

Exhibitor Order Form

DENVER FOOD & KITCHEN EXPO

October 8-10, 2010, Denver, Colorado

Show Hours: Friday and Saturday 10am – 7pm, Sunday 10am – 5pm

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip Code _____

Phone: _____ FAX _____

Email: _____

Web Site: _____

PLEASE SPECIFY THE APPROPRIATE CATEGORY FOR YOUR PRODUCT or SERVICE:

- FOOD BEVERAGE HOUSEHOLD ITEMS COOK BOOK COOKWARE ORGANICS
 CHEF TOOLS CHEF APPAREL PRIVATE CHEF KITCHEN GADGETS OTHER

DESCRIPTION OF EXHIBIT ACTIVITY AND/OR PRODUCTS:

THREE MAIN BOOTH OPTIONS

1) **STANDARD:** a 10x10-foot booth (\$475)

2) **CORNER:** a corner 10x10-foot booth (\$575)

3) **DOUBLE:** a 10x20-foot booth (\$1,100)

4) **Competition Sponsorship:** (\$ 2,000) includes Double Booth

(Exhibitors, who need an "island" configuration, or a configuration larger than 10x20, are welcome to call us directly so we can assist you in show floor placement.) *Special Note: Booth costs include pipe and drape only*

Preferred Location:

a> _____

b> _____

c> _____

SPONSORSHIP OPTIONS

Silver Sponsor*

Cost \$200;

Perks:

- includes upgrade to corner booth
- Featured in full-page ad in the Denver Post
- One Gold Seal Award for one of your products

Gold Sponsor*

Cost \$2,500; one for each of our main Pavilions- Food, Beverage, Kitchen and Chefs

Perks:

- Featured in full-page ad in the Denver Post
- One Gold Seal Award for one of your products
- Featured in invitations, posters, and flyers

COST CALCULATOR:

- Booth Cost: _____

- Sponsorship Upgrades _____

TOTAL DUE _____

PAYMENT OPTIONS: Mail CHECK, or MASTERCARD/VISA/AMEX

Check Enclosed Check Amount: _____ Check Number: _____

(Please make check payable to: "PCA", and mail to: 1207 Hawkeye Court, Fort Collins, Colorado 80525)

MasterCard or Visa or AMEX (circle one) Card Number _____

Expiration Date: _____ Signature: _____

(Note: Signature acknowledges that he/she has read and understands all provisions of this contract, including the Rules and Regulations on the following pages, agrees to be bound by them, and further warrants that he/she has the authority to execute this contract on behalf of the Company referenced.)



Gold Seal Award Program Instruction Sheet

Please follow the instructions listed below to have your products reviewed for the Gold Seal Award Program through the Professional Chef's Association, for the Denver Food & Kitchen Expo. *(To participate, you must be a Denver Food & Kitchen Expo exhibitor.)*

1) Hand-pick, package, and ship what you consider your top two products to:

Walter Neuhold
Professional Chefs Association
1207 Hawkeye Court
Fort Collins, CO 80525

2) **DEADLINE FOR SHIPMENT ARRIVAL: July 15, 2010**

3) A panel of 3 judges from the Professional Chef's Association will review the products and determine which is the best. (All judges are experienced, professional chefs.)

4) You'll be notified of the award-winning product the week of August 15, 2010.

5) We will email you to notify you of the award-winning product, and will include a digital version of the Professional Chef's Association logo, and graphic of the Gold Seal Award. This will allow you roughly 7 weeks to produce materials to promote your award-winning product at the Expo (and other events you may attend.)

6) The last week of September, we will email all exhibitors a schedule of when to visit the photo area at the Expo to receive your award and be photographed. To be photographed, you must show up at your appointed time for your award and photo.

PLEASE COMPLETE AND INCLUDE THE FOLLOWING FORM WITH YOUR PRODUCT SUBMISSION,
(PLEASE PRINT!)

