



CHICAGO FLOWER & GARDEN SHOW™

NAVY PIER | MARCH 6-14, 2010

Sponsored by **BELGARD**
—LANDSCAPES—

Following an acclaimed and resoundingly successful return to Navy Pier in 2009 along with the continued support of the City of Chicago, Navy Pier, the Chicago Convention and Tourism Bureau and the Mayor's Office of Special Events the Chicago Flower & Garden Show is destined to be even more spectacular in 2010!

As the Midwest's premier flower & landscape event, the show is strategically promoted in radio, TV, print and electronic media. With more than \$1.5 million in media placements that resulted in more than 140 million consumer impressions the 2009 Show attracted upwards of 50,000 attendees.

We invite you to become a part of this extremely successful event by selling or promoting your products or services in the event's "Marketplace".

Participation

Participation is subject to review and approval and is NOT guaranteed upon presentation of your application. To apply you must submit a complete application packet consisting of the following items:

- Completed Show Application
- Color photos of each item to be sold (no samples, slides or videos) and/or product brochure
- A color photo of your booth from the most recent show you have participated in or a sketch of how the product would be represented
- A list of other Shows that you are participating in throughout the year. Price list and/or price range for your products.

Guidelines

Our process for exhibitors begins with product review with primary consideration being given to exhibitors who feature products or product-lines that are within the following six categories:

- **Horticulture** – Plants, Bulbs, Cut Flowers, Herbs, Dried Flowers, Seeds, etc.
- **Green Industry** – Green and sustainable products such as, solar panel, recycled products for the garden, etc.
- **Garden Accessories** – Gloves, Sheds, Outdoor furniture, Garden Statuary, Garden Tools & Accessories, Fountains, Birdhouses, wind chimes and birdfeeders, garden lighting, etc.
- **Botanical Art** – Original Paintings, Prints, Pressed Flower Art.
- **Home Accessories** – Décor for the Home featuring floral or of Horticulture Origin or Function such as vases, pottery, pots, tile art and interior furniture.
- **Jewelry** – Floral Design in origin or function and 50% of the items displayed must be floral related.

***Don't miss your opportunity to reach your number #1 target market!
Sign-up today to be an exhibitor at the 2010 Chicago Flower & Garden Show.***

Important Deadlines:

December 15, 2009 - Booth rates increase

January 13, 2010 - Listing inclusion in Show Guide deadline

www.CHICAGOFLOWER.com

Application and contract for exhibit space at the 2010 Chicago Flower & Garden Show

This application for exhibit space at Navy Pier, Chicago, Illinois, on March 6 - March 14, 2010, for the Chicago Flower & Garden Show will become a contract between the undersigned and Special Events Management.

Application for: Horticulture Garden Accessories Home Accessories
 Green Industry Botanical Art Jewelry

Please Print Clearly

Company Name _____

Address _____

City _____ State _____ Zip _____

Company Representative _____

Phone () _____ Fax () _____

Email Address _____ Website _____

Name as it should appear on booth sign: _____

Booth Space

Booth spaces are "not guaranteed" and are at the sole discretion of the show management.

- 10' x 10' - \$1,950 \$ _____
 10' x 20' - \$3,550 \$ _____
 10' x 30' - \$5,400 \$ _____
 20' x 20' - \$7,000 \$ _____
 Corner space 10' x 10' add \$500 \$ _____
 Endcap space 10' x 20' add \$750 \$ _____
After Dec. 15, 2009 add \$300 \$ _____

(All rates include drayage.)

TOTAL \$ _____

50% deposit due now \$ _____

50% balance due within
30 days of application \$ _____

I/We are paying by:

Check Visa Master Card

Credit Card # _____

Exp. Date/Security Code _____

Card Holder _____

Billing Address _____

City/State/Zip _____

Signature _____

I/We authorize Special Events Management to process: initial deposit all payments on the given credit card for exhibit space.

Exhibitor Service Kit

Please send exhibitor service kit to:

Email above Address above Different address (below)

Company Name _____

Address _____

City/State/Zip _____

Company Representative _____

Phone _____

Please make all checks payable to Special Events Management; mail checks and this completed form to: Special Events Management, Attn: Chicago Flower & Garden Show, 2221 W. 43rd Street, Chicago, IL 60609

Products to be displayed and/or sold (only products listed will be allowed in the show)

By signing this contract I/we hereby agree to abide by all the rules outlined in this contract. That I/we have read and agree to abide by all rules and regulations set forth by Special Events Management, the convention center/venue, and any local and federal laws, and ordinances and all the Exhibitor Conditions affixed to the back of this contract or faxed. Any violations of this contract can/will result in legal action if necessary. I understand that Special Events Management holds the right for whatever reason to cancel this contract at no obligation. The individual hereby signing this contract warrant that he/she as been duly authorized to execute this binding contract and that exhibitor will continue to fulfill these terms even if the individual ceases to be a part of the exhibitor's company. This contract constitutes the entire agreement between management and the exhibitor.

