

**TREES FLORIDA 2010
APPLICATION AND CONTRACT
CONFERENCE EXHIBIT SPACE (INDOOR & OUTDOOR)
JUNE 13 - 15, 2010
Casa Marina Resort, Key West, Florida**

Company: _____		Contact Person: _____
Address: _____		
City/State or Province/Zip or Postal Code: _____		
Phone: _____	Fax: _____	E-mail: _____
# of Booths: Outdoor _____	Indoor _____	Electricity Required? (<i>Indoor Only</i>) _____
# of Badges Requested (up to 2 included): _____ (<i>Additional badges will require a separate conference registration</i>)		
Names for badges: _____ & _____		
# of additional tickets for Monday Lunch with Exhibitors (\$25.00 each) <i>Note: Exhibit fee includes 2 tickets:</i> _____		
# of additional tickets for Tuesday Luncheon (\$40.00 each) <i>Note: Exhibit fee includes 2 tickets:</i> _____		
Fee Total \$ _____ Please make checks payable to: Florida Chapter ISA and mail to address shown below.		

The Florida Chapter ISA and University of Florida/IFAS have joined to sponsor the biggest and best tree conference in Florida--**Trees Florida 2010**. More than 500 conference attendees and 45 exhibitors are expected. We are pleased to offer exhibit space at the beautiful Casa Marina Resort & Beach Club, Key West, Florida.

CONFERENCE EXHIBIT FEES:

- **Outdoor** (Approximately 18' x 32', includes registration/function meals for two individuals) \$750.00
- **Indoor** (Approximately 10' x 10' space, includes registration/function meals for two individuals) \$750.00
- **Both Outdoor AND Indoor** (includes registration/function meals for two individuals) \$1,000.00
- **Additional Tickets for Lunch with Exhibitors** (Monday) \$25.00 per person
- **Additional Tickets for Tuesday Luncheon** (Tuesday) \$40.00 per person

All indoor and outdoor exhibitor spaces include a 6' table (indoor only), 2 chairs and exhibitor badges for up to two employees of your company. Exhibitor badges are good for entrance into the trade show, Monday and Tuesday educational sessions, and meal functions (**Sunday lunch, Monday Lunch with Exhibitors and Tuesday Luncheon**). You may purchase additional tickets for the Lunch with Exhibitors (\$25.00 each) or Tuesday Luncheon (\$40.00 each). **Please include the names of the employees who will represent your company on this form above or submit them no later than May 18 to receive exhibitor badges.** Electricity for indoor exhibitors must be requested with this form. Electricity will be provided at no extra charge. Indoor exhibit space will be assigned based on the order of receipt of the vendor's preference response, full payment and this executed contract. Setup will be from 8:00 a.m. to 11:00 a.m. on Sunday, June 13th in order to open the Trade Show by 12:00 Noon on SUNDAY. The Opening Reception with Exhibitors will be held on Sunday, June 13th at the end of the Educational Sessions for one (1) hour. Exhibit breakdown will be immediately following the **morning breakout sessions** on Tuesday, June 15th. For hotel reservations, please call the Casa Marina—1-888-303-5717. Be sure to mention **Trees Florida 2010** to receive the special conference rate, only \$149 / night!!

Conference Exhibitor Contact: Patty Morrison at (941) 342-0153. Please make check payable to **Florida Chapter ISA** and mail it to: 7853 South Leewynn Ct., Sarasota, Florida 34240. **Remember** – The deadline for exhibitor registration and payment for inclusion in the conference program is **May 10th**.

I have read the terms and conditions of this Application and Contract for the Conference Exhibit Booth Space and agree to them accordingly. I have received and read a copy of the conference rules and regulations and agree to abide by them.	
Print Name: _____	
Signature _____	Date _____

