



**COBB GALLERIA CENTRE ~ OCTOBER 10 & 11, 2010  
SHOW CONTRACT**

- 1. Please submit your contract by **August 20, 2010**. 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 **September 10, 2010**.
- 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 **September 20**.
- 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: Velocity booths may only be purchased in 10 foot increments. Technology Fee is mandatory.*

10X10 \$679	10X50 \$3099
10X15 \$999	10X60 \$3599
10X20 \$1279	10X70 \$4199
10X25 \$1589	10X80 \$4799
10X30 \$1899	10X90 \$5399
10X40 \$2499	10X100 \$5999

Booth Price : \_\_\_\_\_  
Technology Fee\* :           \$20.00            
Extra Equipment\*\* : \_\_\_\_\_  
**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 **September 20**. If paying by credit card, please complete the credit card authorization and fax it, with your contract, to AAEG at 770-982-4683. Please address any questions to creyaeg@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 to every exhibitor & retailer in the building. Access codes will be made available on 10/9/10.*

*\*\* See page 6. If you need extra equipment, please include that cost with your payment here.*



## **SHOW RULES, REGULATIONS, TERMS, AND CONDITIONS**

1. 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, Saturday, October 9. 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.
2. 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.
3. 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.
4. 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.
5. Booth decorations may not exceed a height of 8 feet in the back of the booth, or a height of 8 feet on the sides of the booth. Exhibitors will be responsible for their own booth trim including spotlights and other booth decorations. Handwritten signs are strictly 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, not 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.
6. Each exhibit (booth) must remain intact until 6:00 pm on the final day of the show. No removing or dismantling of booths or other exhibits before 6pm, on the final day of the show, is permitted. Violations will result in \$150 fine.
7. 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.
8. 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.
9. 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.
10. 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 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.



11. 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 both, in whole or in part, and shall not be liable to the exhibitor for any damages, refund or setoff of exhibit space rental.
12. No smoking allowed in the building or on the floor of the show hall.
13. Exhibitors are not allowed to sell samples.
14. Photography or videography is not permitted.
15. Jobbers will not be permitted to display or sell merchandise offered by any salesman or manufacturer exhibiting at this show.
16. 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.
17. 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.
18. 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.
19. Wireless Internet Service is provided by the Cobb Galleria Centre. AAEG is not responsible for failures, malfunctions or weaknesses in the system.
20. No checks will be accepted after September 20. Booths will be assigned upon receipt of final payment.
21. Material Handling: You may hand carry your freight to your booth on October 9. 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.
22. 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<br>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                  |

Salesman Name \_\_\_\_\_

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
-----------	------------------------	---------



**SHOW DATES AND SCHEDULE  
OCTOBER 10 & 11, 2010**

**Exhibitor Registration & Set Up:**

Saturday, October 9, 2010 -Concourse area - outside exhibition hall

9:00 AM - 8:00 PM

All booths' set up must be completed by 8pm, October 9.

**Show Dates**

Sunday, October 10, 2010 8:30 AM – 7:30 PM

Monday, October 11, 2010 8:30 AM - 6:00 PM

(No appointments before 8:30 am.)

**Meal Schedule** (while supplies last)

Complimentary breakfast 8am

Complimentary retailers' lunch 12:30

**Breakdown**

Monday, October 11, 2010 6:00 PM

(Breakdown time will be strictly enforced!)

Violations will result in \$150 fine.

**Requests for Badges**

Name of Salesman \_\_\_\_\_

Company \_\_\_\_\_

Additional Badges Needed \_\_\_\_\_

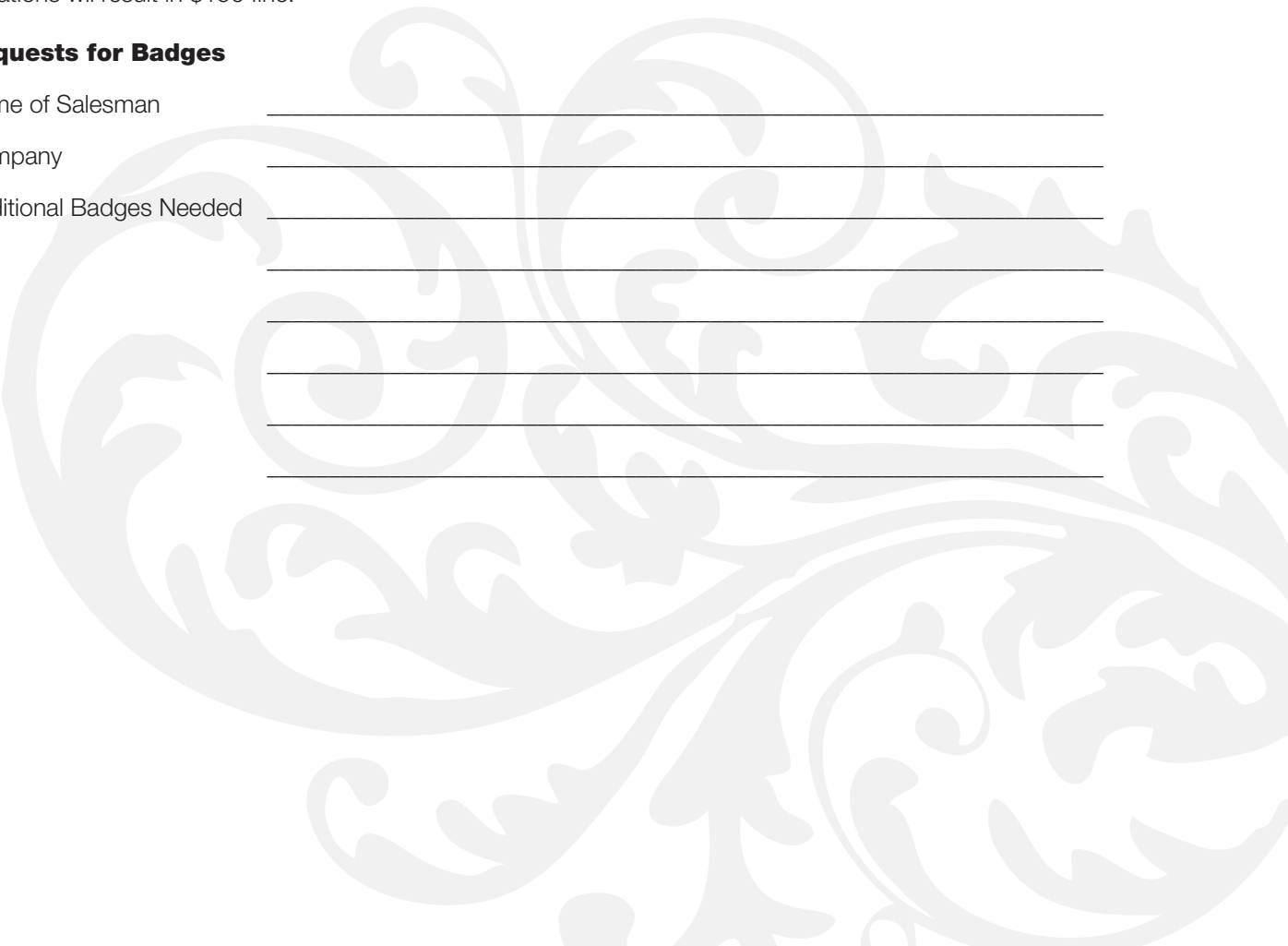
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





