



October 6-7, 2010
Baltimore Convention Center
Baltimore, Maryland USA
www.midatlanticexpo.com



Exhibit Space Application

1. Please type or print clearly.
2. Fill in all sections of the form.
3. Make checks payable to: Restaurant Association of Maryland.

4. Make a copy of both sides of contract for your records.
5. Please sign form.

Mail original contract with payment to:
Mid-Atlantic Food, Beverage & Lodging Show Management
 10474 Armstrong Street, Fairfax, VA 22030
 Fed Tax ID#: 52-0458660

1. COMPANY INFORMATION

List the company name, address, telephone, fax, and e-mail where you would like all correspondence to be sent and to be listed in the Exhibit Guide & Program. If you want your exhibitor materials mailed to an address other than the company information listed below, please indicate on a separate sheet.

Company Name _____

Street Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

Company E-mail _____ Web Site _____

Exhibitor Contact Name _____ Title _____

Contact Phone/Extension _____ Contact Fax: _____

Contact Cell Phone (For onsite purposes only) _____ Contact E-mail _____

2. SPACE REQUIREMENTS

Please review exhibit construction guidelines listed on the Floor Plan when determining booth preferences.
 Minimum booth size: 10' x 10' = 100 sq. ft. Exhibitors in 10' x 10' booths may not share space under any circumstances.

Our desired exhibit size: _____ ft. (depth) x _____ ft. (frontage) for a total of _____ sq. ft.

Our booth preferences are: Linear (Back-to-Back) Perimeter Island Peninsula

Our Exhibit Space Preference: 1. _____ 2. _____ 3. _____ 4. _____

3. ASSIGNMENT INFORMATION

To assist in the assignment of exhibit space, please provide the following information: List those companies who have product lines competitive with yours:

1. _____ 2. _____

3. _____ 4. _____

We require the following utilities:* Water Drain Gas Electricity

*additional fees apply.

4. DIRECTORY LISTINGS. YOU WILL BE LISTED IN THE "OFFICIAL ON-SITE SHOW GUIDE & PROGRAM."

Please refer to the Product Category list and enter up to six (6) category numbers that describe your products.

Category Number 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____

5. ACCEPTANCE AS BINDING CONTRACT FOR EXHIBITOR

Please read Exhibit Rules & Regulations regarding payment for space.

A 50% deposit must accompany Exhibit Space Applications if submitted before May 28, 2010. Payment in full must accompany Application after May 28, 2010.

The total cost of exhibit space is computed as follows:

Rate Option: (check one) Member or prior year exhibitor – \$17/sq. ft. Non-Member – \$19/sq. ft.

Floor space _____ sq. ft. \$ _____ per sq. ft. = \$ _____

Our payment is enclosed in the amount of \$ _____ (U.S. funds payable to Restaurant Association of Maryland).

Credit Card Information: VISA MasterCard American Express

Account Number _____ Expiration Date _____

Cardholders Name (as it appears on the card) _____

Signature of Cardholder _____

We agree to abide by all of the Exhibit Rules & Regulations governing the Exposition as stated on the back of this application.

Name (please print) _____ Title _____

Signature _____ Date _____

FOR CMG USE ONLY:

Date Received _____ by _____ Check # _____ Deposit _____ Member Status _____

MIS Number _____ Order Number _____ Booth Assigned _____ Depth _____ x Frontage _____ Total Square Ft. _____

Mail original contract with payment to: Mid-Atlantic Food, Beverage & Lodging EXPO



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Exhibit Rules & Regulations

The Restaurant Association of Maryland and its authorized representatives are hereinafter referred to as "Show Management."