Conference Exhibition Rules and Regulations

1. **Contract for Exhibit Space** – A signed contract and full payment of rental charges together constitute a contract between the exhibitor and Conference management for use of specified exhibitor space. A signed contract clearly documents that the exhibitor has read and will comply with these rules and regulations.
2. **Cancellation of Booth Space** – Conference management reserves the right to cancel any exhibitor prior to the opening of the Conference for non-payment or misrepresentation of products to be displayed.
3. **Refund Policy** – If cancelled by exhibitor, 25% of Conference exhibitor fees will not be refunded under any circumstance. Remaining balance may be refunded if exhibitor space is canceled 90 days prior to the announced Conference opening.
4. **If Conference is Not Held** – In the event the Conference is not held for any reason beyond the control of the Florida Chapter ISA and the University of Florida/IFAS, the rental and lease space to the exhibitor shall be canceled and terminated upon the return of the rental fee paid by the exhibitor for space in the Conference for this specific event. Return of the rental fee will terminate any liability of the Florida Chapter ISA and the University of Florida/IFAS.
5. **Sub-leasing of Booth Space** – Exhibitor may not assign, sublet, or apportion the whole or any part of the booth space assigned nor permit any other party to exhibit therein without the express written consent of the Trees Florida Conference Exhibit Committee Chairperson(s). Exhibitor may distribute only promotional or advertising materials in his booth that refers to products or services manufactured, grown or sold by said exhibitor in the regular course of business. Any requests for sharing exhibit space must be submitted in writing 45 days prior to the opening of the Conference giving specifics of the request: reasons why exhibitors wish to share space, names, addresses and phone numbers of the parties involved and full details on the products to be displayed along with printed material on the products, if available.
6. **Character of Exhibits** – Exhibits are restricted to products and services of interest and related to the arboricultural, nursery, and horticultural trade. The Trees Florida Conference Committee reserves the right to restrict exhibits which, because of noise, method of operation, or for any other reason, become objectionable, and to prohibit or evict any exhibit which, in the opinion of the Florida Chapter ISA and the University of Florida/IFAS may detract from the general character of the Conference. This reservation includes persons, things, conduct, printed matter or anything of a character which the Florida Chapter ISA and the University of Florida/IFAS determine to be objectionable. In the event of such restriction or eviction, Trees Florida is not liable for any refunds on rentals or other exhibit expenses.
7. **Demonstrations and Sales Activities** – All demonstrations and other sales activity must be confined within the limits of the space assigned to each respective exhibitor. Distribution of printed material and the displaying of signs, posters, banners, etc. must be limited to the confines of the booth(s) of each respective exhibitor and distributed and/or displayed in such a manner not to interfere with other exhibitors. Exhibitors wishing to distribute samples or advertising matter such as yard sticks, shopping bags, etc., may do so from their own exhibit space only, provided it does not interfere with the security of the Conference.
8. **Sale of Display Items** – The sale of material used as display items in the exhibit booth is permitted.
9. **Equipment with Oil or Gasoline Engines** – The operation of oil or gasoline engines is prohibited indoors and all engines must be free of such fuels while on display in the exhibit building.
10. **Audio/Visual Equipment** – Audio/visual equipment is limited in its operation to sales demonstrations and shall not be used for showings designed to attract or amuse visitors. All audio/visual equipment must be in accordance with the requirements of the fire prevention authorities and in harmony with policies of the exhibit hall and applicable labor unions. The use of loud speakers and public address equipment is prohibited. Exhibits that include the operation of musical instruments, radios, or any noise-making equipment must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors. All plans of installation and operation of special equipment must be approved by the Trees Florida Conference Exhibit Committee.
11. **Food and Drink** – No food or drink shall be given away or sold by exhibitors in the exhibit building. The Resort has exclusive rights for the sale of all food and drink within the exhibit hall and on the premises.
12. **Fire Laws** – Federal, State and City fire laws must be strictly enforced, and all booth decorations will be flameproof, as should any exhibitor's booth accessories. Electrical wiring used by exhibitors must conform to National Electrical Code Safety Rules and the local fire department regulations. If inspection indicates that any exhibitor has neglected to comply with these regulations or otherwise creates a fire hazard, the right is reserved to cancel all or such part of an exhibit as may be irregular. No combustibles of any nature may be brought into the exhibit hall, including pine straw, hay, moss, etc. Mulch must be damp.

