



# BLUECROSS HEALTHY LIVING EXPO AND REGIONAL SENIOR SUMMIT 2009 EXHIBITOR CONTRACT

**January 22-24, 2009**

**BlueCross Healthy Living Expo  
Hosts the  
Regional Senior Summit  
Thursday, January 22  
9:00 am to 2:00 pm**

**BlueCross Healthy Living Expo  
Friday January 23  
Saturday, January 24  
9:00 am to 6:00 pm**

**Both Held In: Exhibit Hall A  
Knoxville Convention Center  
701 Henley Street 37902**

Billing Company: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

E-Mail \_\_\_\_\_

Name on Booth Sign: \_\_\_\_\_

Screening Offered: \_\_\_\_\_

Website URL: \_\_\_\_\_

Booth Preference: 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_

## 2009 Exhibitor Booth: \$995

### 10' x 10' EXHIBIT AREA INCLUDES:

- Draped back panel with 3' draped side panels
- One 6' x 30" skirted table, two chairs and one wastebasket
- 44" x 7" booth identification sign
- A listing in the show program
- A listing on the Healthy Living Expo Website
- Aisle carpet through out the Expo
- Exhibitor Show Passes and 10 complimentary tickets

### MOVE IN/ OUT DATES AND TIMES:

Move-In: Wednesday, January 21st 9:00 AM to 9:00 PM  
Move out: Saturday, January 24<sup>th</sup> 6:00 PM to 10:00 PM

## SELECT YOUR OPTIONS

10 X 10 Exhibit Booth _____ X \$995 each	\$ _____
_____ Other	\$ _____
*TN sales tax (9.25%)	\$ _____
<b>**CONTRACT TOTAL</b>	<b>\$ _____</b>
50% DEPOSIT due with application	\$ _____
<b>Balance Due on or before DEC. 15, 2008</b>	<b>\$ _____</b>

\*Tax is required to be collected, by law, unless a copy of your Tennessee sales tax exemption is attached to this contract.  
\*\*A 15% non-refundable administrative processing fee is included in the Contract Total.

## PAYMENT INFORMATION

**Check payments, payable to:  
Corporate Services & Events, Inc  
PO Box 18049  
Knoxville, TN 37928  
Fax: 865-688-4689  
e-mail: info@TheHealthyLivingExpo.com**

Check Enclosed # \_\_\_\_\_

Check to follow by mail (for faxed contracts only)

**For additional payment options contact your sales representative or the office at 865-540-3800.**

We, *the undersigned*, abide by all contract conditions and show rules as established on the reverse of this contract. Any additional rules established by or contract additions agreed to by the show producer, **Corporate Services & Events, Inc.** are incorporated as a part of this agreement.

\_\_\_\_\_  
Authorized Buyer Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**2009 BlueCross Healthy Living Expo & Regional Senior Summit**  
**Official Rules and Regulations**

---

**Description of BlueCross Healthy Living Expo:** BlueCross Healthy Living Expo & Regional Senior Summit is produced by Corporate Services & Events, Inc. The Expo is open to exhibitors relating to health, fitness, nutrition, safety, education, finance, travel and leisure, as approved by the producer. All exhibitors are equal regardless of size and should be given equal opportunity, within reason, to present their product or service in the most effective manner to the audience.

**1. DEFINITIONS:** As used herein, 'Producer' or 'Exhibit Management' means Corporate Services & Events, Inc., also referred to as 'Healthy Living Expo' or 'Expo'. 'Exhibit Management' means Corporate Services & Events, Inc. 'Exhibitor' means the person or firm on whose behalf booth space is rented. 'Landlord' means the Knoxville Convention Center and SMG. 'Exhibitor Service' means any official supporter so named by the exhibit managers to act in the capacity.

**2. CONTRACT CONDITIONS:** The following contract conditions have been formulated for the protection and best interests of all concerned. As such, the terms and conditions of these official regulations shall apply to and be in effect between Healthy Living Expo and the Knoxville Convention Center, and any exhibitor whose application is received and to whom space is rented. All points not covered are subject to the decision of the producer.

