



**Directions:**

Complete and return this Application for Exhibit Space with the appropriate deposit. Please note that this application contains 3 pages, the application on pages 1 and 2, and the terms and conditions on page 3. All sections must be completed for your booth to be reserved. A dated signature and printed name are required on page 2 and confers acceptance of the show terms and conditions printed on page 3.

**PLEASE RETURN FORM AS FOLLOWS:**

By Email	By Mail	By Fax
Email to: info@nwfoodserviceshow.com	Northwest Foodservice Show 8565 SW Salish Lane, Ste. 120 Wilsonville, OR 97070	Fax to: (503) 682-4455

**Booth Pricing**

<u>Booth Sizes</u>	<u>Deposit</u>	<u>Booth Prices</u>		
10'x10' In-Line	\$300	A-\$1,510	B-\$1,410	C-\$1,310
10'x10' Corner	\$300	A-\$1,710	B-\$1,510	C-\$1,340
10'x20' Corner	\$600	A-\$3,245	B-\$3,025	C-\$2,815

**ALL DEPOSITS NON-REFUNDABLE**  
Please note that space reserved after Dec. 31, 2010 must be paid in full at the time of sign-up

**Quantity price discounts:** 4% discount for 6-9 booths; 6% discount for 10-15 booths; 8% discount for 16-19 booths; and 10% discount for 20+ booths.

**IMPORTANT!**  
Booth price does not include mandatory booth carpet or optional booth furniture, including tables, or utilities.

**SECTION 1: EXHIBITOR HISTORY & STATUS**

**1. Our Company:** (Check any that apply)

Exhibited in 2010 (Seattle)       Exhibited in 2009 (Portland)

Exhibited prior to 2009       Is new to the NW Foodservice show

**2. Are You a Current Restaurant Association Member?**  
(Members receive a \$100 discount per booth up to a maximum of \$500)

Yes: ORLA Member       Yes: WRA Member

No: But please contact me about ORLA membership

No: But please contact me about WRA membership

**SECTION 2: EXHIBITOR CONTACT INFORMATION**

*All trade show correspondence will be directed to the person whose name appears below. Please note that this information is for show management use only, and is not for show guide or online publication, the latter of which will be entered by you, through our online portal, separately, and after your booth has been officially reserved. If completing by hand, please write legibly.*

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

\_\_\_\_\_

**City:** \_\_\_\_\_      **State / Province:** \_\_\_\_\_      **Zip / Postal Code:** \_\_\_\_\_

**Phone (primary):** (\_\_\_\_) \_\_\_\_\_      **At Show Phone # (Cell):** (\_\_\_\_) \_\_\_\_\_

**Contact Email:** \_\_\_\_\_      **Company Web Site:** \_\_\_\_\_

**Is there a separate contact for potential Show Guide advertising?**

Yes       No

**If "Yes", who is the advertising contact?**

**First Name:** \_\_\_\_\_      **Last Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_      **Phone:** \_\_\_\_\_

**APPLICATION CONTINUES ON NEXT PAGE**

Booth #: \_\_\_\_\_ Booth Description: \_\_\_\_\_ Booth Cost Before Discounts: \_\_\_\_\_  
 INV Code: \_\_\_\_\_ Membership Discount: \_\_\_\_\_ Qty. Discount: \_\_\_\_\_ SMD: \_\_\_\_\_ Online Booth Upgrade: \_\_\_\_\_ Final Booth Cost: \_\_\_\_\_

**SECTION 3: BOOTH SPECIFIC INFORMATION**

*Specify booth quantity, size, section and type.*

**1. Booth Location:** *Using the online floor plan, please indicate the booth numbers of your first, second and third choice booths. If none of your choices are available, you will be assigned to the closest booth of the same size and description as your first choice.*

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

**2. Booth Quantities and Type:** *Please write on the line the quantity (number) of each type of booth you are requesting.*

**“A” Section Booths**

**“B” Section Booths**

**“C” Section Booths**

\_\_\_\_\_ 10’ x 10’ inline

\_\_\_\_\_ 10’ x 10’ inline

\_\_\_\_\_ 10’ x 10’ inline

\_\_\_\_\_ 10’ x 10’ corner

\_\_\_\_\_ 10’ x 10’ corner

\_\_\_\_\_ 10’ x 10’ corner

\_\_\_\_\_ 10’ x 20’ corner

\_\_\_\_\_ 10’ x 20’ corner

\_\_\_\_\_ 10’ x 20’ corner

**3. Specify Booth Requirements:** *Check all that apply.*

- I need a water connection       I will be sampling alcohol       I will be cooking / heating in my booth  
 I need a drain       I will be sampling food / beverages       I will be deep fat frying in my booth.

