

THE COBB

COBB GALLERIA CENTRE ~ MARCH 4-5, 2012 SHOW CONTRACT

1. Please submit your contract by **January 23, 2012**. A 50% deposit is required at this time. An email confirmation will be sent directly following receipt by AAEG. Final payment must be received no later than **February 6, 2012**.
2. Late contracts and/or payments will incur a \$50.00 late fee. Returned checks will incur a \$30 fee. Declined credit cards will incur a \$30 fee. No checks will be accepted after **February 17**.
3. The Atlanta Apparel Exhibition Group reserves the right to determine the eligibility of any company or product for inclusion in the event, and the contract shall become binding and effective only when it has been approved by a duly authorized representative of the Atlanta Apparel Exhibition Group.

Name of Exhibitor: _____

Company Name: _____

Address (published in Showbook): _____

City, State, Zip Code: _____

Business Phone: _____ Business Fax: _____

E-mail: _____

BOOTH PRICES AND SIZES - PLEASE CIRCLE YOUR BOOTH REQUIREMENT

NOTE: All booths must be purchased in 10 foot increments. Technology fee is mandatory.

10 ft. \$709 60 ft. \$3779

20 ft. \$1349 70 ft. \$4449

30 ft. \$1999 80 ft. \$5089

40 ft. \$2619 90 ft. \$5719

50 ft. \$3249 100 ft. \$6359

Booth Price : _____

Technology Fee* : \$20.00

Extra Equipment** : _____

Late Fee (\$50)*** : _____

TOTAL DUE: _____

Previous Booth #: _____

Red Carpet B2B Velocity

If you wish to request the same previous booth location, please check here:

To pay by check, make it payable to: AAEG Inc. and mail it, with your contract, to:
AAEG, 3050 Five Forks Trickum Road, Suite D #627, Lilburn GA 30047.

No checks will be accepted after **February 17**. If paying by credit card, please complete the credit card authorization and fax it, with your contract, to AAEG at 866-502-4050. Please address any questions to creyaaeg@comcast.net.

I, the undersigned, agree to abide by the rules and regulations on all pages of this contract.

Signed: _____ Date: _____

*Wireless internet access will be available Mar. 3, 4, and 5. Access codes will be made available on 3/3/12. ** See page 6. If you need extra equipment, please include that cost with your payment here. *** All contracts and/or payments received after 5pm Feb.6 will automatically incur the \$50 late fee.



SHOW RULES, REGULATIONS, TERMS, AND CONDITIONS

1. Exhibitors shall obtain and maintain, until the completion of the Event, commercial general liability and umbrella liability coverage with respect to claims arising out of subject matter of this Agreement. This amount of insurance shall not be less than A) \$1,000,000 per occurrence combined single limit for bodily injury and property damage with a \$2,000,000 annual general aggregate limit. B) \$2,000,000 per occurrence and annual aggregate Excess/Umbrella liability limit. C) Workers Compensation and Employer's Liability Insurance as required by Federal and/or State statutes for Lessee's employees and agents.

Lessee shall name the Atlanta Apparel Exhibition Group, officers, employees, and agents as additional insured as respect to General Liability coverage.

