

**IMPORTANT EXHIBITOR INFORMATION  
ENCLOSED FOR THE FOLLOWING:**

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**Ski Dazzle** The Los Angeles

**SKI SHOW & SNOWBOARD EXPO**

**Los Angeles Convention Center – Kentia Hall**

**November 17, 18 & 19, 2017**

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<b>EXHIBITOR MOVE-IN:</b>	Thursday, November 16, 2017 Friday, November 17, 2017	12:00pm-10:00pm 8:00am-1:00pm
<b>SHOW HOURS:</b>	Friday, November 17, 2017 Saturday, November 18, 2017 Sunday, November 19, 2017	3:00pm-11:00pm 11:00am-10:00pm 12:00pm-6:00pm
<b>EXHIBITOR MOVE- OUT:</b>	Sunday, November 19, 2017 Monday, November 20, 2017	6:01pm-10:00pm 8:00am-12:00pm
<b>FREIGHT FORCED OFF SHOW FLOOR:</b>	Monday, November 20, 2017	12:00pm
<b>SHOW COLORS:</b>	Black/White	
<b>AISLE CARPET:</b>	Red	

**YOUR BOOTH SPACE INCLUDES:**

8' tall Backwall – Black/White/White/Black  
3' tall Siderail – Black  
(1) 7"x44" Identification Sign

*\*Island booths are marked only spaces & do not include the "booth space" items.*

To furnish your booth area with items other than those included with the "booth space" please see the enclosed order forms

**PLEASE MAKE SPECIAL NOTE OF ALL DEADLINE DATES TO ORDER SERVICES**

**SHO READY INDUSTRIES**

1350 Palomares Street Unit C \* La Verne, California 91750  
Phone: (909) 596-2999 \* Fax: (909) 596-2995

# Sho Ready Industries

1350 Palomares Street Unit C \* La Verne, CA 91750

Phone: (909) 596-2999 \* Fax: (909) 596-2995

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## **A Welcome Message From The Decorator**

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SHO READY is pleased to have been selected as The Official Contractor for **Ski Dazzle - the Los Angeles Ski Show & Snowboard Expo** to be held at the **Los Angeles Convention Center in Kentia Hall**. We would like to welcome all exhibitors and participants of this event. It is our goal to assist you in any way possible to help ensure a successful show.

This exhibitor kit contains important information regarding the show. Please take the time to thoroughly review all the information that is included in this kit. In addition to the information, there are forms for services designed to enhance your show experience. If there is another service you may be in need of, not found in this kit; please feel free to call us.

This information is time sensitive and it is important that you adhere to the deadlines to insure efficient service, as well as discount pricing. Please return all pertinent forms to the address stipulated on the forms themselves.

### **SPECIAL NOTES**

In order to keep the appearance of the show in a professional manner; no Velcro, pins, hooks, tape, staples, or any like matter will be permitted to hang through, from or on the drape. For safety reasons, standing on tables, chairs, or other rental equipment is strictly prohibited. Sho Ready cannot be held responsible for injuries or falls caused by the improper use of rental furniture.

### **DISCOUNT PRICING**

To qualify for **DISCOUNT PRICES** full payment **MUST** be included with your advance order. All deadlines are specified at the top of each order form. Deadlines vary according to the services and are listed individually. Please make a note of these time frames in order to receive **DISCOUNT PRICING**.

### **SHIPPING INFORMATION**

All shipping information including shipping dates and times for advance warehouse and direct shipping can be found with the Material Handling Order Form. Please review these dates and times accordingly.

SHO READY realizes that exhibiting in a convention can be complicated and confusing. Therefore, please read all materials carefully. If you should need further assistance or additional information not covered in the exhibitor kit, please contact us at (909) 596-2999.

We look forward to seeing you at the show!

