

Bronner Bros. International Hair Show - 2010 Booth Contract

Please return all three copies of contract to: Bronner Bros. Hair Show, P.O. Box 673786, Marietta, Georgia 30006, Attn. Mamie Bell. We will return one copy with your space assignment.

Name of Firm: _____

Address: _____ City: _____ State: _____ Zip: _____

Firm Representative: _____

Telephone: _____ Date: _____

E-mail: _____ Fax: _____

Exhibit Booths, Salons & Theaters: 1st Choice _____ 2nd _____

3rd _____ 4th _____ 5th _____

Should the area we have selected not be available at the present time, we understand that you will select a booth closest to one of our listed selections.

Check the appropriate categories of products or services that will be exhibited.

- | | | | | |
|---|---------------------------------------|---|---|--|
| <input type="checkbox"/> Skin Care | <input type="checkbox"/> Hair Color | <input type="checkbox"/> Manicure & Pedicure | <input type="checkbox"/> Nail Products | <input type="checkbox"/> Hair Relaxers |
| <input type="checkbox"/> Shampoo & Conditioners | <input type="checkbox"/> Salon Attire | <input type="checkbox"/> Magazine | <input type="checkbox"/> Business/ Computers/Software | <input type="checkbox"/> Fragrances |
| <input type="checkbox"/> Furniture | <input type="checkbox"/> Cosmetics | <input type="checkbox"/> Wigs/Hair Extensions | <input type="checkbox"/> Cutting Tools | <input type="checkbox"/> Styling Tools |
| <input type="checkbox"/> Hair Accessories | <input type="checkbox"/> Sundries | <input type="checkbox"/> Education & Training | <input type="checkbox"/> Trade Publications | <input type="checkbox"/> Other: _____ |

(A 50% DEPOSIT IS DUE WITH ALL CONTRACTS)

No exhibitor can display in his booth any products, equipment or merchandise of any kind that was not included in booth contract description. Failure to abide will result in immediate removal from exhibit hall with all monies forfeited to show management. Refunds will not be made after January 1, 2010. Bronner Bros. may, without incurring any liability of any kind whatsoever, require an Exhibitor who violates any of the provisions of this contract or of its Conditions and Regulations, to remove forthwith together with his products, equipment and furniture, from the show. Upon a breach of the contract by the Exhibitor, the management of the Show shall have the right to retain all fees and deposits therefore paid as liquidated and not as a penalty. **Effective immediately all sound levels must be maintained at not greater than 90 decibels. Any violation will result in immediate disconnection of power without further warning.**

Amount of Enclosed Check: _____

Applicant's Authorized Signature: _____ Title: _____ Date: _____

DO NOT WRITE IN THIS SPACE. FOR MANAGEMENT ONLY!

Space Assigned: _____ Approved by: _____

Check No. _____ Date: _____

Check No. _____ Date: _____

Amount Received: \$ _____

Balance of Exhibit Fee Due January 1, 2010

Amount Due \$ _____

Balance of Exhibit Fee is Due January 4, 2010. After January 4, 2010 100% of booth fee is due.

Make Check Payable to Bronner Bros.

Check # _____ Date _____

Credit Card (check one): Amex MasterCard Visa

Card No. _____ Exp: Date _____

Cardholder Name _____

Signature _____

We understand that this application will become a binding contract upon acceptance by Bronner Bros. and is subject to the terms, conditions, rules and regulations which constitute a part of, or are included in this application and contract. (see reverse)

BRONNER BROS. International Hair Show 2010

February 20-22, 2010 • Georgia World Congress Center • 285 Andrew Young Blvd. • Atlanta, GA 30313

Terms and Conditions

The Bronner Bros. Hair Show is a forum for the display of industry products and services for the purpose of stimulating interest and demand for such products and services and to educate persons engaged in the industry in and with respect to the development of new products and services and new rules and regulations affecting the industry. All contract conditions, rules and regulations will be interpreted and applied in a manner consistent with the advancement of these purposes. The Bronner Bros. Hair Show reserves the right to refuse to make available exhibit space to any applicant whose displays of goods or services are not, in the opinion of the Bronner Bros. Hair Show, likely to be compatible with the services of the Bronner Bros. Hair Show.

Restatement of Reserved Rights

Without limiting any of the provisions of the contract or the contract conditions, it is specifically understood and agreed by the exhibitor that the Management of the Bronner Bros. Hair Show reserves the rights enumerated below without incurring any liability to the exhibitor or releasing the exhibitor from any of its covenants and obligation under the contract.