2. All exhibitors are required to check in between 9:00 AM and 7:00 PM on the day prior to the opening of the show. All exhibitors, salespeople, assistants, and decorators must vacate the building by 8 PM on the set-up day. All booths' set up must be completed by 8:00 PM, on the set up day (Saturday). The hall will be closed and secured at that time. Security will begin at 9:00AM on the first day of set-up and continue throughout the end of the show.
3. Exhibitors are required to register at the exhibitor's registration desk, located in the concourse area, outside the exhibit hall, prior to set up. Your badge is your admission to the exhibition floor. Only those persons with badges will be allowed onto the exhibition floor. AAEG reserves the right during set-up to require all persons in the show hall who do not have the required badge to leave the show hall.
4. All accounts must be settled in full by the deadline date. Once a space is assigned it can not be changed. Re-assigning or subletting space is expressly prohibited without the written consent of AAEG.
5. AAEG and all managers, members, officers, agents, and employees of AAEG shall not be liable for any damage, loss, or injury to any person or any property of exhibitors. All exhibitors agree to indemnify, defend, protect and hold harmless AAEG and all managers, members, officers, agents and employees of AAEG from and against any and all claims, damages, and costs, including without limitation all expenses of litigation and attorney's fees, resulting from or arising out of the actions or failure to act of any exhibitor, its managers, members, officers, principals, agents, employees, invitees, or representatives or from breach of this Agreement. The obligation of exhibitors to indemnify, defend and hold harmless AAEG as set forth herein shall survive the show.
6. Booth decorations may not exceed a height of 8 feet. Velocity island booths' trim height must not exceed 6'. Exhibitors will be responsible for their own booth trim including spotlights and other booth decorations. Handwritten signs are strictly prohibited. Price signs larger than 5"X8" are prohibited. No exhibitor shall be entitled to advertise any other products, goods, or merchandise during the show other than those products, goods, and merchandise the exhibitor is displaying at the show, nor shall any exhibitor advertise or display any advertisements for any other trade show. In the event an exhibitor violates the prohibitions set forth in this Section, AAEG shall be entitled, in the sole discretion of AAEG, to require the exhibitor to leave the show. AAEG shall not be required to refund any amount paid by the exhibitor to AAEG in the event the exhibitor is required by AAEG to leave the show for violation of this Section. AAEG reserves the right to require all exhibitors to modify or change any booth or signage in the show.
7. Each exhibit (booth) must remain intact until 5:30 pm on the final day of the show. No removing or dismantling of booths or other exhibits before 5:30 pm, on the final day of the show, is permitted. Violations will result in \$150 fine.
8. Notwithstanding anything to the contrary contained herein, AAEG does not guarantee to any exhibitor any specific allotment of booth space or any particular booth or exhibit location within the show hall. All exhibitors hereby agree that the allotment of booth space and the location of booth space within the show hall shall be at the sole discretion of AAEG.
9. Each exhibitor hereby agrees to allow AAEG to use the information provided by the exhibitor to AAEG for inclusion in the showbook and on the AAEG website. Requests for exclusion of any information or other details must be in writing and must be delivered to the AAEG at the time of the execution of this Agreement by an exhibitor. Notwithstanding anything to the contrary contained herein, AAEG shall not be liable for any errors or omissions contained in the showbook, any advertising related to the show, any show materials or on the AAEG website.
10. The Atlanta Apparel Exhibition Group reserves the right to determine the eligibility of any individual, company or product for inclusion in the show and this agreement shall become binding and effective only when it has been approved and executed by a duly authorized representative of the AAEG.
11. In the event the show is cancelled or the exhibit space applied for by the exhibitor becomes unavailable as a result of any matter, including, without limitation, acts of God, war, fire, terrorist activities, government intervention or regulation, public catastrophe, or any other cause, AAEG shall refund to an exhibitor an amount solely determined by AAEG equal to the balance of the fee received by AAEG from an exhibitor remaining

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after AAEG deducts a pro rata share of expenses incurred by AAEG. Notwithstanding anything to the contrary contained herein, AAEG shall not be required to refund to any exhibitor an amount exceeding the exhibit fee paid by an exhibitor. All exhibitors shall comply with and abide by the terms and conditions of this Agreement, including, without limitation, the Show Rules, Regulations, Terms and Conditions. In the event an exhibitor, (i) fails to make all payments to AAEG required to be made by the exhibitor, (ii) violates any Show Rules, Regulations, Terms and Conditions, (iii) breaches this Agreement, or (iv) terminates this Agreement, AAEG shall not be required to refund any amount paid by exhibitor to AAEG.

