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# Global Winter Wonderland

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*Holidays around the World*

1600 Exposition Blvd.  
Cal Expo, Sacramento, CA

## 2018 Vendor Application & Information Packet

### Dates:

November 16-25, 2018, November 30-December 2, 2018  
December 7-9, 2018, December 14-16, 2018, 21-January 6, 2019



International  
**Culture Exchange**  
Group

### Gina Freschi

Vendor Coordinator  
gina@cultureexchange.us  
Gina@Summer67.com  
Ph. (510) 205-8774 Fx. (510) 952-3200

### International Culture Exchange Group

44049 Fremont Blvd.  
Fremont, CA 94538  
Ph. (510) 962-8586 Fx. (510) 952-3200

**Global Winter Wonderland Sacramento Commercial Exhibit Application Packet**

Thank you for your interest in being a commercial vendor at Global Winter Wonderland Sacramento. Please review these instructions carefully. This application is neither an offer nor a guarantee of space. If you have any questions regarding this application, please call International Culture Exchange Group @ 510-962-8586 or our Vendor Coordinator - Gina Freschi @ 510-205-8774 or email [gina@cultureexchange.us](mailto:gina@cultureexchange.us)

Application can be mailed to: International Cultural Exchange Group (ICEG) 44049 Fremont Blvd. Fremont CA, 94538.

**THE FOLLOWING ITEMS MUST BE INCLUDED IN YOUR APPLICATION PACKET  
INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED OR RETURNED.**

- Complete application form – Clearly answer all questions & don't forget to sign the application.
- A complete list of items you intend to sell or promote is required on the application. Include additional sheets if needed.
- Recent photos of your exhibit/booth (attach-photos will not be returned).
- Copy of California Seller's Permit (attach).
- If a contract is issued, proof of insurance coverage in the form of certificates is required. See guidelines (pg. 12) If you employ workers, you must provide a workers comp certificate
- Include promotional materials such as reference letters, promotional brochures, etc. as desired (optional).

**IMPORTANT NOTES**

- All questions must be answered completely and accurately – the information you give us the sole representation of your business for the selection process.
- If a contract is issued, fair management will assign the exhibit space upon receipt of payment. Special requests will be considered, but not guaranteed.
- 50% payment is due at the time contract is accepted. Make checks payable to International Cultural Exchange Group. Global Winter Wonderland is seeking experienced operators with quality presentation; consideration will be given to those with unique items. The sale of certain items including, but not limited to the following is prohibited: weapons, drug paraphernalia, provocative or suggestive items, graphic images that may offend a family-friendly audience.

## Step 1: Exhibitor Term Request Worksheet

<b>Arts and Crafts</b>					
Select period of participation and size of space. Enter # of booth spaces and total amount due					
Term	Hours	# of Days	Arts & Crafts 10x10	# of Spaces 10x10	Total
<b>Period 1 Standard</b> Nov 16-25 Nov 30- Dec 2, Dec 7-9	Sun-Thurs 4:30-10 Friday 5-11 Saturday 4:30 – 11	16	STANDARD BOOTH \$2,200.00/EB \$1,700.00		\$
<b>Period 1 Corner</b>		16	CORNER BOOTH \$2,400.00/EB \$1,900.00		
<b>Period 2 Standard</b> DEC 14-JAN 6	Sun-Thurs 4:30-10 Friday 5-11 Saturday 4:30 – 11	20	STANDARD BOOTH \$2,900.00/EB \$2,320.00		\$
<b>Period 2 Corner</b>		20	CORNER BOOTH \$3,262.00/EB \$2,610.00		\$
<b>Period 3 Standard</b> Nov 23-25 Nov 30- Dec 2, Dec 7-9, Dec 14- 16, Dec 21-Jan 6	Sun-Thurs 4:30-10 Friday 5-11 Saturday 4:30 – 11	29	STANDARD BOOTH \$3625.00/EB \$2,900.00		
<b>Period 3 Corner</b>		29	CORNER BOOTH \$4000.00/EB \$3,200.00		
<b>Full Run</b> Nov 16, 2018 -Jan 6, 2019	Sun-Thurs 4:30-10 Friday 5-11 Saturday 4:30 – 11	36	STANDARD BOOTH \$4,050.00/EB \$3,100.00		\$
<b>Full Run</b>		36	CORNER BOOTH \$4,600.00/EB \$3,680.00		\$
<b>Add lines above</b>		<b>This is your total due</b>		<b>Total</b>	\$
<b>All Reservations Require a 50% deposit to secure space</b>				50% Deposit	-\$
<b>EARLY BIRD RESERVATIONS BY OCT 12, 2018</b>					\$
				<b>Balance</b>	\$
<b>ALL FEES ARE NON-REFUNDABLE AFTER 10/31/18</b>					

