MC  AMEX  DISC

CC#: \_\_\_\_\_

CVV code: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Expiration date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

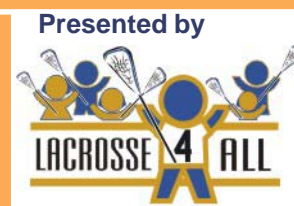


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## EXHIBITOR TERMS AND CONDITIONS

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### Key Dates

August 31, 2009 – Deadline for payment in full to receive “Early Bird” discount.

September 1, 2009 – Booth assignment process begins.

September 30, 2009 – Deadline for submitting all documentation including request for electricity, proof of insurance, and food/beverage permits.

### Exhibit Contracts and Management

Texas Lacrosse Expo, hereinafter referred to as Expo, is produced and managed by Texas Lacrosse Expo, LLC, hereinafter referred to as TLE. TLE establishes all show policies. All matters and questions not covered by these terms and conditions are subject to the decision of TLE.

### Eligibility for Participation

TLE determines the eligibility of any company or products for exhibition at the Expo. Until an exhibitor’s application has been accepted in writing or email by TLE, no rights to exhibit are granted.

TLE may prohibit installation or request removal of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with Expo’s character or purpose.

### Assignment of Booth Space

Booth location may be selected by exhibitor on a first-come, first-served basis. Exhibitors will be contacted by TLE for booth selection.

TLE reserves the right to modify the floor plan to accommodate space sales or relocate exhibitors to avoid conflict, as necessary. In all instances, TLE reserves the right to determine final placement of the exhibitor.

### Installation/Dismantling

All exhibits must be fully installed within the scheduled move-in hours. Booth installation outside the scheduled move-in hours must receive permission from TLE.

Arrangement and payment for transporting goods to and from Expo, receiving, decorating, and removal of exhibits are the responsibility of the Exhibitor.

***No exhibit can be dismantled before the official closing of Expo, and NO PACKING of equipment or materials may begin until that time.***

All exhibits remaining in the Expo site at the close of tear-down time shall be removed by the operations personnel of the hosting convention center and the exhibitor shall be responsible for all labor and storage costs associated with the removal. TLE accepts no responsibility whatsoever in the forced removal of an exhibit and shall not be responsible for any damage or loss as a result of removal by convention center personnel.

### Space Constraints

Exhibitors must stay within the boundaries of assigned booth space and may not use aisles or space over dividing walls into another exhibitor’s area. TLE has the right to prohibit lights, sounds, smells, or activity that interferes with other exhibitors or any Expo activity.

### Subletting of Space

Exhibitors may not assign, sublet, or apportion any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business.

## **Use of Space/Activities**

Exhibitors are allowed to engage in order-writing activities. Over-the-counter sale of goods for on-site delivery is strongly discouraged. In the event that an exhibitor engages in on-location transactions, the exhibitor will be responsible for complying with all federal, state, and local laws regarding sales taxes and laws that may pertain to such sales.

Items for sale may not include fan apparel, gifts, or novelties which may conflict with items sold in Expo's retail boutique.

## **Distribution of Food and Beverage**

Exhibitors selling or sampling edible items are responsible for meeting all permitting requirements of the City of Houston and providing proof of such to TLE. To avoid last minute complications in obtaining permits, exhibitor will provide documentation permitting the sell and sampling of food or beverages at Expo to TLE no later than September 30, 2009.

No outside food or beverage beyond exhibitor items described above is allowed in the conference center. Concessions are available for purchase throughout the event.

## **Exhibitor Badges/Staffing**

No individual will be allowed into Expo without an official exhibitor badge or purchased admission ticket. Exhibitors will be furnished with a maximum of two (2) exhibit hall badges for each booth leased. Each additional badge must be purchased for \$5 per badge.

## **Dress Code**

Required dress is professional/casual business attire or industry-accepted clothing as appropriate for the exhibitor. Examples of industry accepted clothing include athletic jerseys for sports-related professionals, scrubs for health professionals, or employee uniforms worn in the normal course of exhibitor's business. No clothing that may be interpreted as promiscuous, provocative, or overly suggestive is allowed. Overly suggestive halter tops, bikini tops, low-riding pants, or other revealing clothing

are not appropriate. TLE reserves the right to deem any attire inappropriate and therefore not allow admission to Expo.

## **General Conduct**

TLE prohibits abusive conduct and inappropriate behavior at Expo, including such conduct that is directed toward TLE, attendees, guests, exhibitors, affiliated representatives, or any other person participating in Expo. At TLE's sole discretion, Exhibitor may be given notice and an opportunity to cure any violation of this general standard of conduct; provided, however, TLE reserves the right to immediately reject, eject, remove, or prohibit any exhibit or any exhibitor or its representatives from the Expo, if, in its sole and absolute discretion, the exhibit or the conduct of the exhibitor or its representatives violates any rules or regulation, are detrimental to the aims, goals, or purpose of the Expo and/or are not compatible with the general character and objectives of Expo. TLE shall have the right, upon such determination, to require immediate removal of the exhibit of the offending exhibitor, and/or to confiscate any illegal material or property in the possession of the exhibitor. If any exhibit or exhibitor is rejected, ejected, removed, or prohibited from exhibiting, in whole or in part, from Expo, exhibitor shall not be entitled to any refund of exhibit space cost, registration fees, or any other fees, and will remain liable for any damages caused by its actions.