13. **Security** - The Trees Florida Conference will provide minimal security service for indoor and outdoor exhibit areas during the Conference. As further protection, exhibitors are encouraged to have at least one employee in the booth during the hours of move out so that each exhibitor will assist in the security of their individual materials. It is also suggested that exhibit booths be manned at all times during regular Conference hours by qualified regular employees of the exhibitor. In all cases and at all times, the ultimate responsibility of security lies with the exhibitor. The Trees Florida Conference Committee will not be held liable for the loss or theft of any or all items from an exhibit booth.
14. **Pets or Animals** – No animals or pets are permitted in the building except as an approved exhibit, activity or performance legitimately requiring the use of animals. Seeing-eye dogs are exempt. Pets that are approved to be in the building must be on a leash within a pen or under similar control at all times. The exhibitor will be fully responsible for the animal(s) at all times.
15. **Non-Compliance to Rules and Regulations** – Each exhibitor, for themselves and their employees, agrees to abide by these rules and regulations and by subsequent amendments and additions considered by the Trees Florida Conference Committee to be in the best interest of all exhibitors. Upon non-compliance with the rules, the Trees Florida Conference Committee reserves the right to prohibit, reject or eject any exhibitor, exhibitor representative, or exhibit in whole or part, with or without giving cause from the Conference. If cause is not given, liability shall not exceed the return to the exhibiting company of rental fee unearned at the time of ejection. If an exhibitor is ejected for violation of these rules, or any other reason, with cause, no return of rental fee shall be made.
16. **Exhibit Hall Liability** – The exhibit hall is not liable to exhibitor for any damage or for loss or destruction of any exhibit of the property of exhibitor by fire or other casualty covered by an extended coverage endorsement to a fire insurance policy.
17. **Limitation of Liability** – It is expressly understood and agreed that by purchasing exhibit space in the Florida Chapter ISA and University of Florida/IFAS sponsored Conference, the exhibitor will make no claim against the Conference or the Florida Chapter ISA and the University of Florida/IFAS or any of its members or employees for any loss, damage, or destruction of goods, nor for any injury that may occur to themselves or their employees while in the exhibit area, nor for damage of any nature or character whatsoever.
18. **Indemnification** – Exhibitor further agrees to indemnify and hold harmless the Florida Chapter ISA and University of Florida/IFAS and its Conference representatives, its successors, and assigns against all loss, cost, expense, including attorney fees, claims, suit and judgments whatsoever in connection with injury to or death of any persons, loss or damage to any property arising from or in any way connected with performance of exhibitor, its personnel or equipment.
19. **No Show Exhibitors** – Booths not installed by the designated time will be considered “No Show” exhibitors and said space(s) may be resold unless the Trees Florida Conference Committee receives notification from exhibitor in advance and approves time of arrival.
20. **Dismantling of Booths** – Move out will begin at the announced close on the last day of the Conference. **ABSOLUTELY NO EXHIBITS ARE TO BE DISMANTLED NOR MAY ANY DEMONSTRATION MATERIAL BE TAKEN FROM THE EXHIBIT HALL PRIOR TO CLOSE OF THE CONFERENCE.** Exhibitors dismantling booths prior to close will risk cancellation of booth space for the next year’s Conference. All exhibits must be out of the exhibit hall by 6:00 p.m. on the final day of the Conference.
21. **Decorations** – Signs, banners, etc., may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces or columns unless approved by Property staff.
22. **Freight** – Deliveries will not be accepted by the Resort without prior approval; ask the Resort management for proper drayage instructions.
23. **Use of Propane or Bottle Gas is prohibited.** No holes may be drilled, cored or punched in the building walls or floors. No application of paint on signs, displays or other objects is permitted in the building.
24. **Hanging Signs** – Hanging signs are prohibited in the exhibition building without the approval of the Conference Exhibitor Committee Chairpersons in writing at least 30 days prior to the Conference. All rigging of signs will be handled by the Property and exhibitors will be charged according to the convention center rates.
25. **Smoking** – No smoking will be allowed within the exhibit building. The designated smoking area is outside away from the building.
26. **Music Licensing** – Exhibitor agrees to pay when due all royalties, license fees or charges accruing by use of music, live or recorded, by the exhibitor. Exhibitor agrees to hold harmless the Property owner and the Florida Chapter ISA and the University of Florida/IFAS against any and all such claims and charges and to defend at its own expense any and all such claims and charges.
27. **RESORT Hold Harmless Clause** – Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury to persons or damage to exhibitor’s displays, equipment, or other property brought upon the premises of the Resort and

agrees to indemnify, defend and hold harmless the Group, the Resort, and its owners, servants, agents, and employees against all claims or expenses for such losses, including reasonable attorney's fees, arising out of the use of the Resort premises excluding any liability caused by the negligence of the Group of the Resort or its owners, servants, agents, and employees. The Exhibitor understands that neither the Group nor the Resort maintains insurance covering the Exhibitor's property or lost revenue and it is the sole responsibility of the Exhibitor to obtain such insurance. It is the Group's responsibility to adhere to local fire codes and have the proposed floor plan approved by the local Fire Marshal. The Resort requires receipt of the approved floor plan 60 days prior to the Conference.

28. **Outdoor Demonstrations** – Any exhibitor desiring to demonstrate a product or equipment must comply with OSHA requirements, including providing safety hard hats, ear protection, etc., to attendees when applicable.