## Commercial/ Retail

Select period of participation and size of space. Enter # of booth spaces and total amount due

Term	Hours	# of Days	COMMERCIAL 10x10	# of Spaces	Total
<b>PERIOD 1 Standard</b> Nov 16-25, Nov30-Dec2 Dec 7-9	Friday 5-11 Saturdays 4:30-11 Sun-Thurs 4:30-10	16	<b>STANDARD BOOTH</b> \$2,400.00/ <b>EB \$1,900.00</b>		\$
<b>PERIOD 1 Corner</b>		16	<b>CORNER BOOTH</b> \$2,800.00/ <b>EB \$2,200.00</b>		\$
<b>Period 2 Standard</b> Dec 14-16, Dec 21- Jan6, 2019	Friday 5-11 Saturdays 4:30-11 Sun-Thurs 4:30-10	20	<b>STANDARD BOOTH</b> \$3,300.00/ <b>EB \$2,600.00</b>		\$
<b>Period 2 Corner</b>		20	<b>CORNER BOOTH</b> \$3,700.00/ <b>EB \$2,900.00</b>		\$
<b>Period 3 Standard</b> Nov 23-25 Nov 30-Dec2, Dec 7-9, Dec 14-16, Dec 21-Jan 6, 2019	Sun-Thurs 4:30-10 Friday 5-11 Saturday 4:30 – 11	29	<b>STANDARD BOOTH</b> \$3,300.00/ <b>EB \$2,900.00</b>		
<b>Period 3 Corner</b>		29	<b>CORNER BOOTH</b> \$3,700.00/ <b>EB \$3,200.00</b>		
<b>FULL RUN 36 Standard</b> Nov. 16, 2018 – Jan 6, 2019	Friday 5-11 Saturdays 4:30-11 Sun-Thurs 4:30-10	36	<b>STANDARD BOOTH</b> \$4,600.00/ <b>EB \$3,600.00</b>		\$
<b>FULL RUN 36 Corner</b>		36	<b>CORNER BOOTH</b> \$5,100.00/ <b>EB \$4,100.00</b>		\$
<b>Add lines Above</b>		This is your total due		<b>Total</b>	\$
<b>All Reservations Require a 50% deposit to secure space</b>				<b>50% Deposit</b>	-\$
<b>EARLY BIRD RESERVATIONS BY OCT 15, 2018</b>					\$
				<b>Balance</b>	\$
<b>ALL FEES ARE NON-REFUNDABLE AFTER 10/31/18</b>					

## Step 2: Exhibitor Information

PLEASE TYPE OR PRINT LEGIBLY, ONLY COMPLETE APPLICATIONS WILL BE CONSIDERED

EXHIBITOR NAME \_\_\_\_\_ Partner Name \_\_\_\_\_

**Exhibitor is the official contact. Name to appear on Exhibitor's list available to the public.**

BUSINESS NAME \_\_\_\_\_ PHONE (W) \_\_\_\_\_ PHONE (C) \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL ADDRESS\* \_\_\_\_\_ WEBSITE \_\_\_\_\_

List the last two shows where you have exhibited (with date):

(1) \_\_\_\_\_

(2) \_\_\_\_\_

Describe items to be sold and the price range of each (add additional sheet if needed): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Along with completed application, please include a photo of your booth display as it will appear at the festival. If you do not have a photo of your booth display, please provide a photograph of items that will be sold. Please include any Website Info so that we can upload your link on The Global Winter Wonderland Festival Website.

