



# EXHIBITOR REGISTRATION FORM

Please complete this form and submit by email to erikal@coffeefest.com or by mail to Coffee Fest, 1703C Dock Street, Tacoma, WA 98402. If you have any questions, please contact Erika Lowery at (425) 295-3300, ext 102.

## Step 1: Contact Information

Main Contact: \_\_\_\_\_ Company: \_\_\_\_\_  
 Main Contact E-mail: \_\_\_\_\_ Exhibiting As: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Address: \_\_\_\_\_  
 Cell Phone: \_\_\_\_\_ \_\_\_\_\_  
 Web Address: \_\_\_\_\_ City: \_\_\_\_\_  
 Accounts Payable Name: \_\_\_\_\_ State/Prov: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Accounts Payable E-mail: \_\_\_\_\_ Country: \_\_\_\_\_  
 Accounts Payable Phone: \_\_\_\_\_ Business Type: \_\_\_\_\_

## Step 2: Show & Booth Selections

### YOUR EXHIBITION SPACE FEE INCLUDES THE FOLLOWING:

- Discount admission coupons for your customers & prospects.
- Six (6) worker badges per booth; three (3) per table top.
- Entrance to the Opening Night Reception.
- 8' black and silver pipe and drape back wall, 35" high wing walls. Table tops do not include wing walls.
- Black carpet in booth.
- Each exhibitor receives one (1) of the following: One line exhibitor's identification sign, 6' draped table, chair, wastebasket.

### Multiple Show Discount

Exhibit in multiple shows in a calendar year & receive a \$100 per booth or \$50 per table top discount.

OR

### Multiple Booth Discount

Exhibit in 2 or more booths in a single show and receive a \$100 per booth or \$50 per table top discount.

OR

### Ask about our First-Time Exhibitor Discount

**PLEASE FILL OUT THE GRID BELOW.** To view available booths, go to [www.coffeefest.com](http://www.coffeefest.com), click the "Exhibit" button for the show you are interested in and click "Floor Plan". Available booths are blue and occupied booths are in red. Once you have completed this form and submit it, we will contact you to confirm your booth location(s).

SHOW	Preferred Booth Number	Qty	10x10 Inline	Qty	10x10 Corner	Qty	Table Top	Sub Total
Denver, CO: June 8-10, 2018			\$2,523		\$2,884		\$1,700	
Los Angeles, CA: August 19-21, 2018			\$2,523		\$2,884		\$1,700	
New York, NY: March 3-5, 2019			\$2,573		\$2,941		\$1,700	

**LA ONLY: Will you be sampling product? Health Permit Fee \$51**

**NY ONLY: Zone upgrade includes booth location near entrance & e-newsletter recognition. \$500 per 10x10 space.**

**Payment Terms:** A \$500 deposit for each booth or \$300 deposit for each Table Top is due at the time of registration. The remaining balance for your space is due as follows:

- 50% of balance after deposit is due **150 days** prior to each show
- 100% of remaining balance is due **90 days** prior to each show

Total:	
Health Permit (LA only):	
Zone Upgrade (NY only):	
Discount:	
Adj. Total:	
Deposit Due:	

### Step 3: Rules & Regulations

**BOOTH CONSTRUCTION:** All exhibitors are expected to adhere to the booth constructions regulations detailed in the Exhibitor Show Manual. All decorations and displays must fit within the contracted space. Exhibit space must accommodate anticipated crowds and should not impeded neighboring exhibitor's ability to conduct business.

**TABLE TOP RULES & REGULATIONS:** Table Tops need to adhere to the same rules and regulations as booth exhibitors in addition to the following:

- Exhibitor product and support equipment must fit on or under the 6' table provided. No other free-standing equipment may be include in the Table Top space. However, anything under the table may not be visible to attendees.
- A banner or sign my be included in the Table Top space, dimensions not to exceed 8'h x 6'w. Banner or sign can be hung on the pipe and drape back wall provided.

**SUBLETTING/SHARING EXHIBIT SPACE:** Exhibitors may not sublet, assign or share their space with other companies without the prior written consent of shared space. Any product or service displayed in the Exhibitor's booth that does not bear the Exhibitor's brand or trademark will constitute sublet or shared space. If the exhibitor desires that the additional company(s) be listed in the show guide, on the Coffee Fest Show website, or on the Exhibitors Badge, an additional \$750 charge will be made for each additional company. Coffee Fest does not offer split invoicing to Exhibitors sharing a show space with an additional company(s).