12. Exhibitors shall not be permitted to display and/or sell counterfeit merchandise or engage in any activity which would otherwise infringe upon the intellectual property rights, including copyrights and trademarks, of third parties. Each exhibitor, in entering into this Agreement, affirmatively warrants and represents that the exhibitor and/or persons acting on its behalf or at its discretion is in full compliance with all applicable laws, is the owner of, or is otherwise authorized to display and/or sell the merchandise at the exhibitor's booth. AAEG strictly prohibits any and all activities which are in violation of any state and/or federal laws, including but not limited to the Copyright Act and Lanham Act. In the event a dispute arises concerning the authenticity or potential counterfeit nature of any merchandise, AAEG will cooperate fully with legal authorities to investigate any claims. Should AAEG receive proof confirming that an exhibitor is engaging in unlawful activity, AAEG expressly reserves the right to immediately remove the exhibitor and/or merchandise, in whole or in part, and shall not be liable to the exhibitor for any damages, refund or setoff of exhibit space rental.
13. No smoking allowed in the building or on the floor of the show hall. Exhibitors are not allowed to sell samples. Photography or videography is not permitted. No outside food or beverage may be brought into the building or onto the exhibition floor for use or distribution without prior written approval of AAEG.
14. Jobbers will not be permitted to display or sell merchandise offered by any salesman or manufacturer exhibiting at this show.
15. The resale of products or merchandise of an exhibiting manufacturer is prohibited without the consent of AAEG, the show manager, and/or the manufacturer of the products or merchandise.
16. All exhibitors shall refrain from promoting any shows other than the AAEG show while in the show hall. Additionally, while exhibiting at the show, all exhibitors shall refrain from soliciting any other exhibitors at the show for any other trade show. In the event any exhibitor violates the prohibition or solicitation or promotion set forth herein, AAEG shall be entitled to remove the exhibitor from the show and any exhibitor removed from the show shall not be entitled to a refund from AAEG. All exhibitors shall refrain from engaging in any activity which AAEG deems to be offensive or which disrupts the show. In the event an exhibitor engages in any offensive or disruptive activity, AAEG, at AAEG's sole discretion, shall be entitled to require the exhibitor to immediately leave the show. In the event an exhibitor is required to leave the show for engaging in offensive or disruptive activity as determined by AAEG in AAEG's sole discretion, the exhibitor shall not be entitled to any refunds.
17. All exhibitors hereby agree that the use of the show's facilities and participation at the show is at the sole risk of the exhibitor and exhibitor's officers, managers, members, employees, agents, invitees and representatives. AAEG, its officers, managers, members, employees, agents and representatives shall not be liable to any exhibitor for any death, injuries, or property damage incurred by an exhibitor or any of the exhibitor's officers, principals, managers, members, employees, agents, invitees, or representatives. All exhibitors hereby expressly waive and release any and all claims and demands against AAEG and its officers, principals, managers, members, employees, agents and representatives with regard to any and all activities engaged in by the exhibitor and the exhibitor's officers, principals, managers, members, employees, agents, invitees, or representatives related to or engaged in with regard to the show.
18. Wireless Internet service is provided by the Cobb Galleria Centre. AAEG is not responsible for any failures, malfunctions, or weaknesses in the system. Furthermore, AAEG is not responsible for damages arising out of loss, damage to, corruption of, or inability to manipulate electronic data.
19. No checks will be accepted after **February 17**. Booths will NOT be assigned before final payment is received by AAEG.
20. Material Handling: You may hand carry your freight to your booth on **Mar. 3**. However the **Cobb Galleria is not set up to receive drop shipments, including samples, of any kind. Freight shipments must be coordinated through Shepard Exposition Services, 770-720-8600. Shepard will deliver all materials, for a fee, to your booth the day before exhibitor registration.**
21. The Agreement shall be construed and enforced under the enforced laws of the State of Georgia. This Agreement constitutes the entire agreement between the parties hereto and supersedes any and all prior written or oral agreements. All amendments to this Agreement must be in writing signed by the parties hereto. All parties to this Agreement hereby agree that any actions arising out of or related to the show or this Agreement shall be maintained in the Superior Court of Cobb County, Georgia.



