



2008 NCBA Trade Show Exhibit Space Contract

Reno, Nevada ■ February 6 - 8, 2008



Company Name: _____

(As you would like it listed in NCBA publications and on booth sign and on name badges)

Primary Contact: _____

(All Trade Show information will be sent to this person)

Address: _____

City: _____

State: _____ **Zip:** _____

Phone: _____ **Fax:** _____

E-mail: _____

Live Animal Exhibitor? Yes No

Quantity of 10x10 booths needed _____

Booth Preferences 1st _____ 2nd _____
3rd _____ 4th _____

Payment

Make Checks payable to: National Cattlemen's Beef Association

Or bill my Visa or MC AmEx# _____

Exp: _____ Name _____

10x10 booth* \$1,000 each

*Purchase multiple booths and receive a quantity discount. 2-3 booth \$30 per 10x10, 4 or more booths \$70 per 10x10.

Corner booth locations are an additional \$100

Premium Marketing Packages:

Package includes a 20x20 booth*, full page 4-color ad in the ShowGuide and the attendee list.

* Larger booths available with this package. Contact Kristin Torres at ktorres@beef.org for pricing.

Terms:

Contracts submitted at the 2007 NCBA Trade Show will be invoiced 60 days following the show for the full contracted amount. The full booth payment is due on or before September 1, 2007.

Cancellation Policy

The exhibitor must notify NCBA in writing on or before October 1, 2007 with intention to cancel or withdraw from the exhibition. The exhibitor will be refunded 50% of booth rental fees. After October 1, 2007 the exhibitor will be obligated to pay the total rental cost of the exhibit booth. NO REFUNDS AFTER THIS DATE!

NCBA Show Guide

Free to Exhibitors (Must be received by November 1, 2007)

Company Name: _____

(Exactly as you want it listed in the Directory)

Phone: _____ **Website:** _____

E-mail: _____

Address: _____

City: _____

State: _____ **Zip:** _____

50 Word Paragraph

- I have attached a 50-word paragraph telling trade show attendees about my company
- Please use the 2007 ShowGuide paragraph
- Please list only contact information - no paragraph is included

Logo

- Please use the same logo from the 2007 Directory
- I will email my logo to: nationalcattlemen@beef.org in an .eps, .jpeg, or .tif format.
- I do not want a logo listed

Category: Choose up to three

- | | |
|---|---|
| <input type="checkbox"/> 1. Animal Health Products | <input type="checkbox"/> 10. Finance / Insurance / Real Estate |
| <input type="checkbox"/> 2. Animal Identification | <input type="checkbox"/> 11. Hay Equipment & Accessories |
| <input type="checkbox"/> 3. Associations / Organizations / Government | <input type="checkbox"/> 12. Herd Management / Chutes / Scales |
| <input type="checkbox"/> 4. Breeders / Ranches / Feedlots / Marketers | <input type="checkbox"/> 13. Information / Education |
| <input type="checkbox"/> 5. Computer / Software Packages | <input type="checkbox"/> 14. Publications |
| <input type="checkbox"/> 6. Consulting Services | <input type="checkbox"/> 15. Retail / Art / Furniture / Accessories |
| <input type="checkbox"/> 7. Equipment / Trailers / Watering | <input type="checkbox"/> 16. Seed Products / Weed / Pest Control |
| <input type="checkbox"/> 8. Feed / Feed Additives & Accessories | <input type="checkbox"/> 17. Structures / Buildings |
| <input type="checkbox"/> 9. Fencing Equipment & Accessories | <input type="checkbox"/> 18. Veterinary / Breeding |
| | <input type="checkbox"/> 19. Other _____ |

Sign and Return Contract to:

Trade Show Manager

National Cattlemen's Beef Association

9110 East Nichols Avenue, Centennial, CO 80112

Phone: (303) 694-0305 Fax: (303) 770-7109

E-Mail: nationalcattlemen@beef.org

www.beefUSA.org

Contract shall be binding when NCBA returns a signed copy to applicant.

Acceptance of the application by NCBA constitutes a contract. As the exhibitor, I have read and agree to abide by the rules and regulations of the 2008 NCBA Trade Show which are deemed part of this contract. All of our exhibit staff working the NCBA trade show will be informed of and will abide by the rules and regulations governing this event. Please refer to the NCBA rule and regulations provided with your confirmation letter.