**3. APPLICATION FOR EXHIBIT SPACE:** Applications by Exhibitors shall be made on the official contract form only. Management will promptly accept or reject each application received and will furnish additional information to each Exhibitor whose application has been accepted. Booth space will be assigned by the Management; guided by the requirements of the Exhibitors and their choice of location wherever possible. However, Management reserves the right to rearrange or renumber floor plan, including reducing the size of the show floor within the Exhibit Hall, and relocate any exhibit if it appears necessary for the good of all exhibitors.

**4. RENTAL / PAYMENT:** Prices are outlined in the exhibit contract. The application for exhibit space must be signed by a duly authorized agent of the Exhibitor and submitted with 50% deposit before December 1, 2008 and 100% of the exhibit fee by January 1, 2009. Tennessee Sales Tax is assessed to all exhibitors, unless a valid Tennessee Sales Tax Exemption Certificate is presented. Such payment, along with application, will be used for determination of booth selection provided in section 3 above. Payment shall not be refundable if exhibitor cancels his reservation for booth, etc., after December 31, 2008. A 15% non-refundable administrative processing fee is included in the total amount of the contract. Any exhibitor reserving booth space that fails to occupy his space by Expo's beginning shall forfeit all rights to the use of assigned space and Management reserves the right to dispose of such space, with no refund to the exhibitor. Timely submission of this contract and payment are necessary to ensure listing in the show program / newspaper insert and on the Booth I.D. sign.

**5. EXHIBITOR SERVICE:** For our mutual protection, the show producer has selected a firm(s) to act as official suppliers of pipe and drape, signs, exhibit erection and electrical services. If you wish to use a supplier other than the official supplier designated by Management, you must notify Management in writing at least 30 days prior to the opening of the show. After Management accepts your application for exhibit space, an Exhibitor Information Packet will be sent to you that will include all pertinent information necessary for planning your exhibit. Order forms from the official suppliers will be included for all necessary services including drapes, tables, electrical, phone lines, etc.

**6. USE OF SPACE AND SOLICITATION IN EXHIBIT HALL:** The aisles and other spaces in the Exhibition Hall not leased to Exhibitors shall be under control of the Show Management. All displays, interviews, conferences, distribution of literature, lectures, sales and transactions of business of any nature whatsoever shall be made inside the space contracted for. Standing in the aisles or in front of exhibit booths of other Exhibitors, or the intercepting of those attending for advertising purposes is strictly prohibited. Sideshow tactics or any undignified methods of attracting attention will not be permitted. (Note: No person or persons, other than exhibitors, will be permitted to conduct business in the Exhibition Hall or on the grounds without the express authorized permission of the Management. Violators will be escorted from the premises of the Exhibition Hall. The Management asks that all Exhibitors abide by the set rules and regulations and to report any known violators to the Management for disciplinary action.)

**7. RESTRICTIONS IN OPERATING OF EXHIBITS:** a) Noise-Making Devices/Other Devices: Exhibits which include the operations of instruments, radios, talking motion pictures, public address systems, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent Exhibitors. No musical instruments may be played. Other devices that physically impact the area outside of the exhibit booth may only be used with the express permission of the show management. b) Care of Building and Equipment: Exhibitors or their agents shall not injure or deface the walls of the building, the booths, or the equipment of the booths. Exhibitors are forbidden to drive tacks, nails/ screws into the walls or woodwork. When damage appears the Exhibitor is liable to the owner of the property damaged. c) Fire Prevention: All booth decorations must be flameproof, and all hangings must clear the floor. Electrical wiring must conform to the National Electrical Code

**Safety Rules.** If inspectors indicate that any Exhibitor has neglected to comply with these regulations or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular. City fire regulations must be observed. All fabrics, decorative or otherwise must be flame proofed in accordance with fire prevention requirements of the City of Knoxville, Tennessee.

**d) Safety Precautions:** Exhibitors shall take precautions for the safety of their personnel, other exhibitors and all other persons upon the premises, and shall comply with all applicable provisions of Federal, State and Municipal safety laws, building codes and ordinances.