SHOWBOOK LISTING INFORMATION

Please return this form with your show contract.

Please use these classification numbers to describe the merchandise you sell. Please indicate your lines and their numeric classifications (limit 5 per line) on the form below. Also, please list the website address, if available, for each company/line you represent.

The sign in your booth will list the first 3 lines listed below.

- | | |
|--|----------------------------|
| 1. Accessories, belts and small leather goods | 17. Active/Sportswear |
| 2. Furnishings, hats, caps, pajamas, socks
robes, underwear, sunglasses | 18. Big and Tall |
| 3. Neckwear | 19. Boys Wear / Girls Wear |
| 4. Dress shirts | 20. Footwear |
| 5. Knit tops | 21. Young Men's |
| 6. Woven Tops | 22. Street |
| 7. Sweaters | 23. Juniors/Women |
| 8. Casual pants | 24. General/Retail Support |
| 9. Shorts | 25. Formal wear |
| 10. Jeans | 26. Jewelry |
| 11. Dress pants | 27. T-shirts/Fleece |
| 12. Tailored clothing/Suits/Sport Coats | 28. Licensed Apparel |
| 13. Dressy Sets | 29. Work Wear |
| 14. Outerwear | 30. Jobbers |
| 15. Leather | 31. Latino Apparel |
| 16. Surf/Beachwear/Swimwear | 32. Premium Contemporary |
| | 33. Skate |

Name of Exhibitor _____

Line 1. _____
 Line name Classification Numbers Website

Line 2. _____
 Line name Classification Numbers Website

Line 3. _____
 Line name Classification Numbers Website

Line 4. _____
 Line name Classification Numbers Website

Line 5. _____
 Line name Classification Numbers Website

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SHOW DATES AND SCHEDULE MARCH 4-5, 2012

Exhibitor Registration & Set Up:

Saturday, March 3, 2012 -Concourse area - outside exhibition hall

9:00 AM - 8:00 PM

All booths' set up must be completed by 8:00 PM, March 3.

Show Dates and Hours

Sunday, March 4, 2012 8:00 AM – 7:30 PM

Monday, March 5, 2012 8:00 AM - 5:30 PM

(No appointments before 8:00 AM.)

Meal Schedule (while supplies last)

Complimentary breakfast 8:00 AM

Complimentary retailers' lunch 12:30 PM

Breakdown

Monday, March 5, 2012 5:30 PM

(Breakdown time will be strictly enforced!)

Violations will result in \$150 fine.

Requests for Badges

Name of Exhibitor:

Company Name:

Additional Badges Needed:

Please include first and last name for every badge needed.