Exhibitor acknowledges and agrees that TLE shall have no liability whatsoever arising out of its interpretation and enforcement of any of the foregoing.

## **Smoking**

No smoking is permitted in the convention center except in designated smoking areas.

## **Compliance with Laws**

Exhibitor and all exhibitor's representatives agree to comply with all rules of the convention center and applicable Federal, State, and local laws, ordinances, rules and regulations including all fire codes and health regulations.

### **Payment Schedule**

Payment in full is to be submitted along with the Exhibitor Application and Contract. To receive the "Early Bird" discount rate, payment in full must be received by August 31, 2009, along with the signed Exhibitor Application and Contract. All other required documentation including request for electricity, proof of insurance, and food/beverage permits are due by September 30, 2009.

### **Cancellation**

Cancellations received by TLE in writing no later than July 31, 2009 will be entitled to a full refund minus any credit card processing fees for the processing of the refund as well as processing of the original charge.

Cancellations received by TLE in writing no later than August 31, 2009 will be entitled to a 50% refund minus any credit card processing fees for the processing of the refund as well as processing of the original charge.

There will be no refunds for cancellation after August 31, 2009. Exhibitors who are unable to participate due to non-submission of required documentation including proof of insurance and food/beverage permits by the deadline of September 30, 2009, shall be considered cancelled and are not entitled to a refund.

### **Photography**

The use of cameras and video cameras is strictly prohibited without the prior written consent of TLE.

TLE reserves the sole right to use any photographs, video tape, depictions, graphics, rendering, recordings, electronic images or publicity material received by or obtained by TLE in the course of Expo, for whatever use deemed proper by TLE. TLE retains the exclusive right to include photographic, video, other visual portrayals of attendees, any exhibitors and any exhibit space, in any pictorial medium of any nature whatsoever for the purpose of trade, advertising, sales, publicity, and otherwise, without compensation to the exhibitor, and all rights will be TLE's sole property, free of any claims of the

exhibitor or any persons deriving any rights or interest from the exhibitor.

### **Indemnification**

Each exhibitor will be required to hold Texas Lacrosse Expo, LLC, Norris Conference Centers, and the agents or sponsors of each harmless from any claims arising from its activities and to provide proof of insurance. Insurance must be obtained at the exhibitor's own expense, for bodily injury and property damage liability insurance written on an occurrence form with combined bodily injury and property damage limits in an amount no less than \$1,000,000 per occurrence. ***Proof of insurance naming Texas Lacrosse Expo, LLC, and Norris Conference Centers as additional insured parties*** should be provided to TLE no later than September 30, 2009.

### **Exhibitor No Shows**

If exhibitor, through circumstances reasonably beyond its control, is delayed in arrival or set-up, it must notify TLE of such delay and the specific reasons therefore. Failure to comply with this requirement, as well as the failure to appear at Expo may, at TLE's sole and absolute discretion, result in resale of exhibit space without any refund whatsoever.

### **Expo Cancellation**

If any part of the convention center is damaged, or if circumstances make it impossible for TLE to permit an exhibitor to occupy the space assigned during a portion or entirety of the period covered, the exhibitor will be charged for space only for the period space was or could have been occupied by the exhibitor, and the exhibitor releases TLE from any and all claims for damages caused by such action.



# Texas Lacrosse Expo 2009

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## SPONSOR PACKAGES

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*Texas Lacrosse Expo* is dedicated to keeping admission prices affordable and allowing nonprofit organizations and lacrosse clubs to participate without cost. Towards these efforts, the following sponsor opportunities are offered.

Due to limited sponsorships, please contact *Texas Lacrosse Expo* by phone at **281-687-6662** or email at **txlaxexpo@TexasLacrosseExpo.com** to confirm availability. **Indicated availability is as of June 30, 2009.**

### PRESENTING SPONSOR

The named Presenting Sponsor will enjoy extensive marketing and promotional benefits in print, broadcast, and internet throughout the months leading up to and after *Texas Lacrosse Expo* as well as a significant presence at the event. A full proposal is available upon request.