**4. What Products / Services will you be showcasing from your booth?**

**5. Special Instructions:** *Please let us know if there are any specific exhibitors, or types of exhibitors that you wish to be near or kept apart from on the trade show floor. If requesting to be kept apart, you will not be placed directly across the aisle or within 20 feet of that exhibitor in an inline aisle.*

I prefer my booth to be near: \_\_\_\_\_

I prefer my booth NOT to be near: \_\_\_\_\_

**SECTION 4: VIRTUAL TRADE SHOW STATUS:      Please select PREMIUM or STANDARD**

**PREMIUM (Add \$50)**

Allows for expanded online company profiles (3000 characters), your company logo added to your online profile page, and up to 10 full color photos and descriptions of products you intend to feature at the show, plus all the amenities of a standard listing.

**STANDARD (Free)**

Included as part of your booth cost. Allows for an online company profile (1000 characters), attendee searchable product-service categories, and full company contact information, including an active web link to your own company home page.

**SECTION 5: BOOTH DEPOSIT & PAYMENT**

*The appropriate deposit is required to reserve your booth by **December 31, 2010**. All booth payments due in full at time of sign up after this date. (Note: 10’ x 20’ booths count as 2 booths)  
**(QTY OF BOOTHS) X (\$300 PER BOOTH) = DEPOSIT***

**Please Indicate Method of Payment**

- Visa     MasterCard     AMEX     Discover

Charge this Amount to My Card: \_\_\_\_\_

Card #: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Expiration: \_\_\_\_\_ / \_\_\_\_\_    V-Code: \_\_\_\_\_

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

**Paying by Check**

*Please note that booths paid by check will be reserved upon receipt of the check.*

**SECTION 6: ACCEPTANCE OF TERMS**

*Please enter name and date to confer agreement with the Exhibit Terms & Conditions on the next page.*

*(Enter Name Above)*

*(Enter Date Above)*

**IMPORTANT!**

Please contact Show Manager John Santella at **(800) 645-7350** or **(503) 582-9482** if you do not receive a confirmation or other acknowledgment within 2 (two) business days that your Application has been received. It is recommended that you save a copy of this Application for your files.

**Northwest Foodservice Show · April 3-4, 2011 · Oregon Convention Center · Portland, Oregon**  
**EXHIBIT TERMS AND CONDITIONS**

**1. BOOTH CONTRACT TERMS AND SIGNATURE**

**A.** Your signature on this exhibit space application constitutes a legally binding contract between the Northwest Foodservice Show, hereinafter referred to as "Show Management", and the Exhibiting Company, hereinafter referred to as "Exhibitor". The venue, the Oregon Convention Center, is herewith referred to as "OCC".

**2. PAYMENTS**

**A. Deposit fee of \$300 per 10'x10' booth space, and \$600 per 10'x20' booth space must accompany this application, with all remaining balances paid by December 31, 2010.**

Exhibitors not paid in full by this date will not be listed in the show guide, and risk being relocated (bumped) on the show floor and having their exhibit space reassigned to an exhibitor willing to make payment in full. Show Management reserves the right to terminate booth space reserved for any exhibitor not paid in full by **February 28, 2010**. Exhibitors with balances due at show time will not be allowed to set up their booths in the exhibit hall.

**Make checks payable to:**

**Northwest Foodservice Show, 8565 SW Salish Lane, Ste. 120, Wilsonville, OR, 97070.**

**Returned checks will be charged a fee of \$40.**

**B.** Booth payment includes exhibit space, 8' back drape, 3' side drape, one 7"x44" booth ID sign, 6 staff badges per booth, and one trash receptacle. Not included are carpet, which is mandatory, and utilities, such as electricity, gas, water & drain connections, and telecommunications (all optional). All exhibitor furniture, services and utilities must be paid separately and will be available for order on line beginning December 2010.

**3. BOOTH SPACE RESERVATIONS**

**A.** Every effort will be made by Show Management to assign space according to Exhibitor's preference; however, Show Management reserves the right to allocate space, and such selection shall be binding on the Exhibitor. While every effort will be made to not change booth assignments once they have been made, Show Management reserves the right to do so if necessary, or if it is in the interest of the show to do so, and can not be held liable for booth space changes.

**B.** In the event that the Show shall not be held for any reason whatsoever, then and thereupon lease of space to the Exhibitor shall be terminated. In such case, the limit of claim for damages or compensation to Exhibitor shall be limited to the amount paid for such space.

