



# COFFEE FEST NEW YORK 2020 EXHIBITOR REGISTRATION FORM

Please complete this form and submit by email to haileyh@coffeefest.com or by mail to Coffee Fest, 1703C Dock Street, Tacoma, WA 98402. If you have any questions, please contact Hailey Hayes at (425) 295-3300, ext. 103.

## Step 1: Contact Information

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

## Step 2: Exhibit Space and Event Marketing

**A. Booth Number Selection:** #1 Choice \_\_\_\_\_ #2 Choice \_\_\_\_\_

**B. Size Selection:** (circle one):

10'x10'	10'x20'	10'x30'	20'x20'
Your Zone choice (see below)	Your Zone choice plus \$2,573	Your Zone choice plus \$5,146	Your Zone choice plus \$7,719

**C. Zone 1 | \$3500** Premier location on the show floor. Carpet, table, chair, wastebasket, lead retrieval, enhanced A2Z upgraded listing, and highlighted listing in printed show guide.

**Zone 2 | \$2700** Prime location on the show floor. Carpet, table, chair, wastebasket, lead retrieval, and enhanced A2Z upgraded listing.

**Zone 3 | \$1250** 5x10 space in specially designated areas on the show floor. Carpet, no furniture. Standard show guide listing online and in printed show guide. Limited to 50 sq. feet per company.

**Roaster Row | \$950** Set combined exhibit area for Nano and Micro roasters. Shared electricity for grinding and brewing. High top Table Top space for display. Limit of one per company.

<b>Coffee Fest NY New York March 8-10, 2020</b>	
<b>B. Sq Booth Feet Price:</b>	
<b>C. Zone Price:</b>	
<b>D. Exhibitor Experience Upgrades Total:</b>	
<b>Discount (\$100 Multishow):</b>	
<b>Total:</b>	
<b>30% Deposit Due:</b>	

Additional square feet rate is \$25.73/100 sq. ft. sold in 100 sq. ft increments only.

### D. Exhibitor Experience Upgrades

Please select upgrade by checking below. If selecting more than one of these upgrades, provide total on calculation above.

- Attendee Bag Insert: \$1,250
- Social Media Sponsorship: \$750
- Corner Charge: \$500
- Premium Product Showcase: \$299
- Standard Product Showcase: \$199
- Email banner ad: \$300
- Lead Retrieval upgrade: \$150 per user activation
- Highlighted Listing: \$250

## 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. 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.

**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 and silver 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.

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 the first day. All crates and cartons must be placed in aisles with empty stickers attached two hours prior to the show opening. Exhibit space not occupied two hours before 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 the last day. 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 Hailey Hayes at (425) 295-3300 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.