**The Staff at  
SHO READY**

SHO READY INDUSTRIES  
1350 Palomares Street Unit C \* La Verne, California 91750  
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# SHO READY INDUSTRIES

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Phone: (909) 596-2999 \* Fax: (909) 596-2995

Email: nicolemcc3@hotmail.com

## PAYMENT POLICY FORM

*Must be included with all orders*

# Ski Dazzle The Los Angeles SKI SHOW & SNOWBOARD EXPO

Company Name: \_\_\_\_\_ Booth # \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email \_\_\_\_\_

Phone / Cell # \_\_\_\_\_ Fax # \_\_\_\_\_

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

City/ State/ Zip: \_\_\_\_\_

- **This form must be completed with a valid credit card and enclosed with all order forms and is to be on file with Sho Ready prior to any service(s) being performed and up to 7 days after the close of the show regardless if another form of payment is being used.**
- Cancellation Policies: Please note cancellation policies on the various forms.
- In order to receive DISCOUNT PRICING full payment *must* be included with order form! If paying by check; make payment in U.S. funds drawn on a U.S. bank. If paying by credit card; please fill out the enclosed authorization form.
- Customer is responsible for ALL loss and/or damage to equipment.
- For your convenience, we will use this authorization to charge your credit card for any additional amounts incurred as a result of show site orders placed by you or your representative for this event.
- ALL ACCOUNTS MUST BE SETTLED AT OUR SERVICE DESK PRIOR TO THE CLOSE OF SHOW.
- THERE WILL BE NO CREDITS ISSUED UPON COMPLETION OF SHOW.

Amount of Check Enclosed \$ \_\_\_\_\_ Amount to be charged to Credit Card \$ \_\_\_\_\_

### If paying by Check; please fill out the following information:

Check Number: \_\_\_\_\_ Driver License Number: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

### For ALL ORDERS, a Credit Card is required & will remain on file with Sho Ready for up to 7 days after show close. Please provide the following information:

For Payment \_\_\_\_\_ To Keep on File \_\_\_\_\_

Credit Card Number:

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Please Check: \_\_\_\_\_ AmEx \_\_\_\_\_ Master Card \_\_\_\_\_ Visa \_\_\_\_\_ Discover \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_ Name as it Appears on Card \_\_\_\_\_

Authorized By: \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_

Cardholders *Billing* Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_











# SHO READY INDUSTRIES

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**Los Angeles Ski Show & Snowboard Expo®**

## MATERIAL AUTHORIZATION FORM

Company Name \_\_\_\_\_ Booth # \_\_\_\_\_

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We hereby authorize SHO READY INDUSTRIES (SRI), or its subcontractors, to provide the services necessary to handle our shipment(s) in accordance with the information set forth in the "Material Handling Order Form", further we agree to the following:

1. We have reviewed the "Material Handling Rate Sheet" and understand we will be charged for Material Handling services in accordance with the published rates for such services as are provided.
2. We accept the responsibility for the payment of SRI's charges in connection with the handling of our shipment(s) and we guarantee payment to SRI by the close of the show.
3. We agree to the "Limits of Liabilities" as set forth in the Material Handling Information."
4. We agree that SRI or its subcontractors liability shall be limited to any loss or damage which results solely from SRI's or its subcontractors negligence in the actual physical handling of the items comprising our shipment(s), and not for any other type of loss or damage.
5. With particular reference to paragraphs "3" and "4" of the above, we agree, in connection with the receipt, handling, storage, and reloading of our materials at the convention site (as distinct from SRI's warehouse), that SRI or its subcontractors, will provide its services as our agent, and not as bailee or shipper. If any employee of SRI shall sign a delivery receipt, Bill of Lading, or other documents, we agree that SRI or its subcontractors, will do so as our agent, and we accept the responsibility there of.
  - a. Relative to inbound shipments, we recognize that there may be a lapse time between the delivery of our shipment(s) to our booth by SRI or its subcontractors, and the arrival of our representative at the booth during such time our shipment(s) will be left unattended in our booth. We agree that SRI and its subcontractors shall not be responsible for any loss or damage which may occur during such period.
  - b. Relative to outgoing shipment(s) after the show, we recognize that there will be a lapse of time between the completion of packing and actual pickup of our materials from our booth for loading onto a carrier, and that during such time our shipment(s) will be left unattended in our booth. We agree that SRI or its subcontractors shall not be responsible for any loss or damage during such period, and we authorize SRI or its subcontractors to adjust the quantities of items on any Bill of Lading submitted by us to SRI or its subcontractors, to conform to the actual count of such items in the booth at the time of pickup
6. We agree, in the event of a dispute with SRI or its subcontractors, relative to any loss or damage to any of our materials or equipment, that we will not withhold payment of any amount due to SRI for drayage or any other services provided by SRI or its subcontractors, as an offset against the amount of the alleged loss or damage. Instead, we agree to pay SRI upon receipt of invoice for all such charges, and we further agree that any claim we may have against SRI or its subcontractors shall be pursued independently by us as a completely separate transaction to be resolved on its own merits.
7. We agree that all questions relating to classification of exhibitor's materials, rates charged or weights used to determine material handling charges shall be submitted to the SRI office indicated on the invoice within thirty days of receipt of the invoice. Complaints received after such period shall not be considered and payment of the invoice shall be made in full.