**4. CANCELLATIONS, SPACE REDUCTIONS AND REFUNDS**

**A. All cancellations and space reductions must be received in writing.** Cancellations and space reductions received by Sept. 30, 2010 will be refunded 100% less deposit paid. After this date, refunds will be assessed as follows:

**Oct. 1—Nov. 15, 2010 75% of booth cost refunded**

**Nov. 16—Dec. 31, 2010 50% of booth cost refunded**

**Jan. 1—Feb 3, 2011 25% of booth cost refunded**

Due to the difficulty in filling space in the 60 days prior to the show, **Exhibitors canceling or reducing space after Feb. 3, 2011 will be liable for the full cost of exhibit space being forfeited.** Exhibitors who fail to show up at the Show will be liable for 100% of booth cost.

**5. USE AND OPERATION OF BOOTH SPACE**

**A.** No Exhibitor shall assign, sublet or share booth space with an additional business without notification of and approval by Show Management. Exhibitors are not permitted to feature names of non-exhibiting manufacturers, distributors or agents in their booth except those of parent, subsidiary, or affiliated companies. Only employees or representatives of the persons or firms renting space will be permitted in the booth area after the exhibition has commenced.

**B.** Exhibitor is entirely responsible for the space leased to them and agrees to reimburse the owner for any damage to floors, walls or rented equipment in the leased space, as well as for damage elsewhere on the Show premises incurred as a result of their actions.

**C.** Persons or companies conducting business without permission and a signed Exhibit Booth Application will be subject to immediate removal.

**D.** Exhibitor must have a representative in the booth during all show hours. Dismantling of exhibits and commencement of tear down prior to the formal close of Show is strictly forbidden.

**E.** Show management reserves the right to decline or prohibit any exhibit or part of an exhibit which in its opinion is deemed unsafe, inappropriate, offensive, is of shoddy construction or poor quality, or is otherwise out of character with the show. This includes the conduct and comportment of persons, clothing or costumes, booth displays, printed matter, souvenirs, or anything that in the opinion of Show Management reflects poorly on the show.

**F.** In the event that Show Management is required to exercise the right laid out in section 5E, Exhibitor shall not be entitled to a full or partial refund or compensation of any sort.

**G. Structural Requirements: Show Management has the right to prohibit any exhibit or part of an exhibit which does not adhere to the following:**

**1.** Must not exceed eight feet (8') in height anywhere within five feet (5') from the back and must have a professionally finished appearance.

**2.** Must not exceed four feet (4') in height anywhere within five feet (5') from the aisle so as to preserve the line of sight to adjacent exhibits..

**3.** End-Cap booths with a backwall display must allow a minimum 3 feet (3') open margins from aisles on each side to preserve the line of sight to exhibits located behind the backwall.

**H. Booth Variances:** Exhibitors with booths exceeding the structural requirements above must submit, in writing, a "Booth Variance" request for approval of design and placement from Show Management. Such request must include a description of the exhibit and an illustration indicating length, width and height measurements.

Exhibitors whose booths do not meet the structural requirement of the show and who have not received approval of their booth variance may be asked to remove or dismantle, without compensation, the part of their booth that is out of compliance.

**I.** Unauthorized use of copyrighted material, whether printed, recorded, or live, is forbidden. Exhibitor agrees to indemnify Show Management and all Show agents against any penalties or legal fees arising from the unauthorized use of intellectual property.

**J.** The use of helium filled balloons in the booth or anywhere on the show floor is not permitted due to hazards presented by their coming into contact with the hall's halogen lights.

**K.** Each exhibitor is charged with knowledge of all Show policies, laws, ordinances and regulations pertaining to health, fire prevention, public safety, and alcohol sampling. Compliance with all of the above is mandatory. Fines or

penalties resulting from non-compliance with any of the above are the sole responsibility of the Exhibitor.

**L.** If unusual equipment is to be installed or if appliances that might come under applicable fire codes are to be used, Exhibitor shall communicate requirement to Show Manager for information concerning facilities and regulations. Such unusual equipment must receive Show Management approval no less than two weeks prior to the opening of the Show.

**M.** Exhibitors are permitted to sell products and equipment on site for use at attendee establishments, provided the product is not an alcoholic beverage and is not for on site consumption. All Exhibitors, including vendors of alcoholic beverages, may take orders for future sales.

**6. USE OF AISLE / ENTRANCE SPACE AND SOUND LEVELS**

**A.** Aisle space and entrances are under the control of Show Management. Any portion or feature of the exhibit booth which extends beyond the boundaries of rented space is prohibited. Musical instruments, audio equipment or other noise making or amplification devices shall be operated at a level that does not interfere with other exhibitors. Show Management shall be the sole judge of what constitutes appropriate sound levels.

