



FAMILY LIVING CENTER EXHIBIT SPACE APPLICATION & CONTRACT

February 25-27, 2011 - Friday, Saturday, Sunday

Please type or print legibly.

Please return signed contract and deposit on or before **9/30/10**, to get the best price.

COMPANY NAME:	
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Primary Contact Information:

The contracted company name, primary contact, address, phone, toll-free phone, fax and URL listed below will be published in the official program and online exactly as is.

Title: <input type="checkbox"/> Ms. <input type="checkbox"/> Mrs. <input type="checkbox"/> Mr.	First Name:	Last Name:	Title/ Position:
Address:			
City:		State :	Zip:
Phone:	Toll Free Phone:	Ext:	Fax:
Email:		Web site:	

Designated On-site Representative: *if different from above*

Please check if this person should receive the exhibitor service kit (badge order form, booth furnishings, electrical order form, shipping information, etc.)

Title: <input type="checkbox"/> Ms. <input type="checkbox"/> Mrs. <input type="checkbox"/> Mr.	First Name:	Last Name:	Title/ Position:
Address:			
City:		State:	Zip:
Phone: ()	Toll Free Phone: 1 - 800 -	Ext:	Fax: ()
Cell Phone:		Email:	

RESERVE MY SPACE IN THE FAMILY LIVING CENTER FOR THE 2011 WESTERN FARM SHOW!
Please check one of the following:

- Limited Space –**
- Requests for new booth assignments are made first-come first-served. Space will be assigned in order of receipt of signed contract and deposit.
 - You will be contacted in **December** to make your booth selection based on what is available at that time.

Booth Size	Total Fee	Deposit <small>Deposit due by Sept. 30, 2010</small>	Balance Due <small>Must be received by Jan. 21, 2011</small>
<input type="checkbox"/> 10' x 10'	\$ 545.00	\$ 272.50	\$ 272.50
<input type="checkbox"/> 10' x 20'	\$ 1,090.00	\$ 545.00	\$ 545.00

Total Fee: \$	Seminar Deduction: \$ _____ <small>Less \$100 per seminar</small>	Deposit: \$ <small>If received on or before 9/30/10</small>	Balance Due: \$ <small>Must be received by 1/21/11</small>
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SEMINARS/DEMONSTRATIONS SPACE IS LIMITED *(Deduct \$100 per seminar from the total fee, maximum \$200.)*

Yes, I would like to conduct a seminar(s). Please list title to be published in Official Program. **12/15/10 Deadline.**

1 _____

2 _____

SELLING IN BOOTH

Yes, I will be selling in our booth. Please describe:

REQUIRED: I am an authorized agent for the above organization. I agree to abide by show rules, regulation, policies and requirements listed in the Exhibitor Information and Prospectus and those on the reverse side. **Please read and initial back page.**

Contract signed by: _____

Printed name _____ Signature _____ Date _____

Questions? Call Dawne Bockelman at 1-800-762-5616 or email dbockelman@swassn.com

Please return this signed contract and deposit check payable to: SWA Trade Association Tax ID #: 43-1339285	Overnight address: Attn: Dawne Bockelman SWA Trade Association - Western Farm Show 638 W. 39th Street Kansas City, MO 64111-2910 Phone: 816-561-5323	Mailing address: Attn: Dawne Bockelman SWA Trade Association - Western Farm Show P.O. Box 419264 Kansas City, MO 64141-6264
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WESTERN FARM SHOW EXHIBITOR AGREEMENT

THIS AGREEMENT is made and entered into on the date written below by and between SWA Trade Association, a Missouri nonprofit corporation ("Association"), and the undersigned exhibitor ("Exhibitor").

1. **EXHIBITION SPACE.** Association hereby permits Exhibitor to use and occupy and Exhibitor agrees to use and occupy the exhibition space at the American Royal Auditorium (the "Building") as described on front page of agreement or such comparable space as the Association reasonably may substitute therefore, (the "Exhibition Space") for and during the Western Farm Show on February 25-27, 2011.
2. **RENT AND PAYMENT.** Exhibitor agrees to pay Association as rental for the Exhibition Space the amount listed on the agreement.
 - a. Deposit which shall be paid no later than SEPTEMBER 30, 2010, to receive the listed rate. Booth rates increase on October 1, 2010.
 - b. Balance which shall be paid no later than JANUARY 21, 2011.

Exhibitor shall not be entitled to use the Exhibition Space until the rental is paid in full. If Exhibitor shall fail to use the Exhibition Space, then Association shall be entitled to retain all monies previously paid by Exhibitor to Association.