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2012 EQUIPMENT PACKAGES

Name of Exhibitor: _____

Company Name: _____ Contact Phone: _____

Package	Booth Size	Max Chairs	Max Tables	Indicate Table Size	Max Racks
<input type="checkbox"/> A	10"	4	3	<input type="checkbox"/> 4' <input type="checkbox"/> 6' <input type="checkbox"/> 8'	0
<input type="checkbox"/> B	10'	4	3	<input type="checkbox"/> 4' <input type="checkbox"/> 6' <input type="checkbox"/> 8'	2
<input type="checkbox"/> C	20'	7	5	<input type="checkbox"/> 4' <input type="checkbox"/> 6' <input type="checkbox"/> 8'	0
<input type="checkbox"/> D	20'	7	5	<input type="checkbox"/> 4' <input type="checkbox"/> 6' <input type="checkbox"/> 8'	5
<input type="checkbox"/> E	30'	11	7	<input type="checkbox"/> 4' <input type="checkbox"/> 6' <input type="checkbox"/> 8'	0
<input type="checkbox"/> F	30'	11	7	<input type="checkbox"/> 4' <input type="checkbox"/> 6' <input type="checkbox"/> 8'	6
<input type="checkbox"/> G	40'	15	9	<input type="checkbox"/> 4' <input type="checkbox"/> 6' <input type="checkbox"/> 8'	0
<input type="checkbox"/> H	40'	15	9	<input type="checkbox"/> 4' <input type="checkbox"/> 6' <input type="checkbox"/> 8'	8
<input type="checkbox"/> I	50'	18	10	<input type="checkbox"/> 4' <input type="checkbox"/> 6' <input type="checkbox"/> 8'	0
<input type="checkbox"/> J	50'	18	10	<input type="checkbox"/> 4' <input type="checkbox"/> 6' <input type="checkbox"/> 8'	9
<input type="checkbox"/> K	60'	22	12	<input type="checkbox"/> 4' <input type="checkbox"/> 6' <input type="checkbox"/> 8'	0
<input type="checkbox"/> L	60'	22	12	<input type="checkbox"/> 4' <input type="checkbox"/> 6' <input type="checkbox"/> 8'	10
<input type="checkbox"/> M	70'	24	14	<input type="checkbox"/> 4' <input type="checkbox"/> 6' <input type="checkbox"/> 8'	12
<input type="checkbox"/> N	80'	26	16	<input type="checkbox"/> 4' <input type="checkbox"/> 6' <input type="checkbox"/> 8'	14
<input type="checkbox"/> O	90'	28	18	<input type="checkbox"/> 4' <input type="checkbox"/> 6' <input type="checkbox"/> 8'	16
<input type="checkbox"/> P	100'	30	20	<input type="checkbox"/> 4' <input type="checkbox"/> 6' <input type="checkbox"/> 8'	18

THE ABOVE FIGURES INDICATE THE TOTAL AMOUNT OF EQUIPMENT ALLOWED, AT NO CHARGE, FOR YOUR BOOTH SIZE.

If you need extra equipment, you may order it in advance (deadline Feb. 17) and include the payment here with your contract. Advance prices are:

Chairs \$6 Tables \$19 Racks \$44 Risers \$33

Or, if you choose to wait and order extra equipment at the Cobb Galleria directly from Shepard, onsite and post Feb. 17 prices are:

Chairs \$15 Tables \$45 Racks \$65 Risers \$40

To order additional equipment in advance, please mark below what you need, total the cost, and add it to your payment with your contract now.

Extra chairs: X \$6 **Extra Tables:** X \$19 **Extra Racks:** X \$44 **Extra Risers:** X \$33



SALESPERSON INFORMATION

We are updating our exhibitor data base and now require the following form be submitted with your contract for space. This will ensure that we have the most current information about your lines. We do not share or sell this information to anyone! Thank you.

Salesperson Name: _____

Home Office Address: _____

City, State, Zip Code: _____

Office Phone: _____ Office Fax: _____

Cell Phone: _____ E-mail: _____

LINE #1

Name of Line: _____

Parent Company Name: _____

Corporate Address: _____

Corporate Phone: _____ Corporate Fax: _____

Corporate Email: _____ Corporate Web Site: _____

LINE #2

Name of Line: _____

Parent Company Name: _____

Corporate Address: _____

Corporate Phone: _____ Corporate Fax: _____

Corporate Email: _____ Corporate Web Site: _____

LINE #3

Name of Line: _____

Parent Company Name: _____

Corporate Address: _____

Corporate Phone: _____ Corporate Fax: _____

Corporate Email: _____ Corporate Web Site: _____

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WHO WOULD YOU LIKE TO SEE AT THE COBB SHOW?

Refer five retailers you would like to see at The Cobb Show, and we will personally contact them and let them know you are exhibiting with us.