**7. HEATING AND COOKING IN BOOTHS**

**A.** Exhibitors intending to heat or cook product, or otherwise have an open flame in their booth must notify Show Management and adhere to all heating and cooking in booth policies. Any exhibitor heating or cooking food must have an approved fire extinguisher, and any cooking or heating which produces smoke is not allowed. See show policy on "Heating & Cooking in Booth" for specific details.

**8. SAMPLING OF FOOD AND NON-ALCOHOLIC BEVERAGES**

**A.** Exhibitors who manufacture, process or distribute food as a normal course of their business may distribute food samples, provided samples are no larger than bite sized portions.

**B.** Exhibitors who do not manufacture, process or distribute food as a normal course of their business may give away consumable products designed to market their company or products, or to entice exhibitors to their booth, provided the products are printed or logoed with the exhibiting company's identity, are bite sized, and have been approved by show management.

**C.** Beverage samples must be no larger than three (3) ounces, and served in containers no larger than 3.5 ounces.

**9. SAMPLING OF ALCOHOLIC BEVERAGES**

**A.** Exhibitors for whom alcoholic beverages are a normal part of their business may offer samples of their products, providing:

**1.** Show Management has been notified.

**2. All beer samples contain no more than 3 oz. in a cup no larger than 6 oz.**

**3. All wine samples contain no more than 1.5 oz. in a cup no larger than 3.5 oz.**

**4. All liquor samples contain no more than 1/4 oz. in a cup no larger than 1 oz., with no more than 1/2 oz. total per attendee served per day.**

**5.** Exhibiting companies must be OLCC certified, and servers must have their server permits with them and available for inspection.

**6.** Exhibitor has obtained and mailed / faxed proof of, not less than thirty (30) days prior to the Show, a liquor liability endorsement of not less than one \$1 million dollars, naming Northwest Foodservice Show, LLC, as an additional insured party.

**B.** Exhibitors serving samples of alcoholic beverages must adhere to all Show Policies, and city, state and federal laws which govern the serving of alcoholic beverages. Exhibitor agrees to hold harmless and indemnify Show Management and all agents of the Northwest Foodservice Show and OCC for any fines or penalties resulting from Exhibitor non-compliance or violation of alcohol serving rules and regulations, or city, state or federal laws. Exhibitor agrees to assume responsibility for any fines or violations incurred by the Northwest Foodservice Show for that Exhibitor's non-compliance or violation of alcohol serving rules and regulations, or city, state or federal laws.

**10. INSURANCE AND LIABILITY**

**A.** All Exhibitor property is understood to remain under its custody and control in transit to and from the Show and while it is in the confines of the OCC. Neither Show Management, the Official Show Contractor, the management of the OCC, or any agents of the above mentioned entities, are responsible for the safety of Exhibitor property from theft, or damage caused by accident, vandalism or other causes. Exhibitor expressly waives and releases any claim or demand it may have against any of them for any damage or loss of Exhibitor property. Show Management will provide evening security services but does not maintain insurance covering Exhibitor property. It is strongly suggested that Exhibitor maintain adequate coverage, at their own expense, for property loss or damage, and liability for personal injury.

**B.** Upon signing the application, the Exhibitor releases and agrees to defend and indemnify Show Management and all agents thereof, and to hold them harmless from any suit or claim, including attorney fees and expenses, and costs related to property damage and / or personal injury arising out of Exhibitor's participation in the Show.

**C.** Show Management assumes no liability for Show cancellation or disruption for any cause, including, but not limited to partial or total destruction of the premises by natural disaster, fire, acts of terrorism, war, labor action, or any other cause, accidental or intentional, beyond the control of Show Management. In the event of any of the above, Show Management assumes no liability for loss of business or fulfillment of the contract for space.

**11. MISCELLANEOUS POLICIES**

**A. Age Requirement:** No one under 16 years of age, including infants, will be permitted on the Show floor at any time regardless of affiliation or circumstances. Show Management reserves the right to request proof of age. This rule applies equally to exhibitors and attendees.

**B. Live Animals:** Due to possible conflicts with health codes, no live animals other than guide dogs or assistance animals are allowed on the Show floor.

**C. Other Regulations:** Any and all matters not specifically covered by the preceding terms and conditions, or rules and regulations referred to, shall be subject solely to the decision of Show Management. **Show Management shall have sole authority to interpret, amend and enforce these rules and regulations, provided exhibitors receive notice of any amendments when made. Each Exhibitor, and its employees, agrees to abide by the foregoing rules and regulations, and by any amendments or additions thereto. Exhibitors or their representatives who fail to observe these conditions of contract, or, who, in the opinion of Show Management, conduct themselves unethically, may be immediately dismissed from the exhibit area without refund or other appeal.**