- PAYMENTS.** Applications submitted before May 28, 2010 must be accompanied by payment in the amount of 50% of the space rental charges. Applications received without such payment will not be processed nor will space assignments be made. The balance of the space rental charge will become due and payable on May 28, 2010. Applications submitted after May 28, 2010 must be accompanied by FULL PAYMENT of the space rental charges. Applications received without such payment will not be processed nor will space assignment be made.
- CANCELLATIONS.** Any company canceling their contracted exhibit space prior to May 28, 2010 will receive a 50% refund of the total space rental charge. All cancellations or space changes must be submitted in writing. No refunds will be made after March 6, 2010. It is expressly agreed by the exhibitor that in the event it fails to pay the space rental at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning its use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid for the space reservation, regardless of whether or not the Show Management enters into a further lease for the space involved. In case the exposition shall not be held for any reason whatsoever, then and thereupon the rental and lease of space to the exhibitor shall be terminated. In such case the claim limit for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the prorated amount already paid for space in Baltimore Convention Center (BCC) for this specific event.
- ELIGIBLE EXHIBITS.** Show Management reserves the right to determine eligibility of any company or product to participate in the Show. Show Management can refuse rental of exhibit space to any company whose display of goods or services is not, in the opinion of Show Management, compatible with the educational character and objectives of the Show.
- DEADLINES FOR EXHIBIT SPACE.** The first assignment of exhibit space will be made based on applications received by February 27, 2010. Assignment of exhibit space at this time will be made based on the date the application and deposit are received, with priority given to past 2009 exhibitors. After February 27, 2010 and the initial assignments have been completed, applications will be assigned on a first come first served basis.
- ALLOCATION OF SPACE AND ASSIGNMENT.** Whenever possible, Show Management intends to make space assignments in keeping with the preferences as to location by the exhibitor. During the initial assignments, if two or more exhibitors request the same location, the exhibitor with the earliest date of receipt will be given preference. Show Management reserves the right to make the final determination of all space assignments in the best interest of the Show.
- SUBLETTING OF EXHIBIT SPACE.** Exhibitors may not assign, sublet or share their exhibit space with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors must show goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplates, imprint or trademark under which same is sold in the general course of business.
- LIABILITY.** Neither RAM, its members, nor the representatives and employees thereof, NaylorCMG, its official service contractors nor the Baltimore Convention Center (BCC) nor its representatives and employees will be responsible for injury, loss or damage that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the exhibitor's contract. It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous booths, and various other factors make it reasonable that each exhibitor shall assume their own risk of any injury, loss or damage, and the exhibitor, by signing this contract, hereby assumes such risk and expressly releases the organizations and individuals referred to above from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the booth occupied by the exhibitor shall be the exhibitor's responsibility.
- EXHIBITOR INSURANCE.** The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$1,000,000. Such insurance shall name Show Management as an additional insured. Workers Compensation and Occupational Disease insurance shall be in full compliance with all federal and state laws, covering all of exhibitor's

employees engaged in the performance of any work for exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall.

- DISABILITY PROVISIONS.** Exhibitor shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any regulations implemented by that Act.
- DAMAGE TO PROPERTY.** The exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to another exhibitor's property. The exhibitor may not apply paint, lacquer, adhesives, stickers or other coating to building columns and floors or to standard booth equipment.
- LABOR.** Exhibitors are required to observe all contracts in effect between service contractors and the BCC.
- INSTALLATION.** Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Installation of all exhibits must be fully complete by the Show opening time of the exposition at 11:00am on Wednesday, October 6, 2010. After that time, any unattended booths will be set up at the discretion of Show Management, and all expenses will be charged to the exhibitor. In the best interest of the Show, any space not claimed and occupied by 4:00pm, Tuesday October 5, 2010, may be resold or reassigned without refund. No exhibitor will be allowed to dismantle or repack any part of its exhibit until after the closing of the Show.
- DELIVERY AND REMOVAL DURING SHOW.** Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during open hours of the Show without written permission from Show Management. All arrangements for delivery, during non show hours, of supplies, such as flexible materials, cartons and products to be packaged must be made with Show Management. No deliveries may be made during show hours.
- REMOVAL OF HAND CARRIED MATERIALS.** Removal passes will be required to remove any materials from the floor. These passes are available from Show Management. Portfolios, briefcases and packages will be subject to inspection by the security guards.
- ADMITTANCE DURING NON SHOW HOURS.** Booth personnel will not be permitted to enter the exhibit floor earlier than one hour before the scheduled opening time each day of showing and will not be permitted to remain on the exhibit floor after closing hour each evening. Exhibitors that require additional time should check with Show Management on the previous day.
- INSTALLATION AND DISMANTLING PERSONNEL.** Each exhibitor may provide their own exhibit furnishings, and may specify their own independent contractor for the installation and dismantling of the exhibit. Exhibitors must notify Show Management in writing by DATE of their intent to use the services of contractors other than those selected by Show Management for installation and dismantling. The exhibitor is responsible for ensuring that any exhibitor appointed contractors supply Show Management with a valid Certificate of Insurance, naming RAM as additional insured, with a minimum of \$1,000,000 liability coverage, including property damage. Exhibitors using companies other than Show Management's official contractors must advise them to check with the Exhibitor Service Center upon their arrival. Copies of all job orders must be presented at that time for Show Management files to qualify their company's participation. Upon verification, official service badges allowing access to the exhibit area during service hours only will be issued.
- CONFLICTING EVENTS DURING SHOW HOURS.** The exhibitor agrees not to extend invitations, call meetings, hospitality events or otherwise encourage the absence of restaurant/food service industry professionals from the exhibit hall and meeting rooms during the hours of all Education and Show activities. All requests for meeting rooms, hotel suites and special function rooms must be approved by Show Management. If an exhibitor cancels their exhibit space, they will automatically lose the opportunity to use any approved meeting rooms, hotel suites or special function rooms.
- DISMANTLING.** Exhibitor's displays must not be dismantled or packed in preparation for removal prior to the official closing time of 4:00 pm, Thursday, October 7, 2010. Every exhibit must be fully staffed and operational during the entire Show. The dismantling of displays will be at 4:00 pm, Thursday, October 7, 2010. At this time, all exhibit displays or materials left in the booths without instructions will be packed and shipped at the discretion of Show Management, and all charges will be applied to the exhibitor.
- BADGES.** Official show badges will be required for entry into the exhibit hall at all times. Badges are not transferable and those worn by other than the person to whom issued will be confiscated. Business cards are not to be used in badge holders. Exhibitors will be granted an allotment of (2) full conference badges per 10' x 10' exhibit. Badges needed in excess of this allotment must be purchased at the full conference rate.
- CHARACTER OF EXHIBITS.** The general rule of the exhibit floor is "be a good neighbor." No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, hostesses and models, are required to confine their activities within the exhibitor's booth space. Apart from the specific display space for which an exhibiting company has contracted with Show