**EXHIBIT SPACE CONTENT:** Products exhibited must be manufactured by or exclusively for distribution by the exhibitor. All such product must bear the exhibitors' brand or trademark. No products or services that are deemed inappropriate for family viewing may not be included in exhibitor displays. Coffee Fest reserves the right to require removal of objectionable materials or close exhibit space not in compliance with exhibit regulations. Please be conscious of your sound levels. Keep in mind how closely you and your neighbors are working and extend the same courtesy you would expect regarding sound levels. Coffee Fest reserves the right to determine how much sound is appropriate and to require the reduction or elimination of offending sound.

**OPERATIONS OF EXHIBITS:** All exhibits must be set up by the opening of the show on Friday. All crates and cartons must be place in aisles with empty stickers attached two hours prior to the show opening on Friday. Exhibit space not occupied two hours before Friday's opening deadline will revert back to Coffee Fest for use as they see fit. Exhibits must remain full intact until the official show closing time on Sunday. Breaking down booths prior to closing will result in forfeiture of future opportunity to exhibit in Coffee Fest Trade Shows.

**AMERICANS WITH DISABILITY ACT:** Exhibitors must be in complete compliance with The Americans With Disabilities Act.

**RESPONSIBILITY FOR EXHIBITOR PROPERTY:** Coffee Fest will not be responsible for loss, theft or damage to an exhibitor's booth or merchandise. Exhibitors understand that they are responsible for securing their property and are advised to insure their property at their expense.

**RELEASE AND INDEMNIFICATION:** If the show or any part thereof is prevented from being held, is canceled by Show Management or the exhibit space applied for herein becomes unavailable because of war, fire, strike, government regulation, public catastrophe, act of God or the public enemy or other cause, Show Management shall determine and refund to Exhibitor its proportionate share of the balance or the aggregate exhibit fee received which remains after deducting expenses incurred by Show Management and reasonable compensation to Show Management, but in no case shall the amount of refund to exhibitor exceed the amount of the exhibit fee paid. Neither Show Management nor any of its owners, officers, agents, employees and other representatives, resulting from theft, fire, water, accident or any other cause. Exhibitor hereby agrees to indemnify, defend, protect and hold Show Management and its owners, officers, agents, employees and other representatives or advisors harmless against any and all claims, demands, suits, liability, damages, loss, costs, attorney fees, and expenses of whatever kind of nature that might result from or arise out of any action or failure to act of Exhibitor or any of its officers, agents, employees, invitees or other representatives.

**Cancellation:** All cancellations must be made in writing (return receipt requested) and will become effective when received by Coffee Fest. Should the exhibitor cancel any or all of its space, the following penalties apply: (Please allow 7-10 days for processing)

- Prior to 150 days before show - no penalty
- 150 to 90 days before show - \$5.00 per square foot penalty
- 89 days before show - no refund

Monthly Payment Plan Available - Contact Erika Lowery at (425) 295-3300, ext 102 for details.

Note: Official onsite photographers will be taking live photography and/or video that could be used in Coffee Fest advertisements and promotional materials. Your attendance at Coffee Fest presumes your acceptance that your image may be used in this way.

### Step 4: Authorization & Submit Request

**Payment Terms:** A \$500 deposit for each booth or \$300 deposit for each Table Top you wish to reserve. The remaining balance for your space is due as follows: 50% of balance after deposit is due 150 days prior to each show. 100% of booth fee is due 90 days prior to each show.

Payment Method (REQUIRED):       Check Enclosed (payable to Urban Expositions, LLC)       Visa       MC       Amex       Discover

Credit Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Name as it Appears on Card: \_\_\_\_\_

Street Address for Card: \_\_\_\_\_ Zip Code: \_\_\_\_\_

I authorize the deposit of the following against my card now: \$ \_\_\_\_\_

I authorize 50% to be charged 150 days prior to the show. Initial: \_\_\_\_\_

I authorize 100% to be charged 90 days prior to the show. Initial: \_\_\_\_\_

I have read, understand and agree to the terms of the Coffee Fest policies and procedures and payment terms.

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