Company Name: \_\_\_\_\_ Booth #(s): \_\_\_\_\_

Address: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized by: \_\_\_\_\_ Signature: \_\_\_\_\_

Please Print

# SHO READY INDUSTRIES

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## MATERIAL HANDLING INFORMATION SHEET

### Los Angeles Ski Show & Snowboard Expo®

SHO READY INDUSTRIES (SRI) shall not be responsible for shipments delivered to the wrong booth due to improper labeling by the exhibitor. The exhibitor is responsible for the removal of all old shipping and storage labels. SRI shall not be responsible for misdirected shipments or removal of crates to storage due to old labels appearing on crates.

**WEIGHT CERTIFICATES:** If you are using VAN LINE or your OWN TRUCK, you must provide a CERTIFIED WEIGHT CERTIFICATE. This must be presented at time of delivery of shipment. If not provided, you agree to use SHO READY'S estimated weights. No credits will be issued after close of show.

All shipments must be prepaid. Collect shipments will not be accepted – No Exceptions.

**\* INSURE ALL SHIPMENTS FROM THE TIME THEY LEAVE YOUR COMPANY UNTIL THEY ARE RETURNED FROM THE SHOW.** Your present insurance carrier can add a rider to your current policy.

### **LIMITS OF LIABILITIES**

The following terms and conditions apply to all shipments. Shipments made according to instructions stated herein shall constitute acceptance of said limits.

SHO READY shall not be responsible for damage to uncrated materials improperly packed or concealed damage.

SHO READY shall not be responsible for loss, theft, or disappearance of exhibitor's materials after same have been delivered to exhibitor's booth.

SHO READY shall not be responsible for loss, theft, or disappearance of materials before they are picked up from exhibitor's booth

For re-loading after the show. Bills of Lading covering outgoing shipments which are furnished to SHO READY by exhibitors will be checked at time of actual pickup from booth and corrections made where discrepancies occur.

SHO READY shall not be responsible for loss, damage, or delay due to fire, Acts of God, strikes, lockouts, or work stoppages of any kind, or to any cause beyond its control.

SHO READY's liability shall be limited to physical loss or damage to the specific article which is lost or damaged, and in any event SHO READY's maximum liability shall be limited to .30 per pound per article with a maximum liability of \$50.00 per item or \$1,000 per shipment whichever is less.

SHO READY shall not be liable to any extent whatsoever, for any actual, potential, or assumed loss of profits or revenues, or for any collateral costs, which may result from any loss or damage to an exhibitor's materials which may make it impossible or impractical to exhibit same.

Shipments arriving without advance written order will automatically be handled and charged as described herein, and the consignment or delivery of a shipment to SHO READY by an exhibitor (and/or other shipper acting on behalf of an exhibitor shall be construed as an acceptance of the terms and conditions set forth herein.