Signature: _____

Print Name: _____ Date _____

OFFICE USE ONLY 50% Deposit Paid / Date _____ 50% Balance Paid / Date _____
Accepted _____ Booth _____ By _____

Questions? Call 773-435-1250 or visit www.chicagoflower.com • Fax 773-523-6760

Application and contract for exhibit space at the 2010 Chicago Flower & Garden Show at Navy Pier

Please read the following conditions before signing the contract attached. By signing the contract you agree to abide by all the conditions presented on this page and/or any other attached forms.

Participation

Participation is subject to review and approval and is NOT guaranteed upon presentation of your application. To apply you must submit a complete application packet consisting of the following items:

- Completed Show Application
- Color photos of each item to be sold (no samples, slides or videos) and/or product brochure
- A color photo of your booth from the most recent show you have participated in or a sketch of how the product would be represented
- A list of other Shows that you are participating in throughout the year. Price list and/or price range for your products.

Guidelines

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We strongly recommend and encourage vendors to use fresh floral and plants to decorate their booth space. If you are in need of a local supplier please feel free to contact us for direction. All booths are expected to be staff the whole length of the day and show from open to close.

- **Horticulture** – Plants, Bulbs, Cut Flowers, Herbs, Dried Flowers, Seeds, etc.
- **Green Industry** – Green and sustainable products such as, solar panel, recycled products for the garden, etc.
- **Garden Accessories** – Gloves, Sheds, Outdoor furniture, Garden Statuary, Garden Tools & Accessories, Fountains, Birdhouses, wind chimes and birdfeeders, garden lighting, etc.
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- **Jewelry** – Floral Design in origin or function and 50% of the items displayed must be floral related.

Covenants

1. The exhibitor is contractually liable for any legal fees or costs in fulfilling the terms of this contract.
2. The exhibitor agrees to abide by all rules and regulations adopted by Special Events Management, the show sponsors, and agrees that Special Events Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show.
3. The exhibitor agrees to observe all union contracts and labor relations agreements in force, agreements between that Special Events Management and the official contractors serving the show facility and the companies operating in the building in which the show is taking place and to observe the labor laws of the jurisdiction in which the building is located. The exhibitor will not do anything directly or indirectly connected with their display, which might be a violation of any laws, bylaws, ordinances, or regulations of any government or regulatory body.
4. The exhibitor agrees to obtain, at its own expense, any licenses or permits which are required, including without limitation, from government bodies, trade or industry associations, and any other third parties, for the operation of its trade or business during the show and to pay all taxes that may be levied against it as a result of the operation of its trade or business during the show and to pay all taxes that may be levied against it as a result of the operation of its trade or business in their space allocated.
5. The exhibitor agrees not to conduct or be associated with a promotional contest in connection with the show, where a prize or prizes having a value in excess of \$50 are offered, unless the exhibitor (i) satisfies Special Events Management that the contest is being operated in accordance with the law and (ii) provides a letter of credit or other security satisfactory to Special Events Management, covering the value of the prize(s).
6. The exhibitor agrees to obey any non-smoking regulations in effect at the facility and agrees to ensure that its officers, agents, employees, and those whom in law they are responsible for, obey and such regulations.

Advertisement and Attendance

Special Events Management does not imply, infer, or guarantee attendance figures, or advertising commitments. Every attempt is made and determined by Special Events Management to implement an effective ad campaign to facilitate maximum attendance. Special Events Management shall not be held liable in any way, including, but, not limited to refunds, returns, loss of income, loss of potential income, labor, etc for any failure or results from the show and/or expectations from exhibitor.

Display Regulations

The exhibitor agrees to occupy the contracted exhibit space during the full term and operating hours of the show and to exhibit only those products described in this contract. Special Events Management Inc. reserves the right, unto its own discretion to: (i) determine the eligibility of exhibitors and exhibits for the show, (ii) reject or prohibit exhibits or exhibitors which Special Events Management Inc. considers objectionable, and (iii) relocate exhibitors or exhibits when in Special Events Management Inc. opinion such moves are necessary to maintain the character and/or good order of the show. Special Events Management does not offer any exclusivity to any products or services, nor do we guarantee that you will not be positioned close to a competitor. The exhibitor shall be responsible for ordering/payment to assigned contractors for any plumbing or electrical needs. Special Events Management is not responsible or liable in any circumstances for work or payment provided by such contractors. Special Events Management and the show site are also not responsible or liable for any merchandise or equipment delivered by or to any exhibitor. All aisles and doors to show site will be under control of Special Events Management. Exhibitors may not extend booth or display into aisles or obstruct the view of other spaces. Exhibitors or any of their representatives may not sell product, hand out merchandise or literature other than in their assigned exhibit space.