COMPANY NAME: _____

BOOTH NUMBER: _____

PRODUCT NAME: _____

CONTACT NAME: _____

PHONE NUMBER: _____



Rules & Regulations for Exhibitors

General Information

LIABILITY

Liability for damaged or missing goods rests with the exhibitor. Please check with your broker to obtain special insurance riders to cover the period in transit, showing, and return from the show. Any occurrence of damaged or missing goods should be immediately reported to Show Management.

NOTE:

No one under the age of 18, infants included, will be admitted to the show floor or seminars at any time. This applies to move-in, show days, and move-out. Child care will not be provided. Everyone 18 years of age or older, without exceptions, must register. Proof of age may be required. Please be sure to inform all company personnel of this policy.

Rules Governing Exhibition

1. ELIGIBLE EXHIBITS. This Exhibition is limited to firms that have contracted and paid for space assignments. No other persons or concerns will be permitted to demonstrate products, solicit contributions, donations, or orders, or distribute advertising materials at the show. PCA has sole right to determine the eligibility of any company or product for inclusion in the exposition.

2. PAYMENT: FAILURE TO OCCUPY, CANCELLATION OR REDUCTION OF SPACE. No exhibitor will be permitted to bring any equipment or display any material on the exhibit floor without prior full payment. Space payments are nonrefundable. In the event that an exhibitor fails to use all or part of any space contracted for, no part of any payments made with respect to unused space will be returned or applied to amounts due with respect to space actually used or any future contract. The exhibitor shall continue to be obliged to pay for the total amount of space originally contracted for. If not occupied by the time set for completion of installation of displays, such space may be possessed by PCA for such purposes as it may see fit.

3. LIABILITY LIMITATION AND INDEMNIFICATION. Exhibitor waives all claims of every kind against PCA, its directors, officers, stockholders, agents and employees including, without limitation, all claims for damages based on personal property damage, destruction, loss or theft, personal injury or death, cancellation of the show, failure or refusal to provide space for any exhibit, preventing the display, operation, removal or dismantling of any exhibit, and other act or failure to act of PCA. Exhibitor agrees to indemnify and save PCA harmless from all claims, including expenses, damages, costs and attorney's fees, by Exhibitor, Exhibitor's agents, employees, contractors, or by any other person, arising out of any act or omission in any way related to Exhibitor's participation in the Show, whether negligent or not. Such indemnification shall be effective even if such claim results from the negligence PCA in the event of cancellation or disruption of the Show for any cause, this Agreement shall terminate and the Exhibitor waives any claim for damages or compensation, except that the Exhibitor shall be entitled to a refund of the amount paid for space for that portion of the show that is either cancelled or disrupted.

4. SUB-LEASING AND IDENTIFYING OTHER PRODUCTS AND SERVICES. Exhibitor shall not let any part of their space, nor exhibit, offer for sale, give as a premium, or provide advertising or literature about articles or services not manufactured in their own name or affiliated company, except where such articles or services are required, as determined by the Show Management, for the proper demonstration or operation of exhibitor's display, in which case identification of such articles or services shall be limited to the regular nameplate, imprint or other identification which in standard practice appears normally on the articles or in connection with the services. No exhibitor shall permit the display, sale or presentation in their booth of products that are not manufactured by the exhibitor or an affiliated company. Rulings of the Show Management shall in all instances be final with regard to the use of any exhibit space.

5. NO EXHIBIT OUTSIDE PCA JURISDICTION. No exhibit in the show will be permitted outside of the regular jurisdiction of PCA exposition.

RULES & REGULATIONS (continued)

6. PROTECTION OF BUILDING. Nothing should be posted on, or tacked, nailed or screwed, or otherwise attached, to columns, walls, floors, or other parts of the building or furniture. Exhibitor may not apply paint, lacquer, adhesives or other coating, to building columns and floors or to standard booth equipment. Whatever is necessary to properly protect the building, equipment, or furniture will be at the expense of the Exhibitors. Exhibitors are liable for any damage that they cause to the exhibit hall property. Machinery in operation: drip pans and scrap buckets should be provided to keep lubricants, inks, excess materials, etc. from staining floor.

7. UNION LABOR. When required by Union agreement exhibitor shall employ only Union Labor, as made available by official contractors, in the installation and dismantling of his exhibit and its operation.