Route your shipments through carriers of services that provide Bills of Lading specifying piece count. A copy of the Bill of Lading indicating the number of pieces, proper description, and weights should be forwarded to SHO READY with a Carriers Pro# and Trailer#.

Shipments left on the floor without forwarding instructions will be shipped out or returned to our warehouse at SRI's discretion (see above). NO LIABILITY OF ANY SORT WILL BE ASSUMED AS A RESULT OF SUCH RE-ROUTING OR HANDLING. To avoid this from happening, confirm arrangements for re-forwarding your shipments, at close of show, by properly filling out Bills of Lading available at the SHO READY service desk.

If exhibitor's specified carrier fails to pick up, refuses the shipment, or goes to wrong location SHO READY, will be authorized to divert the shipment to another carrier at its discretion. SHO READY will assume no liability in such instance.





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**OUTBOUND SHIPPING FORM**

*Forced Freight: 12pm, Monday, December 5, 2016*

/RV\$QHOHV6NL6KRZ6RZERDUG([SRŠ

Company Name \_\_\_\_\_ Booth # \_\_\_\_\_

*\*Outbound Shipments without proper labeling and/or shipping documents turned in prior to the deadlines as outlined on page 4, Deadline Dates & Times, will be charged an additional \$10.00 per cwt*

**Please fill out Outbound Shipping Information below.**

**Ship To:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Showsite Scheduled (Exhibitor's Carrier)**  
*(Please fill out Carrier information below)*

**UPS Freight (Show Carrier)**

*The exhibitor is responsible for ALL freight shipping charges & must provide Sho Ready with a completed Bill of Lading for outbound shipments. Upon request, a blank Bill of Lading may be provided to the exhibitor, if needed, at any time prior to the completion of move-out.*

*The exhibitor is responsible to schedule a pick up when using their own carrier. Please make sure that the carrier is scheduled to pick up before the scheduled force time.*

*Forced Freight: Shipments left on showsite floor will be re-routed to Sho Ready's warehouse and will be charged a routing fee of 50% drayage freight charges or shipped at exhibitor's expense via the house carrier.*

**Exhibitor's Carrier:** \_\_\_\_\_

**Date** \_\_\_\_\_ **Time** \_\_\_\_\_

**Please fill in the date and time that you have scheduled your carrier to pick up your shipment.**

# SHO READY INDUSTRIES

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## FIRE DEPARTMENT REGULATIONS

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### For Exhibits, Exhibitions, Display, and Trade shows – Public or Private

#### BOOTH CONSTRUCTION

- Booths, platforms, and space dividers shall be of materials that are flame-retardant or rendered so, satisfactory to Fire Department representatives.
- Covering for counters or tables used within or as part of the booth shall be flame-retardant.
- All electrical wiring and apparatus will be of a wire UL type approved.

#### FIRE DEPARTMENT

A permit shall be required for the following:

- Display and operate any heater, barbecue, heat-producing or open flame device, candles, lamps, lanterns, torches, etc.
- Display or operate any electrical, mechanical, or chemical device, which may be deemed hazardous by the Fire Department.
- Use or storage of flammable liquids and dangerous chemicals.
- Display any internal combustion engine (special requirements available on request).

#### OBSTRUCTIONS

Aisles and exits, as designated on approved show plans, shall be kept clean, clear, and free of obstacles. Booth construction shall be substantial and fixed in position in specified area for the duration of the show. Easels, signs, etc. shall not be placed beyond the booth area into aisles. Fire fighting equipment shall be provided and maintained in accessible, easily seen locations, and may be required to be posted with designating signs.

