



Euro USA Food & Wine Expo - 2011 Exhibit Space Rental Agreement

Please complete the following information and return by Friday, July 15, 2011 to:

Eve Semenoro, Euro USA Marketing Manager
fax 216-663-3545
email esemenoro@EuroUSA.net
tel 216-714-0515

EVENT INFORMATION
Tuesday, September 13, 2011
10:00 am – 5:00 pm

EURO USA Food Expo Space Requirements

of 6'x8' booths _____ @ \$1500/booth= _____

Remittance information:

_____ CHECK made payable to Euro USA
_____ BILLBACK vendor on future invoice

Embassy Suites Cleveland - Independence
5800 Rockside Woods Blvd.
Independence, OH 44131
Hotel tel. 216-986-9900

EACH booth package includes:

1- 6'x8' Booth
1 – 6' draped table
Exhibitor ID Sign
Pipe & Drape
Exhibitor Name Badge(s)

EXHIBITOR INFORMATION

Company Name _____

Exhibitor I.D. Sign _____
(The way your company name will appear on the booth sign)

Contact Person _____

Address _____ City _____ State _____ Zip _____

Tel _____ Fax _____

E-mail address _____

X _____ Date _____
(Signature of Exhibitor)

SPECIAL ORDERS

_____ Electrical outlet(s):15/20 amp # of electrical outlets _____ @ \$40/ea = _____

_____ Ice: 20 lb bags # of ice bags needed _____

_____ Ice bin(s) # of ice bins needed _____ @ \$30/ea = _____

_____ Other special requests, please be specific. _____

NAME BADGES attendee(s) names who will work the show:

- _____
- _____
- _____

Total Contract Due

You and a guest are cordially invited to the Euro USA Vendor Reception

When: Monday, September 18, 2011

Time: 6:00 P.M.

Where: Embassy Suites Hotel – Atrium

Name: _____

Guest: _____

Euro USA Food & Wine Expo SHOW DATES, TIMES & CONTACTS - Please print and retain.

Show Location

Embassy Suites Hotel Cleveland - Independence
5800 Rockside Woods Blvd.
Independence, OH 44131
216-986-9900

Hotel Accommodations

A special rate of \$113 per night has been secured at the Embassy Suites. Call Embassy Suites at **216-986-9900, and ask for In-House Reservations.** Please mention **you are a EURO USA Vendor** when making reservations. **Rooms fill quickly!**

- Every suite consists of a private bedroom with one king size or two double beds and a separate living room with a pull-out sleeper sofa and a well-lit dining/work table.
- All suites are equipped with a wet-bar, microwave, refrigerator, coffee maker, two remote control televisions, in-room movies and video games, telephone lines, data ports, voice mail and high-speed Internet connection.
- Complimentary cooked-to-order breakfast each morning.
- Complimentary Manager's Reception each evening with light snacks and beverages.

Monday September 1&, 201%

General Move-in 11:00 A.M. – 6:00 P.M.
Exhibitor Appreciation FVWdhjcb 6:00 P.M. (Atrium 2)

Tuesday, September 1&, 201%

General Move in 8:00 A.M. – 10:00 A.M.
EURO USA FOOD EXPO 10:00 A.M. – 5:00 P.M.
General Teardown 5:00 P.M. – 10:00 P.M.

Please let Eve know if you would like to provide product for the Monday evening Vendor Reception.

Questions?

Contact Eve Semenoro

Email: esemenoro@EuroUSA.net

Fax: 216 – 663-3545

Phone: 216-714-0515

Euro USA Food & Wine Expo

- Contract
- Product Allowances
- Sample Procedure
- Booth Location Information
- Seminars
- New Items
- Electrical requirements
- Salad Bars
- Appreciation Dinner
- Hotel Accommodations
- Exhibitor Name Badges
- Signage
- Additional Services (i.e., extra tables, chair)

Due Dates and Exhibitor Requirements:

- **Signed contract** is due back **July 15, 2011** via email, fax or mail.
- **Allowances.** To achieve show goals, we ask vendors to pass onto our customers the very best allowances on the products you feature at the show. These allowances provide our customers incentive to try, and/or continue buying your products. Once we receive your show contract, Eve Semenoro will forward you an itemized list of your active stocked Euro USA products for your allowance submission.
- **Important notice regarding new products: NO products new to Euro USA will be displayed without prior approval!** If you want new items to be considered by EURO USA for distribution, please contact Eve Semenoro prior to July 29, 2011 so new items can be review prior to the show. **Please note: In order to show new items at the show, a Euro USA New Item Form must be completed, and samples of each new item must be submitted to the steering committee by Aug 5th** We will communicate new product approval by mid-Aug. No new items are permitted without steering committee approval. If something is shown without committee approval, you will be charged a \$100.00 new item set up fee.
- Your show samples (dry, refrigerated and/or frozen) should arrive at Euro USA no later than Friday September 2, 2011. Please clearly mark all shipments: **Euro USA "SAMPLES - Euro USA Food & Wine EXPO"**
attn: Eve - 4481 Johnston Pkwy., Cleveland, OH 44128

We look forward to seeing you at the Embassy Suites on Tuesday September 13, 2011

EXHIBIT SPACE RENTAL AGREEMENT TERMS & CONDITIONS

SPECIAL SERVICES: Each booth space will be equipped with one skirted table and signage. Banners will be permitted at/on the exhibitors' booths. Electricity, fixtures, phone lines, or other special services must be ordered through the event coordinator. In consideration of the amount to be paid above, Euro USA will provide and assign to the Exhibitor as named below, a display area as indicated above.

TERMS OF AGREEMENT: That this agreement will govern the conduct of the parties hereto from move-in, event days and move-out, except that in the end of an unavoidable emergency necessitating cancellation or postponement of the event. Then this agreement shall terminate immediately, both parties hereto waiving any claim for damages or compensation. Euro USA reserves the right to reject any exhibitor at any time, for any reason without notice, and shall not be liable for failure caused by labor disputes, strikes, war, flood, accident, or any act of God. In such case Euro USA assumes no liability for lost or stolen merchandise.

EXHIBITOR RESPONSIBILITY: Exhibitor shall solely and completely be responsible for the erection and removal of their exhibit, and operation of their assigned display area, including the sale of goods, and compliance with applicable safety license and/or tax regulations of the state of Ohio and shall hold Euro USA its members, agents, and servants harmless from all liability which may result either directly or indirectly from said activities. All activities shall be carried in compliance with the rules and regulations imposed on by Euro USA by reason of its master agreement with the facility in which said event will be held. The exhibitor furthermore shall assure adequate manning of his booth space at least thirty minutes prior to opening of the display area to the events attendees and shall not tear down until the closing of the show or notification of show management.

CONSTRUCTION: That this agreement shall be governed and construed under the laws of the state of Ohio.