Signature _____

Name _____ Title _____ Date _____

FOR NCBA USE ONLY ID#: _____

Assigned Booth(s): _____

Contracted Amount: _____

Full _____ -Discount _____ +Premium _____

Check Number / Date: _____

Date Contract Received: _____

Accepted By: _____

Notes: _____

Sponsorship/Purpose

The NCBA Convention and Trade Show is sponsored by the National Cattlemen's Beef Association, a not-for-profit association. The purpose of the NCBA Trade Show is to provide a conducive, common environment bringing sellers and buyers together to educate and inform members and beef industry representatives (cattlemen) on the latest developments in technology, information, product innovation and services available to industry members.

General

NCBA shall have sole authority to interpret and enforce all rules and regulations contained herein; to make any amendments thereto as shall be necessary for the orderly conduct of the trade show. Amendments and all subsequent correspondence shall be binding on Exhibitors equally with all rules and regulations.

The "Exhibit Space Contract" when executed properly, shall be considered a binding agreement between the two parties. Exhibitors shall abide by federal, state, and city laws, ordinances, and regulations. All matters and questions not specifically covered by these Rules and Regulations are subject to the decision of NCBA, whose decisions will be final. The Exhibitor agrees to accept and abide by such decisions.

Any Exhibitors who fail to observe the conditions of this contract, or who, in the opinion of the officials of NCBA, conduct themselves unethically, will be dismissed from the meeting without refund. Any Exhibitor violating the rules and regulations shall be subject to ejection and forfeit the right to exhibit in subsequent years.

Eligible Exhibitors

Any firm/company that markets products for, or provides services to the beef cattle industry is eligible to exhibit. However, NCBA reserves the right to determine the eligibility of any company, product, promotion or part thereof, that in its opinion is not in keeping with the character and purpose of the trade show. Live Animal(s) will be permitted in, or as part of, any exhibit as long as they meet interstate and intrastate health requirements and conform to the NCBA Live Animal Rules and Regulations. NCBA reserves the right to reject, eject, or prohibit any exhibit in whole, or in part, any Exhibitor or representatives, with or without cause. If cause is not given, liability shall not exceed the return to the Exhibitor of the amount of rental unearned at the time of ejection. If an exhibit or Exhibitor is ejected for violation of these Rules and Regulations, or for any other stated reason, no return of rental shall be made. No company or industry will be permitted to exhibit or hold any sponsored activity in any of the hotels designated as part of the convention housing complex, without the express permission of NCBA.

Assignment of Space

Space assignment for the 2008 show in Reno, NV will innate on Tuesday, January 30, 2007. NCBA Allied Industry members and NCBA's 2007 Trade Show Exhibitors will be given first preference in choosing booth spaces, provided their applications are received at the time of signup through April 1, 2007. Applications received after April 1, 2007 will be assigned space in the order of date received, availability of requested space amount of space requested and the special needs and compatibility of exhibitors. NCBA will endeavor to assign space according to applicants preference, but NCBA reserves the right to assign the next best substitute space when requested space is not available. Space is assigned on a first come basis. It is agreed that if for any cause which arises beyond the control of NCBA it becomes necessary to move an exhibitor to a different location this will be done to the best possible advantage of the exhibitor and the exhibitor will be notified. In the event of conditions beyond it's control NCBA reserved the right to rearrange the floor plan and relocate any exhibitor upon consultation with said exhibitor.

Subletting Of Space

Contracted exhibitors who have paid for space assignments shall not assign, sublet, or share any space allocated to them and may not advertise or display goods other than those manufactured or sold by them in the regular course of their business. Space assigned to the exhibitors is for their exclusive use.

No other person, firms, organizations, or companies shall be permitted to display or demonstrate their products or services, or distribute advertising materials to convention attendees in the areas assigned to NCBA's convention facilities. Non-compliance with this regulation will result in the prompt removal of the offending person and property from the area.

Booth Equipment

Exhibit space is \$950.00 per 10' x 10' exhibit space. Standard booth equipment consists of drapery assembled on aluminum stanchions and crossbars; 8' high back drape and 3' high side drapes, a standard sign 7' x 44" bearing the name and booth number of the exhibitor for the backdrop. Carpeting will be provided for all exhibit spaces by NCBA. All additional decoration or construction will be at the exhibitor's expense.

