

# AUTO SERVICE/EXPO – N. CA.

## July 26-27, 2008, Santa Clara Convention Center, Santa Clara, CA EXHIBIT SPACE RENTAL APPLICATION/CONTRACT

THIS AGREEMENT made and entered into by and between Automotive Shows International (hereinafter "ASI"), the producer of the Show, and

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Fax: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Toll Free: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

(hereinafter "Exhibitor"). This Agreement shall have no force or effect whatsoever unless and until endorsed by both parties the Exhibitor and ASI. Exhibitor Covenants and agrees that it will well and truly perform and abide by each and every term, condition, limitation and restriction hereinafter set forth on the reverse side of this contract, each of which shall be a condition subsequent to the effect of the Agreement.

Person in charge of exhibit: \_\_\_\_\_ Title: \_\_\_\_\_ Phone: \_\_\_\_\_

**BOOTH SPACE DESIRED** — Contact show producer, Automotive Shows International, at 949-460-9192 to determine available booths in the Show.

Category	Booth Space Numbers	Rental Fee	Total Rental Fee
Budget Booths:	_____	\$695 each	_____
Standard Booths:	_____	\$795 each	_____
Premium Booths:	_____	\$895 each	_____

All booths include only an 8' high backdrop drape & two 3' high divider drapes. Each exhibitor receives 7" x 44" sign giving exhibitor name/booth number(s).

**Total:** \_\_\_\_\_

**Enclosed:** \_\_\_\_\_

Check each of following if applicable:

Display over 8' high (maximum height is \_\_\_\_\_ feet)

Vehicle to be in display: (describe) \_\_\_\_\_

Number of free Attendee Flyers you can give customers/prospects: \_\_\_\_\_

List names of competitors you prefer not to be located near in the Expo:  
\_\_\_\_\_

Exhibit Space Rental Application/Contract must be submitted with booth rental fee deposit within 10 days of reserving booth space. You must include a 50% booth rental deposit if mailed by 1/25/08. After 1/25/08, the full booth rental must be included.

**SHOW DIRECTORY INFORMATION** (To appear in Show Directory distributed free to all attendees) — PLEASE PRINT OR TYPE.

Company Key Personnel Attending Show (maximum of 6 people)

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Name: \_\_\_\_\_ Title: \_\_\_\_\_

Badges will be sent to you for all persons named above. Please list names of anyone needing badge (not listed in Show Directory):  
\_\_\_\_\_

Address to appear in Show Directory (if different from above): \_\_\_\_\_

Product/Services Description (up to 25 words): \_\_\_\_\_

List Brand Names of all products/services to be displayed: \_\_\_\_\_

### EXECUTION OF APPLICATION/CONTRACT

We enclose herewith 50% of the total booth rental fee (if mailed before 1/25/08) and we agree to remit the balance by 1/25/08. If this application/contract is submitted after 1/25/08, then the full booth rental fee is to be enclosed. We further agree to the terms and conditions set forth on the attached page (Terms and Conditions I through XXIV) which form a part of this Agreement between our firm (Exhibitor) and ASI, the producer of the Show. In witness whereof, Exhibitor/Applicant has caused this application/contract to be duly executed by an officer or person duly authorized to do so.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

**ACCEPTANCE BY SHOW PRODUCER:** Automotive Shows, Int'l. (ASI), the producer of the Show, hereby accepts this application and thereby enters into an Exhibit Space Rental Agreement with the above Exhibitor.

Accepted by ASI: \_\_\_\_\_ Date: \_\_\_\_\_

**PLEASE COMPLETE THIS APPLICATION/CONTRACT FORM, SIGN, AND RETURN WITH DEPOSIT PAYABLE TO:**

Automotive Shows Int'l (ASI), 26891 Recodo Lane, Mission Viejo, CA 92691 Phone: 9949) 460-9192 Fax: (949) 716-9498