#### FIRE-RETARDANT TREATMENT

All decorations, drapes, signs, banners, acoustical materials, cotton, paper, hay, straw, moss, split bamboo, plastic cloth, and similar materials shall be flame-retardant to the satisfaction of the Fire Department. Booth identification banners and signs shall be flame-retardant unless smaller than 1,232 square inches (28" x 44") if separated from other combustibles by a minimum of 12' horizontally and 24" vertically. Oil cloth, tarpaper, nylon, and certain other plastic materials cannot be made flame-retardant and their use is prohibited.

#### COMBUSTIBLES

Literature on display shall be limited to reasonable quantities (one-day supply). Reserve supplies shall be kept in closed containers and stored in a neat and compact manner in a location approved by the Fire Department. All exhibit and display empty cartons must be stored in an approved drayage area. If show is under a 24-hour approved manned Security program, motor vehicles are allowed to retain ¼ tank or less in fuel and gas caps must be taped. Batteries are to be disconnected and taped.

#### PROPANE CONTAINERS

Containers having a maximum capacity of 12 pounds (nominal 5 pounds LP Gas capacity) are permitted to be used temporarily inside of buildings for public exhibition or demonstration purposes.



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## **UNION REGULATIONS**

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To assist you in planning for your participation in the forth-coming convention, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling. To help you understand the jurisdiction the various unions have, we ask that you read the following.

### **DECORATORS UNION**

Members of this union claim jurisdiction over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. You may set up your exhibit display if one person can accomplish the task in less than ½ hour without the use of tools.

If your exhibit preparation, installation or dismantling required more than one-half hour, you must use union personnel supplied by the Official Decorating Contractor.

As an exhibitor, you will be pleased to know that when union labor is required, you may provide your company personnel to work along with a union installer in Southern California on a one-to-one basis.

### **TEAMSTERS UNION**

Members of this union claim jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers.

### **ELECTRICAL UNION**

Members of IBEW claim jurisdiction of hardwiring ordered outlets to the line side of the exhibitor's equipment and wiring of caps over 120 volts, to the raw cord feeding exhibitor's equipment. All plugs over 120 volts will be plugged in by electrical union personnel. Exhibitors may plug in their own plugs, of 120 volts to their ordered outlets.

### **SAFETY**

Standing on chairs, tables, or other rental furniture is strictly prohibited. The furniture is not engineered to support your standing weight. Sho Ready is not responsible for injuries caused by improper use of the furniture.

### **TIPPING**

SHO READY requests that exhibitors do not tip our employees. They are paid at an excellent wage scale denoting a professional stature and we feel that tipping is not necessary. This applies to all SHO READY employees.

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## Official Service Contractors & Exhibitor Appointed Contractors

### Official Service Contractors

Show Management, acting on behalf of all Exhibitors and in the best interest of the exposition, has appointed Official Service Contractors to perform and provide necessary services and equipment. Official Service contractors are appointed to:

- Ensure the orderly and efficient installation and removal of the overall exposition,
- Assure the distribution of labor to all Exhibitors according to need,
- Provide sufficient labor to satisfy the requirements of Exhibitors, and for the exposition itself,
- See that the proper type and limits of insurance are in force, and
- Avoid any conflict with local union and/or exhibit hall regulations and requirements.

The Official Service Contractors will provide all usual trade show services, including labor. Exceptions are:

- a. Supervision may be provided by the Exhibitor.
- b. The Exhibitor may appoint an exhibit installation contractor or display builder.

### Exhibitor Appointed Contractors

Exhibitors may employ the service of independent contractors to install and dismantle their display, providing the Exhibitor and the installation and dismantling contractor comply with the following requirements:

