



COFFEE FEST EXHIBITOR REGISTRATION FORM

Please complete this form and submit to one of the following based on your company name:

Company Names beginning A-K
Hailey Hayes
hailey.hayes@clarionevents.com
(425) 295-3300, ext. 103

Company Names beginning L-Z
James Forte
james.forte@clarionevents.com
(203) 580-8710

Or by mail to Coffee Fest, 1703C Dock Street, Tacoma, WA 98402.

Step 1: Contact Information

Main Contact: _____ Company: _____

Main Contact E-mail: _____ Address: _____

Phone: _____

Cell Phone: _____ City: _____

Accounts Payable Name: _____ State/Prov: _____ Zip: _____

Accounts Payable E-mail: _____ Country: _____

Accounts Payable Phone: _____ Web Address: _____

Step 2: Exhibit Space and Event Marketing

Location, Location, Location

When looking at floorplans online you will find zones based on location. Zone 1 is our premier location on the show floor based on traffic and entrance to the show. Zone 2 is most of the show floor and a great place to be. Zone 3 is reserved for smaller spaces and a great entry-level location.

Zone 1

Premier location on the show floor. Carpet, table, chair, wastebasket, enhanced online listing and highlighted printed show guide listing. Indicate Zone 1 upgrade for \$500 on Page 2 for each show.

Zone 2

Prime location on the show floor. Carpet, table, chair, wastebasket, online listing and printed show guide listing.

Zone 3

5x10 booth space depending on availability. Carpet, standard online listing and printed show guide listing.

Exhibitor Experience Upgrades

Please select upgrades by checking below. If selecting more than one of these upgrades, provide total calculation on next page for each show.

- Corner Charge: **\$500**
- Premium Product Showcase: **\$299** (limited)
- Standard Product Showcase: **\$199**
- Attendee Bag Insert: **\$1,250** (limited)
- MATCH!: A guaranteed, customized meeting experience that connects exhibitors with hand-selected, vetted buyers. **\$999** (limited)
- Classroom Sponsorship: **\$1250** (limited)
- Social Media Sponsorship: **\$750** (limited)
- Email banner ad: **\$300** (limited)
- Highlighted Listing in printed show guide: **\$250** (limited)

How will you build brand awareness, increase sales and maximize your impact at Coffee Fest?

Sponsorships enhance your customer and prospect exposure leading to more opportunities to close sales. We know you're busy but don't miss out on the many opportunities to become a Coffee Fest sponsor.

You can look at our general sponsorship opportunities online at [www.https://www.coffeefest.com/faqs/become-a-sponsor](https://www.coffeefest.com/faqs/become-a-sponsor). Or contact your sales manager to discuss your unique needs and how a customized sponsorship plan could help grow your business.

Step 3: Show & Booth Selections

Please fill out the form below. To view available booths, go to 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 yellow. Once you have completed this form and submit it, we will contact you to confirm your booth location(s).

PNW November 15-16, 2019	
Booth Preferences: #1 _____ #2 _____	
Booth Dimensions: _____ x _____ =	
\$26.50 per Sq Booth Feet:	
Corner Charge \$500 each:	
Zone 1 Upgrade \$500 :	
Discount (\$100 Multishow):	
Exhibitor Upgrades (Total from Page 1):	
Total:	
30% Deposit Due:	

New York March 8-10, 2020	
Booth Preferences: #1 _____ #2 _____	
Booth Dimensions: _____ x _____ =	
\$26.50 per Sq Booth Feet:	
Corner Charge \$500 each:	
Zone 1 Upgrade \$500 :	
Discount (\$100 Multishow):	
Exhibitor Upgrades (Total from Page 1):	
Total:	
30% Deposit Due:	

Chicago June 26-28, 2020	
Booth Preferences: #1 _____ #2 _____	
Booth Dimensions: _____ x _____ =	
\$26.50 per Sq Booth Feet:	
Corner Charge \$500 each:	
Zone 1 Upgrade \$500 :	
Discount (\$100 Multishow):	
Exhibitor Upgrades (Total from Page 1):	
Total:	
30% Deposit Due:	

Anaheim August 9-11, 2020	
Booth Preferences: #1 _____ #2 _____	
Booth Dimensions: _____ x _____ =	
\$26.50 per Sq Booth Feet:	
Corner Charge \$500 each:	
Zone 1 Upgrade \$500 :	
Discount (\$100 Multishow):	
Exhibitor Upgrades (Total from Page 1):	
Total:	
30% Deposit Due:	

Payment Terms (select one):

- Please invoice me for deposit and balance separately.
- Please invoice me 100%. I prefer to pay all at once.

Average booth is 10x10 or 100 square feet. Zone Upgrade includes booth location near entrance, enhanced online listing and highlighted printed show guide listing \$500 per company.

Step 3: Authorization & Submit Request

Payment Terms: A deposit of 30% is required to reserve your booth space. 70% remaining balance must be paid 120 days prior to the show start date. If mailed deposits are not received within 30 days, your booth reservation will be released. As soon as a contract is signed, an invoice will be generated and sent via email. A secure link to pay by credit card will be provided with your emailed invoice. **Please note, deposits are non-refundable.**

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

Signature: _____ Date: _____

Please Print Your Name: _____

YOUR EXHIBITION SPACE FEE INCLUDES THE FOLLOWING:

- Discount admission coupons for your customers & prospects.
- Badges based on square footage.
- Black carpet in booth.
- 8' black pipe and drape back wall, 35" high wing walls.

Payment Terms: A **30% deposit for booth is due at the time of registration.** 70% remaining balance must be paid 120 days prior to the show start date. If mailed deposits are not received within 30 days, your booth reservation will be released. **Please note, deposits are non-refundable.**

An invoice will be emailed to the Accounts Payable address provided with a secure link to pay via credit card or mail check to:

Urban Expositions, LLC
1690 Roberts Blvd., NW
Suite 111
Kennesaw, GA 30144

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 impede neighboring exhibitor's ability to conduct business.

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 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 placed 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). **Please note, deposits are non-refundable.**

- 89 days before show - no refund

MONTHLY PAYMENT PLAN AVAILABLE: Contact your Sales Manager.

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.