8. BOOTH REPRESENTATIVES. Exhibitors' booth representatives shall be restricted to employees, dealers and agents of exhibiting companies. Booth representatives shall wear badge identification furnished by Show Management at all times.

9. ADMITTANCE DURING NON-SHOW HOURS. Admittance to the Show floor during non-show hours is by special permission only from Show Management. Written special admission passes from Show Management are required to gain access to the Show floor during non-show hours.

10. FIRE, SAFETY AND HEALTH. The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health in the city in which the exhibition is held. All exhibit equipment and materials will be reasonably located within the booth and protected by safety guards and devices where necessary. Only fireproof materials may be used in displays and the necessary fire precautions will be taken by the exhibitor.

11. SAFETY GUARDS AND PROTECTION. Exhibition guests must be properly protected from injury. Any piece of machinery on display that has movable parts must have adequate safeguards to protect the public from any injuries throughout the exhibit period. Exhibitor agrees to accept full responsibility for compliance with national, state and city regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment.

12. FLOOR LOAD. An exhibitor who plans to show equipment with a weight exceeding the floor load restrictions must position it on suitable wood or steel supports of sufficient size to properly distribute the weight over required area, such supports to be approved by the convention center/facility. In all cases, the exhibitor must submit complete information to the convention hall sufficiently in advance to enable engineering analysis. Exhibitor accepts full and sole responsibility for injury or damage to property or persons resulting from failure, knowingly or otherwise, to distribute the load of their exhibit materials in conformity with maximum floor load specifications.

13. DECORATION. Show Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth and no liability shall attach to Show Management for costs that may be incurred by exhibitor thereby. Exhibitors building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to exhibitors in adjoining booths. Exhibitor signs may not extend into or be placed over aisles or other public space. Any use of helium or gas filled balloons must be approved in writing by both building management and Show Management.

14. RULES GOVERNING EXHIBITION. Show Management reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable, or otherwise detract from or are out of keeping with the character of the exhibition as a whole. Exhibitors agree to abide by the "Rules Governing Exhibition" and subsequent amendments. Exhibitors are to surrender spaces occupied by them in the same condition they were at the time when first occupied. Exhibitors are liable for any damage to floors, walls, columns, or other parts of exhibit hall property. The distribution of any material or literature is restricted to Exhibitor's booth area. Popcorn cannot be served or distributed on the Show floor. Exhibitors are responsible for all applicable ASCAP/BMI music licensing fees.

15. EXHIBIT BOOTH SET-UP. PCA will furnish exhibitor with booth size including booth height restrictions.

16. INSTALLATION AND DISMANTLING. Hours and dates for installation, showing and dismantling shall be those specified by Show Management. It is the duty and responsibility of each exhibitor to have their exhibit completely installed in assigned booth area before the opening of the exposition and to dismantle and remove their exhibit after the close of the exhibition. Exhibitors shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the exposition before conclusion of the dismantling period as specified by Show Management.

17. EXHIBITOR REPRESENTATIVES' RESPONSIBILITY. Exhibitor agrees to indemnify PCA against and hold it harmless for any claims arising out of the acts or negligence of exhibitor, their agents, or employees.

18. RESOLUTION OF DISPUTES. In event of a dispute or disagreement between exhibitor and an official contractor, or between exhibitor and a Labor Union or Labor Union representative, or between two or more exhibitors, all interpretation of the rules governing the exposition, actions, or decisions concerning this dispute or disagreement by PCA intended to resolve the dispute or disagreement shall be binding on exhibitor.

19. ADDITIONS AND AMENDMENTS TO THE RULES. PCA may from time to time issue such additional rules as it deems necessary for the orderly presentation of the Show. Any rule may be amended at any time by PCA provided that such amendment shall not substantially diminish the rights or increase the liability of the Exhibitor.

23. AGREEMENT TO RULES. Exhibitor, for them self, their employees and successors agrees to abide by the foregoing rules and by the amendments that may be put into effect by the Professional Chefs Association.