3. **COMPLIANCE WITH RULES AND REGULATIONS.** Exhibitor agrees to comply with all laws, ordinances, rules, regulations, and contract provisions that are applicable to use of the Exhibition Space including, but not limited to, the rules and regulations attached hereto and made a part hereof.

4. **COMPLIANCE WITH THE ADA.** The Association does not discriminate on the basis of disability in the admission or access to the Western Farm Show. Mr. Curtis Kleoppel (816-561-5323) has been designated to coordinate compliance with the requirements contained in the Americans with Disabilities Act (ADA). It is the responsibility of the Exhibitor to ensure that its exhibit(s) are accessible and comply with the ADA.

5. **DEFACEMENT OF BUILDING.** Exhibitor shall not injure, nor mar, nor in any manner deface the Building containing the Exhibition Space, nor shall he drive, or permit to be driven any nails, hooks, tacks or screws, into any part of the Building, nor shall he make, or allow to be made, any alterations of any kind therein. Exhibitor agrees to leave the Exhibition Space broom-clean upon departure.

6. **EXHIBITOR'S PROPERTY.** The Association assumes no responsibility whatsoever for any property placed in the Exhibition Space and the Association is hereby expressly released and discharged from any and all liability for any loss, injury or damage to Exhibitor's property that may be sustained by reason of the occupancy of the Building.

7. **INSURANCE.** Exhibitor agrees to procure at its own expense a policy of comprehensive general liability insurance with coverage to insure against liability for personal injury or death, property damage, or other loss arising out of or resulting from the actions or use of Exhibition Space by Exhibitor and its officers, employees, agents, subcontractors, suppliers, and invitees. The minimum limit shall be \$1,000,000 per occurrence. Exhibitor agrees to furnish Association with a Certificate of Insurance with its rent payment.

8. **INDEMNIFICATION AND HOLD HARMLESS CLAUSE.** Exhibitor covenants and agrees that it will protect, indemnify, save harmless and defend Association, its directors, officers, agents, and employees, from and against any and all loss, cost, damage, expense (including attorneys' fees), and claims for damage, death or injury of any kind whatsoever to any person or any property howsoever occurring in, upon or about the Exhibition Space or the Building, or arising from any accident, injury, death or damage, occurring outside the Exhibition Space or the Building where such accident, damage, death or injury results or is claimed to have resulted in whole or in part from an act or omission on the part of Association, Exhibitor or their contractors, licensees, concessionaires, agents, representatives, servants or employees, including, without limiting the foregoing, the following: claims by reason of the inaccuracy or misleading nature of any statement, representation or (express or implied) warranty of Exhibitor made during this exhibition or otherwise, including untrue statements of material facts or omissions to state material facts necessary to make the statements not misleading; loss or injury arising out of strict liability or tort, or any claim of strict liability in tort, imposed upon Exhibitor for placing goods (such as equipment or machinery) on display or on the market having any defect, or claimed to have any defect; the condition of the Exhibition Space, or by reason of the management, control and operation thereof, whether caused by Association, its agents or employees, or otherwise; any penalty whatsoever or any special, liquidated, direct or consequential damages, such as but not limited to lost profits or revenues, time lost, expenses of labor, transportation, installation, removal from the line or for any other damage or injury suffered by Exhibitor or any other person.

9. **LICENSE FOR MUSIC.** Exhibitor shall be responsible for securing any and all necessary licenses or consents for any (a) performances, displays, or other uses or copyrighted work or patented inventions, and (b) use of any name, likeness, signature, voice or other impression, or other intellectual property owned by any third party which is used, directly or indirectly, by Exhibitor. The Exhibitor agrees hereby to indemnify, defend and hold the Association harmless from and against any claim or liability and any incident or resulting loss, cost or damage (including cost of suit and attorneys' fees) for failure to obtain said licenses or consents and/or infringements or other violations of the intellectual property rights of privacy or publicity of any third party.

10. **ENTIRE AGREEMENT.** This Agreement constitutes the entire agreement between the parties and shall only be amended in writing.

11. **ASSIGNMENT.** Exhibitor agrees not to assign this agreement or sublet the Exhibition Space.

ASSOCIATION:

EXHIBITOR:

By: Jeffrey H. Flora
Jeffrey H. Flora, CEO
SWA Trade Association
PO Box 419264
Kansas City MO 64141

Initial Here: _____ Date: _____
(this acknowledges you have read and accept the conditions of this agreement)