Payment Schedule

The application becomes binding as a contract when executed by NCBA. If a contract is submitted at the 2007 Trade Show, you will be invoiced 60 days following the show for the entire contracted amount. This payment will be due upon receipt of invoice. Contracts submitted after that date (April 1, 2007) will be invoiced for the entire contracted amount following the execution of the contract by NCBA. Payment in full for booth space is due by September 1, 2007. Contracts received after September 1, 2007 must be accompanied by payment-in-full. Exhibitors may not occupy assigned space until all monies due NCBA are paid-in-full. Checks should be made payable to NCBA. Exhibitors purchasing individual spaces to create an Island Exhibit will pay a premium percentage in addition to their booth purchase price. The premium will be set by NCBA.

Cancellation/Refund Policy

NCBA reserves the right to cancel exhibit space if full payment on a contract has not been received by September 1, 2007, or within 30 days of invoice, whichever comes last. Written notice of space cancellation must be submitted to NCBA prior to October 1, 2007, for a 50% refund of the monies paid. No refunds will be made for cancellations after this date. Any space not occupied by the move-in deadline set by NCBA will revert to NCBA without obligation on the part of NCBA for any refund whatsoever. If exhibit materials have been delivered to the assigned booth, NCBA reserves the right to charge labor costs for removing said unconstructed exhibit materials. Charge for this labor will be borne by the exhibitor.

Delivery and Storage Of Equipment

Exhibitors are responsible for arranging the delivery and removal of their equipment and/or display materials to and from the exhibit hall. Information for making advance or direct shipments to Gaylord Opryland will be provided in the Exhibitor Guide.

Booth Construction Guidelines

Standard In-Line Booths: No booth may exceed the 8' back wall height from the back wall to 5' forward. No solid exhibit construction will be permitted to exceed 3' in height in the front 5' of the booth. To clarify, construction above 3' must begin 5' back from the aisle line.

Island Booths: Island exhibit structures will be permitted to a maximum height of 16' (including signs and/or company name and logo). No booth drapery will be allowed; structures used must

be modular in design. The only exception to the above shall be two-story exhibits and equipment (i.e. tractors, vehicles, trailers, machines) booths, upon NCBA's approval. Full floor space use is permitted with island booths. However, demonstration areas may not be set on the aisle line of the exhibit; space must be left within the exhibit area to absorb spectators.

Shared-Island Booths: These are defined as two-island exhibits with a shared booth line. The regulations pertaining to island exhibits apply.

Two-Story Exhibits: Two-story exhibit structures will be permitted in island booths only and must be approved by NCBA. The exhibiting firm will be charged for the square footage of the second floor of the exhibit.

Peninsula/End-Cap Exhibits: These are defined as two or more spaces back-to-back with an aisle on three sides. Peninsula/End-Cap exhibit structures will be permitted to a maximum height of 8' (including signs and/or company name and logo) within the center 10' of the booth, then must drop to no taller higher than 3' on the outside 5' of the booth. Exhibits may not occupy the full maximum height of 8' along the entire 20' of the booth. To clarify, booths may not be taller than 3' for 5' into the exhibit.

General: Any portion of an exhibit that obstructs the view (island and equipment booths are an exception), interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable at the discretion of NCBA, must be immediately modified or removed by the exhibitor and/or NCBA. Unightly back walls visible from the side on corner booths must be covered or draped, or such will be draped by NCBA and billed to the exhibitor.

Installation Of Exhibits

Exhibit installation at the Reno Sparks Convention Center will begin Tuesday, February 5, 2008, at 10:00 am. All exhibits must be fully installed by Wednesday, February 6, 2008, by 1:00 pm. (Exhibits not set up by 1:00 pm may be assigned labor by NCBA to install or remove the exhibit from the hall. Labor expense for booths not installed by this time will be borne by the exhibitor.) All crates must be available for removal by Wednesday, February 6, 2008 at 1:00 pm. Unregistered installation and dismantling personnel who wish access to the exhibit floor must obtain a work pass badge at Exhibitor Registration. Only those individuals directly responsible for the erection and dismantling of the booth will be permitted in the exhibit area during move-in and move-out times. The times established are tentative and are subject to change by NCBA.

Heavy Equipment Move-In

Exhibitors with heavy equipment or squeeze chutes will be allowed to begin move-in on Monday, February 4, 2008 at 7 a.m. Tuesday move-in must be coordinated with NCBA's service contractor, Freeman Decorating Company, and NCBA must be notified in advance. Please note that heavy equipment, vehicles, chutes, and trailers must be set in their booth areas by 2:00 p.m. Tuesday, February 5, 2008 by letting us know these needs in advance, we will be prepared to serve you in a timely manner.