Availability: **\*\*SOLD\*\***

### EDUCATION STAGE SPONSOR

- ◆ Naming rights to the stage presented as “*The [Sponsor Name] Stage.*”
- ◆ Use of one, 8' X 10', standard booth at Expo for promotion or retail sales meeting the TLE terms and conditions. Booth location may be selected by sponsor from the final floor plan approved by TLE.
- ◆ Recognition in announcements and speaker introductions made onstage (this benefit is non-exclusive as other sponsors may also be recognized from the stage).
- ◆ Recognition on one 24" X 36" color education schedule with choice of either sponsor name or logo displayed on an easel near the stage.
- ◆ Recognition in the education schedule in the event program with choice of either sponsor name or black and white logo.
- ◆ Recognition in the education schedule on the event website with choice of either sponsor name or color logo as a link to sponsor's website.
- ◆ Recognition of “*The [Sponsor Name] Stage*” in media releases.
- ◆ Recognition of “*The [Sponsor Name] Stage*” as allowed and appropriate in media interviews.
- ◆ Sponsor must provide logos/artwork as needed for print and web, in color and black and white, in an acceptable file format.

Availability: One available  
Cost: \$4,000

### PHOTO CONTEST/EXHIBIT SPONSOR

- ◆ Recognition on one 24" X 36" color sign with choice of either sponsor name or logo displayed on an easel near the exhibit.
- ◆ Use of one, 8' X 10', standard booth at Expo for promotion or retail sales meeting the TLE terms and conditions. Booth location may be selected by sponsor from the final floor plan approved by TLE.
- ◆ Recognition in the exhibit announcement in the event program with choice of either sponsor name or black and white logo.
- ◆ Recognition in the exhibit announcement on the event website with choice of either sponsor name or color logo as a link to sponsor's website.
- ◆ Recognition by name as the Photo Contest and Exhibit Sponsor in media releases.
- ◆ Recognition by name as the Photo Contest and Exhibit Sponsor as allowed and appropriate in media interviews.
- ◆ Sponsor must provide logos/artwork as needed for print and web, in color and black and white, in an acceptable file format.

Availability: One available  
Cost: \$3,500



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## SPONSOR PACKAGES

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Presented by



### COMMUNITY AVENUE SPONSOR

- ◆ Recognition on two 24" X 36" color signs with choice of sponsor name or logo displayed on an easel—one at each end of "Community Avenue."
- ◆ Recognition as the Community Avenue Sponsor in the Community Avenue listing in the event program with choice of either sponsor name or black and white logo.
- ◆ Recognition as the Community Avenue Sponsor in the Community Avenue listing on the event website with choice of either sponsor name or color logo as a link to sponsor's website.
- ◆ Recognition by name as the Community Avenue Sponsor in media releases.
- ◆ Recognition by name as the Community Avenue Sponsor as allowed and appropriate in media interviews.
- ◆ Sponsor must provide logos/artwork as needed for print and web, in color and black and white, in an acceptable file format.

Availability: One available

Cost: \$2,500

### COMMUNITY BOOTH SPONSOR

- ◆ Provide a standard vendor booth on "Community Avenue" to be used by one TLE approved nonprofit organization serving the sport of lacrosse in the Greater Houston area allowing the organization to participate free of charge.
- ◆ Recognition on an 11" X 17", black and white sign with choice of sponsor name or logo displayed in the booth.
- ◆ Inclusion of sponsor name in the Community Avenue listing in the event program.
- ◆ Inclusion of sponsor name in the Community Avenue listing on the event website as a link to sponsor's website.
- ◆ Sponsor must provide logos/artwork as needed for print and web, in color and black and white, in an acceptable file format.

Availability: Limited availability

Cost: \$540 (\$490 "early bird" registration)

### LOCKER ROOM SPONSOR

- ◆ Recognition on two 24" X 36", color signs with choice of either sponsor name or logo displayed on an easel—one at each end of "The Locker Room."
- ◆ Recognition as the Locker Room Sponsor in the Locker Room listing in the event program with choice of either sponsor name or black and white logo.
- ◆ Recognition as the Locker Room Sponsor in the Locker Room listing on the event website with choice of either sponsor name or color logo as a link to sponsor's website.
- ◆ Recognition by name as the Locker Room Sponsor in media releases.
- ◆ Recognition by name as the Locker Room Sponsor as allowed and appropriate in media interviews.
- ◆ Sponsor must provide logos/artwork as needed for print and web, in color and black and white, in an acceptable file format.

Availability: One available

Cost: \$2,500

### LOCKER ROOM BOOTH SPONSOR

- ◆ Provide a standard vendor booth in "The Locker Room" to be used by one TLE approved college or club level lacrosse team interested in recruiting players and volunteers allowing the team to participate free of charge.
- ◆ Recognition on an 11" X 17", black and white sign with choice of sponsor name or logo displayed in the booth.
- ◆ Inclusion of sponsor name in the Locker Room listing in the event program.
- ◆ Inclusion of sponsor name in the Locker Room listing on the event website as a link to sponsor's website.
- ◆ Sponsor must provide logos/artwork as needed for print and web, in color and black and white, in an acceptable file format.

Availability: Limited availability

Cost: \$540 (\$490 "early bird" registration)