**e) Maintenance of Booth Space:** Exhibitors shall keep their booth space clean and orderly at all times, and shall not engage in activity which would unduly interfere with visitors or other Exhibitors, or would be in violation of law, regulation or ordinances.

**f) Construction:** In general, each exhibit is entitled to a reasonable sight line from aisle regardless of the size of the exhibit.

**g) Design And Content of Booth Space:** The Exhibitor agrees to produce his exhibit in dignified taste and in keeping with the reputation and image of Expo and to provide staff to be present in the booth during show hours. Exhibitor agrees to dismantle booth only after the close of the show on Sunday, January 25, 2009 at 5:00 PM.

**h) Enforcement:** The exhibitor agrees to comply strictly with applicable terms and conditions contained in the agreements between the Landlord, the Producer, and Management regarding the Exhibition premises. The Management reserves the right to restrict exhibits, which because of noise, method of operation, materials or any other reason, become objectionable and also to prohibit or evict any exhibit which in the opinion of the Management may detract from the general character of Expo as a whole. This reservation includes persons, thing, conduct, printed matter, or anything of a character which the Management determines is objectionable to the exhibit or does not conform to the standards of Expo. In the event of such restriction or eviction, the Management is not liable for any refund or other exhibit expenses.

**i) Sales:** Exhibitors may sell merchandise on the Exhibitor floor. Exhibitor is responsible for collection of the 9.25% Tennessee sales tax on all taxable sales. Distribution of free samples and advertising materials shall be made only from the booth.

**j) Food and Beverage:** Exhibitors may distribute unopened, packaged food and beverage samples. All prepared or opened packaged foods and beverages offered for distribution must be approved in advance by the Landlord and Show Management and may be subject to fees assessed by the Landlord and SMG. The determination of sample size is subject to the interpretation of the Landlord and Show Management. Exhibitor is solely responsible for any permits, fees or requirements established by the Knox County Health Department with regard to the distribution of any food and beverage.

**k) No Assignment or Subletting:** Exhibitors shall not assign or sublet any space rented by them, nor shall they in any way represent, exhibit, solicit, demonstrate or advertise on behalf of any person or manufacturer, merchandise, equipment or services unless such merchandise, equipment or services is sold, distributed by the Exhibitor.

**8. DONATIONS:** Solicitation for donations is not permitted without the express written permission of Management.

**9. CANCELLATION:** Management reserves the right to cancel Expo without notice if it is deemed necessary by Management. If Expo is canceled by Management, exhibitor's fees paid in advance to Management will be refundable in full. The Expo is a 'rain or shine' event. Each exhibitor should use their own judgment with regard to inclement weather. Healthy Living Expo is not responsible for cancellation of the event by third parties, including but not limited to, the Landlord, SMG and government authorities.

**10. LIABILITY:** All Exhibitors must provide a certificate of insurance evidencing general liability coverage with minimum limits of \$1,000,000 per occurrence and workers' compensation coverage with statutory limits. Healthy Living Expo, Corporate Services & Events, Inc., City of Knoxville, Public Building Authority and SMG must be named additional insured under general liability. Exhibitor agrees to make no claim for any reason against Healthy Living Expo, Corporate Services & Events, Inc., the City of Knoxville, Public Building Authority or SMG for loss, theft or damage of goods, nor for any injury arising in any way from Exhibitor's, its employees, agents or contractors participation in the Expo. Exhibitor agrees to indemnify, defend and hold Healthy Living Expo, Corporate Services & Events, Inc., the City of Knoxville, Public Building Authority and SMG harmless from and against any and all claims for loss, injury or damage arising in any way out of Exhibitor's, its employees, agents or contractors participation in the Expo.

**11. INTERPRETATION AND AMENDMENTS:** Management shall have the full power to interpret and enforce all rules contained herein, and the power to make amendments there to, and to enact such rules and regulations as shall be considered necessary for the proper conduct of Expo.

**12. CORRESPONDENCE:** Address all correspondence relative to exhibits to: Healthy Living Expo, Corporate Services & Events, Inc., PO Box 18049, Knoxville, TN 37928-2049