Dismantling and Removal Of Exhibits

Exhibits must remain intact until the official close of the show set by NCBA (unless otherwise notified by NCBA). Aisle carpeting must be removed before crates and cartons will be delivered. All exhibits must be dismantled, packed, and ready for removal by Saturday, February 9, 2008 at 12:00 noon. Exhibitors should complete all arrangements for proper pickup of all outbound shipments. Freeman Decorating Company will be available to assist exhibitors with these details. All freight not arranged for by Saturday, February 4, 2008 at 12:00 noon may be shipped by a carrier selected by Freeman Decorating Company back to the point of origin, expenses borne by the exhibitor. Do not leave your property unattended in your booth during move-out!

Installation and Dismantling Personnel

Unregistered installation and dismantling personnel wishing access to the exhibit floor must obtain a temporary work badge at Exhibitor Registration. Only individuals directly responsible for the construction and dismantling of the exhibit will be permitted on the Trade Show floor during move-in and move-out times. Any company using Exhibitor Appointed Contractor companies must provide NCBA with a certificate of insurance, clearly stating whom the exhibiting company is. Certificate of insurance is required! Every exhibitor and Exhibitor Appointed Contractors must comply with labor agreements and practices and must not commit or allow to be committed by persons in its employment any acts that could lead to work stoppage, strikes, or labor problems. In addition, such contractor will comply with all rules and regulations of the shop including observance of the local labor rules and regulations and assurance that the non-official contractor will be responsible to NCBA's Official Service Contractor as pertains to move-in and move-out scheduling.

Contractor Services and Information

NCBA, in the best interest of the exhibitors, has selected Freeman Decorating Company as the Official Service Contractor for the NCBA Trade Show, to provide various services to exhibitors. Such Contractor will provide all services for the exhibit area including tradesmen carrying bona fide credentials available to set-up and dismantle exhibit booths. Complete information, instructions, and schedules of prices regarding shipping and drayage, labor for erecting and dismantling, electrical work, furniture, telephone, and cleaning, will be in the Exhibitor Guide.

Exhibitor Representative

Each exhibitor shall designate at least one individual as the duly authorized representative to be in charge of installation, operation, and dismantling of exhibit. Said representative thereby accepts and assumes responsibility for the exhibit and shall be authorized to enter into service contracts as may be necessary and for which the exhibitor is responsible. Exhibitor representative/contact shall receive all official correspondence from NCBA and be responsible for communicating all information to appropriate individuals.

Exhibit Staffing and Conduct

Exhibits shall be staffed by technical, qualified individuals who are bona fide company employees or legitimate representatives. Exhibitors must open their exhibit on time each morning and staff it throughout each day until show closing. Exhibit personnel shall wear professional attire consistent with the convention decorum.

Registration and Housing

Each exhibiting company is entitled to FOUR (4) COMPLIMENTARY registrations per each paid exhibit space (10' x 10'). Additional badges may be purchased for personnel in advance or on-site at the discounted registration fee. Exhibitor registrations must be received by the pre-registration due date. All on-site exhibitor registrations shall incur a \$25.00 late fee per registration. All requests for sleeping rooms, and/or suites with the approval of NCBA, shall be assigned on a first-come, first-served basis by NCBA's housing bureau. Official hotel reservation forms, provided by NCBA, must be used when reserving a room at one of NCBA's contracted hotels. Advance exhibitor registration forms and hotel reservation forms will be mailed to all exhibiting firms with an official registration brochure.

Sales Tax

Sales Tax Permits are required if you will be selling on-site at the trade show. Information on how to obtain applications will be included in the Exhibitor Guide.

Music Licenses

Exhibitors using live music or recorded music in conjunction with their booth space should obtain licenses to be in compliance with the Music Licensing/Copyrighting laws. NCBA is not required to obtain licenses for copyrighted music played by exhibitors. If planning to use music, contact BMI at (800) 366-4264 and ASCAP at (212) 621-6000.

Fire Protection

All booth decorations and materials must be flame retardant in accordance with the Reno Sparks Convention Center Regulations. A copy of the Gaylord Opryland Fire Regulations will be included in the Exhibitor Guide. If an inspection indicates that an exhibitor has not complied with these regulations or otherwise incurs a fine, he will be given the opportunity to correct the situation. If the situation is not corrected, NCBA reserves the right to cancel all or such part of said exhibit that does not conform to the regulations. Please note that it is the exhibitor's responsibility to read and follow these fire regulations.