1. To change the hours of the Show.
2. To allocate exhibit space, subject to the standards set forth in the contract.
3. To change, at any time prior to the scheduled opening date of the Show, the dates of the Show (provided such changes shall not result in a reduction of the number of days of the Show); the floor plan, or the location of the Show.
4. To determine the suitability of all exhibits and demonstrations.

It is further understood and agreed that the Management of the Show shall have each and all of the other rights and reservations contained in this contract.

Cancellation of Contract by Exhibitor

Cancellation of exhibit space must be directed in writing to Bronner Bros. Refunds or deposits will be made at the discretion of the Show Management. In no case, however, will refunds be made after January 1, 2010. Failure to comply with this will result in forfeiture of any monies paid.

Failure to Exhibit

In the event that the Exhibitor fails to exhibit in the space allocated to him on opening day, Bronner Bros. may make such use of said space, as it sees fit, without any liability whatsoever to the Exhibitor who shall remain liable for the payment of the total booth price due under contract, whether the space is resold or not.

Insurance and Liability

Fire and theft insurance covering the Exhibitor's property, if desired, must be taken out by the exhibitor at his own expense. Neither Bronner Bros. nor the convention hotels will be liable for damage done in your booth such as malpractice, or any loss of exhibitor's property through fire, theft, accident or any other cause. Bronner Bros. will provide security during the hours the Exhibit Halls is closed for overall protection of the hall, but it is understood that all products, equipment, furniture and furnishings of the Exhibitors are placed and exhibited at the sole risk of the Exhibitors and Show Management assumes no responsibility of any kind. It is suggested that the Exhibitor remove valuable samples and moveable equipment from the booth reserved overnight. Exhibitors are expected to maintain personnel in their exhibit booth at all times during the show hours. All merchandise and portable exhibits are to be covered during non-exhibit hours.

Booth and Product Display

The Exhibitor making the reservation and contract can only occupy booths. No booths can be occupied in whole or part, for any purpose whatsoever, by any other person or persons, and neither subletting nor joint use of any means or for any purpose is permitted.

All efforts to advertise, demonstrate and operate the exhibit must be conducted so as not to interfere with the rights of the other Exhibitors and visitors.

No exhibit will be permitted which interferes with the use of other exhibits or implies access to them or impedes the free use of the aisles.

All business activities, including the distribution of circulars and advertising matter, may be conducted by Exhibitors and their representative only within the booth area assigned to the Exhibitor. Violations will jeopardize their request to exhibit in future shows.

No Exhibitors can display in his booth any products, equipment, or merchandise of any kind that was not included in booth contract description.

No Exhibitor may offer for sale or sell or give away or distribute in any manner, any products, equipment or furniture, unless the Exhibitor of such products have also taken a booth space directly through Show Management.

Any violation of the above will result in removal from the exhibit hall or hotel.

All exhibits including products, equipment, and furniture must be confined wholly within the booth space as shown on the official floor plan. No use of any purpose whatsoever may be made of aisles or any other space adjacent to the booth reserved. Chairs or seating will be limited to the capacity of the measurements of the booths and will not be permitted on aisles or passageways.

Use of Audio Equipment/Video Monitors

The use of loud speakers, amplifiers and/or loud music, which interferes with another exhibitor, shall NOT BE PERMITTED. Control your video monitors and sound system to avoid annoying your neighbors. Video monitors are to be restricted to your area only. Show Management reserves the right to require sound systems to be turned down or shut off altogether and monitors removed. No loud speakers, music videos, or music of any kind will be allowed in a one-booth space. Small, low-powered sound systems and video monitors are permitted within the large salons to amplify guest artist within the confines of the SALONS ONLY. THIS POLICY WILL BE STRICTLY ENFORCED.

Bronner Bros. reserves the right to prohibit or expel an exhibitor which in its judgment is not in keeping with the sound level allowed by show management.

Hotel Suites and Meeting Rooms

The Bronner Bros. Hair Show reserves the right to control all suites and meeting rooms and ballrooms in these hotels, which are participating in lodging for the Bronner Bros. Hair Show. These controls have already been set up with proper persons in each lodging property. All forms of exhibiting, seminars, forums, and the like and all forms of entertainment such as concerts, fashion shows, dancing and alike which takes place within a 50 mile radius of the Bronner Bros. Hair Show MUST receive full consent from the Show Management. This applies to your company direct or your company through an agent or any other connection or vehicle for performing above restrictions. Failure to abide will result in immediate dismissal from the present and future shows.

Acts of God, Fires, Strikes, Etc.

In the event that any outside cause, such as war, fire, strike or other emergency, prevents the Bronner Bros. Hair Show from being held, the Show Management may retain such part of the Exhibitor's rental as shall be required to recompense management for expenses incurred up to the time such contingency shall have occurred.