Store: _____ Buyer Name(s): _____
Street Address _____
City, State, Zip Code: _____
Phone: _____ Fax: _____
E-mail: _____

Store: _____ Buyer Name(s): _____
Street Address _____
City, State, Zip Code: _____
Phone: _____ Fax: _____
E-mail: _____

Store: _____ Buyer Name(s): _____
Street Address _____
City, State, Zip Code: _____
Phone: _____ Fax: _____
E-mail: _____

Store: _____ Buyer Name(s): _____
Street Address _____
City, State, Zip Code: _____
Phone: _____ Fax: _____
E-mail: _____

Store: _____ Buyer Name(s): _____
Street Address _____
City, State, Zip Code: _____
Phone: _____ Fax: _____
E-mail: _____



AUTHORIZATION FOR CREDIT CARD USE

If you wish to pay by credit card, please furnish the following information. Return this form with your completed contract. No refunds.

Name of Exhibitor: _____

Company Name: _____

Person's name on credit card: _____

Person's address on credit card (required): _____

Person's city, state, zip on credit card (required): _____

Credit card type: MasterCard Visa American Express

Credit Card Number: _____

Expiration Date: _____ C.I.D. or C.V.V. Number: _____

(C.I.D./C.V.V. number follows the card account # in the signature strip on the reverse side of the credit card)

Amount: _____

For your convenience, and to help avoid late charges, please choose an option:

- Charge my credit card with the full booth cost upon receipt of my contract.
- Charge my credit card with my deposit (half of my booth cost) upon receipt and the balance on or after **Feb. 6, 2012**. (This option is valid pending receipt of contract and payment by **Jan. 23**.)

I, the cardholder, certify the information above is correct. I authorize The Atlanta Apparel Exhibition Group Inc. to charge above credit card the indicated amount for the **March 2012 Cobb Show**.

Signature of Cardholder: _____

Print Cardholder's Name: _____

Date: _____

*Please note: declined or rejected credit cards will be charged a \$30 reprocessing fee.
Please write clearly & carefully.*

**Carolyn Rey, Show Manager, FAX 866-502-4050
creyaaeg@comcast.net**

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PROMOTIONAL FORM

Stand out from the crowd by promoting your brand name to buyers before, during and after the show.
Discounts given for more than one promotion per show or throughout the year !
Fax to show manager, Carolyn Rey at: 866-502-4050

- Ad in Show Book NEW RATES:** \$200 for Color Ad Inside Book; Special Positions: \$300 for Inside Front Cover; \$300 for Page 1; \$300 for Inside Back; \$400 for Back Cover; \$500 for Front Cover; \$150 for Half Page B/W. Artwork due 4 weeks before show.
- Display Grid for Lobby Registration Area:** \$150 for (1) suit or (2) tops, (1) bottom. Dimensions are 2' w x 8' h x 2'd.
- Registration Banner:** \$100 We take your retractable banner/advertisement and place it in registration area for buyers to see before entering exhibition hall.
- Exhibitor Logo on Website:** New Rate \$150 for 4 months. Buyers click on logo and link back to exhibitor website.
- Flyers (one page) or other giveaways:** New Rate \$100. Exhibitor must produce item and send to The Cobb Show for handout at our Buyer Registration counter. All need approval first by The Cobb Show.
- HTML Email Campaigns:** We send your Ad via HTML email to The Cobb buyer database. New Rate \$300 for 1 time email per show period; New Rate \$550 for 2 times per show period.

CREDIT CARD AUTHORIZATION FOR PROMOTIONAL ITEMS

*Please note: declined or rejected credit cards will be charged a \$30 reprocessing fee.
Please write clearly & carefully.*

Name of Exhibitor: _____

Company Name: _____

Person's name on credit card: _____

Person's address on credit card (required): _____

Person's city, state, zip on credit card: _____

Credit card type: MasterCard Visa American Express

Credit Card Number: _____

Expiration Date: _____ C.I.D. or C.V.V. Number: _____

(C.I.D./C.V.V. number follows the card account # in the signature strip on the reverse side of the credit card)

Amount: _____

**Carolyn Rey, Show Manager, FAX 866-502-4050.
creyaaeg@comcast.net**

SUBMIT