Management, no part of the BCC and its grounds may be used by any organization other than Show Management for display purposes of any kind or nature. Within the public hotel property, exhibitor brand or company logos, signs, and trademark displays will be limited to the official exhibit area only.

- Attire.** Representatives should be conservatively attired to maintain the professional and business like climate of the Show.
- Sound.** Videos or movies relating to exhibitor's equipment will be permitted, provided projection equipment and screen are located on the rear one third of the booth, and all viewers stand or sit within the booth. Sound videos or movies will be permitted only if the sound is not audible in the aisle or neighboring booths. Sound systems will be permitted if tuned to a conversational level and if not objectionable to neighboring exhibitors.
- Lighting.** In the best interest of the Show, Show Management reserves the right to restrict the use of glaring lights or objectionable light effects. The use of flashing electric signs or lights is not permitted.
- Booth Exteriors.** The exterior of any display cabinet or structure facing a side aisle, or adjacent exhibitor's booth must be suitably decorated at the exhibitor's expense.
- Noise and Odors.** In fairness to all exhibitors, no noisy or obstructive activity will be permitted during show hours, nor will noisily operating displays, nor exhibits producing objectionable odors be allowed.
- MUSIC LICENSING.** Exhibitor represents and warrants that it shall comply with all copyright restrictions applicable to exhibitors, including but not limited to, any music performance agreement between ASCAP and/or BMI for meetings, conventions, trade shows and expositions. Exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of exhibitors under the copyright laws and be prepared to present Show Management with a copy of such license or grant no less than (30) days prior to the start of the Show.
- DISPLAY HEIGHTS.** Display material (including show cases, display or storage cabinets, electrical fixtures, wire, conduits, etc.) and equipment must adhere to the Exhibit Construction Guidelines outlined on the floor plan and in the Exhibit Service Manual.
- POSITIONING EQUIPMENT IN RELATION TO AISLE.** To ensure the safety of all Show participants, any machinery and equipment shall be positioned so that no portion is closer than 12 inches from the aisle.
- RELOCATION OF EXHIBITS.** Show Management reserves the right to alter the location of exhibit spaces, at its sole discretion, in the best interest of the exposition.
- FIRE REGULATIONS.** Fire regulations require that all display materials be fire resistant or treated with a flame retardant solution to meet requirements of the standard flame test as provided in the BCC for fire prevention. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. No storage of any kind is allowed behind the back drapes or in the exhibit space. All cartons, crates, containers, and packaging materials will be stored by the official service contractor, as the hotel has no crate storage facilities. Up to one day's supply of operational materials may be stored within the exhibit space. All aisles, corridors, exit areas and exit stairways must be maintained at their required width at all times that the Show is open. No obstruction such as chairs, tables, displays or other materials will be allowed to protrude into the aisles. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this Show. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.
- PHOTOGRAPHY AND SKETCHING.** Cameras may be carried in the exhibit area, but under no circumstances may photographs be taken without expressed authority of the exhibitor concerned in each case. Sketching or drawing machinery or products on display is prohibited.
- FOODSERVICE.** All approved arrangements for all food and beverage service, except product sampling, must be made with the caterer at the BCC. No alcoholic beverages may be served in the exhibit area.
- FAILURE TO HOLD SHOW.** Should any contingency prevent holding of the Show, RAM may retain such part of the Exhibitor's rental fees as shall be required to compensate it for expenses incurred up to the time such contingency shall have occurred. All remaining rental fees shall be refunded. However, exhibitors will not be reimbursed if the Show is cancelled, postponed, curtailed or abandoned due to an act of God, war, insurrection terrorist act, or radioactive contamination.
- AMENDMENT OF RULES.** Show Management reserves the right to make changes, amendments and additions to these rules at any time, and all changes, amendments and additions so made shall be binding on the exhibitor with the provision that all exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by Show Management.