1. The Exhibitor must notify Show Management in writing and SHO READY of the intention to utilize an independent contractor no later than 30 days prior to the first move-in day, furnishing the name, address and telephone number of the firm.
2. The Exhibitor shall provide evidence that the Exhibitor Appointed Contractor has a proper certificate of insurance with minimum of \$1,000,000 liability coverage, including property damage, to show management and SHO READY at least 10 days before the show opening. Sho Ready Industries, Show Ready, LLC, and Show Management must be names as additionally insured.
3. The Exhibitor agrees that he is ultimately responsible for all services in connection with his exhibit, including freight, drayage, rentals, and labor.
4. The Exhibitor Appointed Contractor must have all business licenses, permits, and Workers' Compensation insurance required by the State and City governments and the convention facility management prior to commencing work, and shall provide Show Management with evidence of compliance.
5. The Exhibitor Appointed Contractor will share with SHO READY all reasonable costs related to its operation, including overtime pay for stewards, restoration of exhibit space to its initial condition, etc.
6. The Exhibitor Appointed Contractor must furnish Show Management and SHO READY with the names of all on-site employees who will be working on the exposition floor and see that they have and wear, at all times, necessary identification badges as determined by Show Management
7. The Exhibitor Appointed Contractor shall be prepared to show evidence that it has a valid authorization from the Exhibitor for services. The Exhibitor Appointed Contractor may not solicit business on the exhibit floor.
8. The Exhibitor Appointed Contractor must confine its operations to the exhibit area of its clients. No service desks, storage areas or other work facilities will be located anywhere in the building. The show aisles and public space are not a part of the Exhibitor's booth space.
9. The Exhibitor Appointed Contractor shall provide, if requested, evidence to SHO READY that it possesses applicable and current labor contracts and must comply with all labor agreements and practices. The exhibitor Appointed Contractor must not commit or allow to be committed by persons in its employment any acts that could lead to work stoppages, strikes or labor problems.
10. The exposition floor, aisles, loading docks, service and storage areas will be under the control of the Official Service Contractor, SHO READY. The Exhibitor Appointed Contractor must coordinate all of its activities with SHO READY.
11. For services such as electrical, plumbing, telephone, cleaning, and drayage, no contractor other than the Official Service Contractors will be approved. The regulation necessary because of licensing, insurance, and work done on equipment and facilities owned by parties other than the Exhibitor. Exhibitors shall provide only the material and equipment they own and is to be used in the exhibit space.

# SHO READY INDUSTRIES

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**Exhibitor Appointed Contractor  
Form** *Deadline: Monday, October 31, 2016*

## Los Angeles Ski Show & Snowboard Expo

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This form must be completed and returned only if your company plans to use an Exhibitor Appointed Contractor (EAC), a contractor that is *NOT* the appointed "Official Service Contractor."

The EAC may only provide services that are NOT designated by the facility as "exclusive" to a designated provider, or by the show organizer in a contract as an exclusive service for the "official" service provider or other third party.

No EAC will be allowed to work in an exhibitor's booth unless this form is completed by an authorized representative and received by Sho Ready by the deadline date indicated above along with a valid certificate of insurance prepared by the EAC's insurance agent with the minimum coverages as set forth in the Official Contractors & Exhibitor Appointed Contractors page.

Sho Ready shall have no liability to any party for damage or injuries caused by an Exhibitor or its third party agents. It is the Exhibitor's responsibility to provide its EAC's with all show rules and regulations as set forth in the Exhibitor space lease and the Exhibitor kit/service manual. Exhibitor agrees to indemnify and defend Sho Ready for the actions of its agents and EAC's. The Exhibitor agrees that it is ultimately responsible for all services in connection with the exhibit, including freight, rentals and labor. Exhibitor agrees to be responsible for any losses, damages or injuries that are cause by or attributed to EACs that are not covered or provided by EAC's insurance.

### Exhibitor

Company Name: \_\_\_\_\_ Booth: \_\_\_\_\_  
Onsite Contact Name: \_\_\_\_\_  
Phone: \_\_\_\_\_

### Exhibitor Appointed Contractor

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Type of Service to be Performed: \_\_\_\_\_  
Names of all Onsite Employees: \_\_\_\_\_

---

**Please Sign:** **X** \_\_\_\_\_  
AUTHORIZED SIGNATURE

**Please Print:** \_\_\_\_\_  
AUTHORIZED NAME DATE