Cooking, Vehicles, Insecticides/Pesticides

Please make sure to review the Reno Sparks Convention Center Fire Regulations in the Exhibitor Guide regarding the use of these products at your exhibit.

Product Information and Food and Beverage Samples

Individual contracted companies interested in distributing product samples, circulars or advertising materials may only do so within the booth space assigned to the exhibitor. Such materials shall not be distributed to the hotel rooms of the convention registrants without NCBA's prior approval or in any area of the convention facilities that is or is not an assigned area of NCBA.

* All food/beverage samples distributed by NCBA or its exhibitors are to be approved in advance by the official event caterer.

* All food/beverage portions or samples distributed by NCBA or its exhibitors shall not exceed four (4) ounces by weight.

Cancellation Of Exposition

NCBA shall not be liable for performance if the exhibit area is rendered inoperative as a result of disaster, fire, flood, earthquake or other acts of God and including but not limited to war, riot, insurrection, strikes, labor disputes or other related acts. It is understood and agreed that in the event of the cancellation of the Cattle Industry Convention and Trade Show, or in the event the exhibit area is rendered unusable for any reason stated above, then and thereupon this Agreement shall terminate and the exhibitor shall pay for said space only up to the time of said termination, pro rata, and the exhibitor hereby waives any claims for damages or compensation should this agreement be so terminated.

Liability for Loss or Damage

No parties to this contract shall be responsible for any injury, loss, or damage except in the event that such injury, loss, or damage arises out of negligence or willful act of such party. Signs or other articles may not be affixed, nailed or otherwise attached to the floors, walls or doors in such a manner as to deface or damage the exhibit area. The exhibitor hereby agrees to assume all risks relating to such property and shall hold NCBA harmless from all loss or liability related thereof.

Insurance

Each exhibitor is responsible for securing insurance coverage for participation in connection with NCBA's Trade Show. Exhibitors should have insurance policies covering booth materials and/or equipment transporting from their home base to the show, vice versa, and also during the show. Exhibitors should also have public liability and property damage insurance, including product liability. Check your corporate insurance policy. Most policies will provide riders for such coverage at trade shows.

Security Information

NCBA will provide security in the exhibit hall during all move-in, set-up, show, teardown, and move-out times. You are reminded that this is an open-booth show. The primary responsibility for safeguarding your exhibit and merchandise is yours at all times. Show management will exercise reasonable care in safeguarding your property; however, neither show management, the facility, the security contractor, the service contractor nor any of their officers, agents, or employees assume the responsibility for such property. To assure maximum security protection for open exhibits and merchandise, after hours business and/or entertainment will not be permitted in exhibit booths. All exhibitors must leave the exhibit hall within one hour after show closing each day.

Exhibitor Services

The National Cattlemen's Beef Association is committed to making your exhibit experience pleasant and profitable. Exhibitor benefits at the 2008 NCBA Trade Show include:

Registration

- Four complimentary registrations per paid 10'x10' booth, if received by the pre-registration date.
- Discounted registration fees are available for additional staff and for on-site registrations.

Decorating/Signage Items:

- Complimentary gray booth carpeting and draping.
- Complimentary listing 7"x44" booth signage, with company name and booth number.

Company Publicity:

- Complimentary listing in the NCBA Show Guide, mailed to all NCBA members in January. It is also provided on-site for convention attendees. (NCBA cannot guarantee listing in any publications if contract is not received prior to November, 2007.)
- Pre-show and on-site promotion of your planned trade show special activities via the Daily Activity Listing.

Convention Attendee Lists:

- The following lists will be available only to exhibitors for a \$100 fee:
- Names and addresses of all 2007 NCBA Convention and Trade Show registered attendees for preshow mailings.
- Names and addresses of all 2008 pre-registered convention attendees for pre-show mailings.
- Names and addresses of all 2008 registered attendees for post-show mailings.

Exhibitor Publications/Communication Tools:

- Exhibitor Kit-e-mailed in October/November which includes all necessary forms and information.
- Exhibitor Advisory Council-appointed from contracted exhibiting companies to advise and consult with NCBA staff concerning matters of interest to NCBA Exhibitors.