**2010 EQUIPMENT PACKAGES**

Name of Exhibitor: \_\_\_\_\_

Company Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Package	Booth Size	Max Chairs	Max Tables	Indicate Table Size	Max Racks
___A	10' x 10'	4	3	___4' ___6' ___8'	0
___B	10' x 10'	4	3	___4' ___6' ___8'	2
___C	10' x 15'	5	4	___4' ___6' ___8'	0
___D	10' x 15'	5	4	___4' ___6' ___8'	3
___E	10' x 20'	7	6	___4' ___6' ___8'	0
___F	10' x 20'	7	6	___4' ___6' ___8'	5
___G	10' x 25'	9	7	___4' ___6' ___8'	0
___H	10' x 25'	9	7	___4' ___6' ___8'	6
___I	10' x 30'	11	8	___4' ___6' ___8'	0
___J	10' x 30'	11	8	___4' ___6' ___8'	7
___K	10' x 40'	15	9	___4' ___6' ___8'	0
___L	10' x 40'	15	9	___4' ___6' ___8'	8
___M	10' x 50'	18	10	___4' ___6' ___8'	0
___N	10' x 50'	18	10	___4' ___6' ___8'	9
___O	10' x 60'	22	12	___4' ___6' ___8'	0
___P	10' x 60'	22	12	___4' ___6' ___8'	10
___Q	10' x 70'	24	14	___4' ___6' ___8'	12
___R	10' x 80'	26	16	___4' ___6' ___8'	14
___S	10' x 90'	28	18	___4' ___6' ___8'	16
___T	10' x 100'	30	20	___4' ___6' ___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 September 24) and include the payment here with your contract. Advance prices are:

**Chairs \$6    Tables \$18    Racks \$42    Risers \$30**

Or, if you choose to wait and order extra equipment at the Cobb Galleria directly from Shepard, onsite and post September 24 prices are:

**Chairs \$15    Tables \$45    Racks \$65    Risers \$30**

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 \$18    Extra Racks: \_\_\_ X \$42    Extra Risers: \_\_\_ X \$30**



**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 on **August 23, 2010.**

\_\_\_\_\_ Charge my credit card with my deposit (half of my booth cost) on **August 23, 2010**, and the balance on **September 13, 2010.**

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 October 2010 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.*

**Please fax this form with your completed contract to  
Carolyn Rey, Show Manager, at 770-982-4683.**



### PROMOTIONAL FORM

What are you doing to market your booth presence at the show? Stand out from the crowd by promoting your brand name to buyers before, during, and after the show. Discounts offered for multiple promotions per show or throughout the year!

Contact **Deborah Green** for more information on promotional opportunities - **770-444-3845** - **deborahgreen1@earthlink.net**.

- \_\_\_\_\_ **Black Display Grid for Lobby Registration Area** - \$150 for one suit or 4 pieces (Need your articles Saturday early afternoon during move-in) – Dimensions are 2' w x 8' h x 2' d
- \_\_\_\_\_ **HTML Email Campaigns** - AAE sends your Ad via HTML email to AAE buyer database. \$350 for 1 time email per show period; \$750 for 3 times per show period; \$3,000 for 3 times per show period for 4 consecutive shows.
- \_\_\_\_\_ **Ad in Show Book** - \$300 for color ad inside the book; \$400 for inside front cover; \$350 for inside back; \$400 for Back Cover; \$150 for half page B/W; \$500 for front cover.
- \_\_\_\_\_ **Lanyards** - price to be determined – please call Deborah Green
- \_\_\_\_\_ **Attendee Bag** – price to be determined – please call Deborah Green

### 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:** \_\_\_\_\_

**Please fax this form with your completed contract to  
Carolyn Rey, Show Manager, at 770-982-4683.**