Exhibit Space - Defined

Aisle Space – open to aisle on one side.

Corner Space – two open selling sides with a minimum of 6-feet on the second side.

End Cap – three open selling sides. *End caps are only sold as 10x20 spaces – there are a limited number available.*

Deposit & Payment Terms

All deposits are non-refundable. If notice of cancellation is submitted, the exhibitor is liable for full payment of his space rental under the contract. In the event the exhibitor fails to make payment as aforementioned or fails to comply in any respect with the terms of this contract, Special Events Management reserves the right to cancel his contract without notices and all rights of the exhibitor hereunto shall cease and terminate. Any payment made by the exhibitor on account hereof will be retained by show management as liquidated damages for breach of his contract and show management may thereupon rent said space. Failure to appear at the event does not release exhibitor from responsibility for payment of the full cost of the space rented. The balance of the contract is due and payable within 30 days from the date the exhibit space is first provided. Any portion of the balance which remains unpaid after the due date will accrue interest at a rate of 18% per annum or the maximum interest rate allowed by law.

Building

The exhibitor is liable for any damage they cause to the facility or to any property of Special Events Management, its agents, officers, employees or any other exhibitor(s). The exhibitor may not apply paint, lacquer, adhesive or other coatings to the facility or to the property of Special Events Management Inc., its agents or any other exhibitor. Special Events Management is not responsible for any assigned exhibitor parking during setup, show times or break down.

Install & Removal of Exhibits

The exhibitor agrees no display will be dismantled or goods removed during the entire run of the show, but will remain intact until the end of the final closing hour of the last show day. The exhibitor also agrees to remove its display and equipment from the show site by the final move-out time limit, or in the event of failure to do so, the exhibitor agrees to pay for such additional cost as may be incurred.

Cancellation or Curtailment of Show

In the event that the facility in which the show is to be held or is held is destroyed or becomes unavailable for occupancy, for reasons beyond the control of Special Events Management, and the show sponsors, or if any reason Special Events Management is unable to permit the exhibitor to occupy the facility or the space, or if the show is cancelled or curtailed, Special Events Management, and the show sponsors will not be responsible for any loss of business, loss of profits, damage or expense of whatever nature that the exhibitor may suffer. The reasons listed include but are not limited to, such reasons as: casualty, explosion, fire, lighting, flood, weather, epidemic, earthquake, or other Acts of God, acts of public enemies, riots or civil disturbance, strike, lockout or boycott. In the event of failure to provide exhibit space Special Events Management may terminate this agreement in its entirety.

NSF Checks

In the event that the exhibitor's check is returned by a bank or financial institution of any sort, due to insufficient funds, a \$50 administration fee will be charged to the exhibitor. The returned check will be collected through a third party collection agency which will utilize electronic debit as well as assess processing fees.

Assignment and Subletting

The exhibitor shall not assign any rights under this agreement or sublet the space without prior written permission of Special Events Management which permission may be arbitrarily withheld at the sole discretion of Special Events Management.

Insurance

The exhibitor shall obtain a policy of liability insurance during the period commencing on the first move-in date and terminating on the last move-out date. This liability policy shall name Special Events Management as an additional insured against all claims of any kind arising from or in any way connected with the exhibitor's presence or operations at the show. The exhibitor shall provide Special Events Management with a copy of such policy prior to move-in. Special Events Management holds the right for whatever reason to cancel this contract at no obligation if a policy is not submitted.

Indemnity

The exhibitor accepts all risks associated with the use of the exhibit space and environs. The exhibitor shall not make any claim or demand or take any legal action, whatsoever, against Special Events Management, the show sponsors, or the facility in which the show is held, for any loss, damage or injury however caused, to the exhibitor, its officers, employees, agents or their property. The exhibitor agrees to indemnify and hold harmless Special Events Management, show sponsors and the facility, their respective officers, employees, and agents, against all claims, costs and charges of every kind resulting from the occupancy of the exhibit space or its environs, for personal injuries, death, property damage or any other damage sustained by the exhibitor or its officers, agents, employees, or those for whom in the law they are responsible, or Special Events Management, or an attendee to the show.

Exhibitor's Property

Special Events Management will not be responsible or liable for the safety of the exhibitor or its merchandise, property, employees, customers from theft, injury or damage from fire, civil tumult, accident or Act of God. All the exhibitor's property at the show shall be at the sole risk of the exhibitor and Special Events Management, assumes no responsibility for the loss or damage there unto.