Exhibitor Coordinator will assist with selection of exhibit space on a first come first served basis. **A 50% deposit of the total exhibit space rental fee is due upon selection of exhibit space. The remaining 50% of payment will be due and payable on or before November 5, 2018. Exhibitor who wants to cancel the contract must be completed before OCTOBER 21, 2018. The refund conditions are listed as below. For all late applications after October 22, 2017, the exhibitor must pay 100% of fees up front at the time of signing the contract after OCTOBER 22, 2018.**

**Checks payable to: International Culture Exchange Group or Complete Credit Card Authorization Form**

**Mail complete application to: 44049 Fremont Blvd, Fremont, CA 94538**

### **Step 3: Application Waiver**

The undersigned (hereinafter called the “Exhibitor”), hereby applies for exhibit space at the Global Winter Wonderland 2018 event, located at Cal Expo in Sacramento, California. Exhibitor agrees to abide by the Exhibit Space Guidelines, Insurance Policy, Photo Release Policy and the Terms and Conditions, specified in the “Global Winter Wonderland 2018 Exhibitor Information Packet”

\_\_\_\_\_ I have read and agree to be bound by the Exhibit Space Guidelines, Product  
(Initial Required) Guidelines, Insurance Requirements, Booth & Set Up Guidelines, Additional Festival  
Rules, Photo Release Policy and Terms & Conditions in the Global Winter  
Wonderland 2017 Exhibitor Information Packet, specifically, the Cancellation and  
Refund Policy:

#### **Waiver of Liability**

I understand and acknowledge that participation in this event can be hazardous, and I hereby assume all risk while participating. I, and anyone entitled to act on my behalf, waive and release the City of Sacramento, International Culture Exchange Group and Cal Expo, their agents, employees, officers, officials and sponsors from all rights and claims for any personal injury, death or property damage suffered by me, or that I cause to others, as a result of my participation in this event. I, the undersigned, give permission to Global Winter Wonderland-Sacramento to obtain and authorize medical care for participants at any hospital, emergency medical center, or any other health facility; by any medical doctor, osteopath, nurse, surgeon or any other medical practitioner. I also agree to be responsible for the expense of any medical care required. I hold the staff authorizing the medical care harmless from any damages suffered by the participant as a result of any authorized medical treatment. I, the undersigned agree that in the event of severe weather conditions which pose any threat to potential guests and/or structural safety and temporary closure of the event is inevitable, I do not hold International Culture Exchange Group liable for any financial loss. I understand that International Culture Exchange Group will make its best effort to offer an option to operate on any added date(s) that may be offered in exchange for any closure date(s). I understand that I will not receive any monetary refund in lieu of accepting the option to operate on added date(s) but that it is my right to forfeit the offer to operate on additional dates without a refund. I understand that no chargeback from my creditor for the above reasons will be granted. I understand that this is the final agreement.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

PRINT NAME & TITLE: \_\_\_\_\_ COMPANY NAME: \_\_\_\_\_

BOOTH PARTNER SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

## Step 4: Payment Form

Company Name: \_\_\_\_\_

Person Authorizing: \_\_\_\_\_

Check – Cashier’s Check or Money Order Only (Make payable to International Culture Exchange Group, Inc. Address: 44049 Fremont Blvd., Fremont, CA 94538)

Credit Card – Complete the attached Credit Card Authorization Form

**Purchase Information**

Number of Space(s) Purchased: \_\_\_\_\_ Term (s): \_\_\_\_\_

Total Amount of Discounts: \$ \_\_\_\_\_ Total Purchase Price: \$ \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

**Credit Card Information**

Credit Card Type (Circle One)		
Credit Card #		
Expiration Date		
Credit Card CCV #		
Card Issuing Bank		
Issuing Bank Phone #		
Card Holder’s Name		
Card Holder’s Phone #		
Billing Address	Street:	
	City:	
	State:	Zip Code:

**Affidavit**

	I further authorize ICEG to charge the above reference credit for remaining balance amount of _____ on or after 11/4/2018.
<i>Initial</i>	I specifically have read, and agree to be bound by Terms & Conditions in the “GWW 2018 Exhibitor Information” Packet specifically, the Cancellation Policy.
<i>Initial</i>	

*\*ICEG, Inc. is the producing company of all Global Winter Wonderland events. Your credit card will be processed by ICEG, Inc.*

Signature \_\_\_\_\_ Date: \_\_\_\_\_

## Step 5: Purchase Information and Due Date

Purchase Date				
Product/Service Purchased				
Total Purchase Price				
Payment Schedule				
First Payment		Second Payment		TOTAL
Date:	\$	Date:	\$	\$

**Checks payable to: International Culture Exchange Group, Inc.**

**Mail complete application to: 44049 Fremont Blvd, Fremont, CA 94538**

**OFFICIAL USE ONLY**

Sales Rep: \_\_\_\_\_ Date Received: \_\_\_\_\_

Space # (s) Assigned: \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Initial: \_\_\_\_\_





## **Exhibitor Basic Information**

### **CHECK-IN PROCEDURE**

1. All exhibitors must sign a liability waiver form.
2. Exhibitors **MUST** check-in during official check-in times or lose exhibition space without refund.
3. Exhibitors must check-in in person, with a PHOTO I.D. and attend the show for the entire length of their contracted term.
4. Exhibitors not checked-in by deadline will forfeit exhibition space and all fees.

### **EVENT LOCATION**

Cal Expo  
1600 Exposition Blvd.  
Sacramento, CA

### **EVENT DATES**

November 16 – 25, 2018  
November 30 – Dec 2, 2018  
December 7 – 9, 2018  
December 14 – 16, 2018  
December 21, 2018 – January 6, 2019

### **LOAD-IN DAYS**

Friday November 16, 2018 11am – 3pm  
Friday November 25, 2018 11am – 3pm  
Friday December 12, 2018 11am – 3pm  
Friday December 21, 2018 11am-3pm

### **LOAD-OUT DAYS**

**Immediately following the close of  
your contracted term**  
Final day of load out for the final term is  
Monday, January 7, 2018

## **BOOTH & SET UP GUIDELINES**

1. Booth space is limited to the size in which you paid.
2. Single Spaces are 10' wide x 10' deep. 10' wide x 20' deep
3. "Discount, Marked Down, Reduced, Close-Out Sale" type signs are not permitted at any time. Verbal bargaining is always allowed.
5. Exhibitors must furnish their own display tables, skirting, chairs, extension cords, etc. All displays must be designed, constructed, and operated in good taste.
6. Portable display tables, card tables, etc. must be covered or skirted in a tasteful fabric.
7. Signs, tents, canopies, or any other part or display may not extend over or into walkways.
8. You may bring an identification sign for your booth, but ICEG, Inc. reserves the right to approve or disapprove display.

\*Make Arrangements with Coordinator Gina (510) 205-8774

## Dates and Time of Operation

- Friday November 16, 2018 5:00PM 11:00PM
- Saturday November 17, 2018 4:30PM 11:00PM
- Sunday November 18, 2018 4:30PM 10:00PM
- Monday November 19, 2018 4:30PM 10:00PM
- Tuesday November 20, 2018 4:30PM 10:00PM
- Wednesday November 21, 2018 4:30PM 10:00PM
- Thursday, November 22, 2018 4:30PM 10:00PM
- Friday November 23, 2018\*\* 5:00PM 11:00PM
- Saturday November 24, 2018 4:30PM 11:00PM
- Sunday November 25, 2018 4:30PM 10:00PM
- Friday December 1, 2018 5:00PM 11:00PM
- Saturday December 2, 2018 4:30PM 11:00PM
- Sunday December 3, 2018 4:30PM 10:00PM
- Friday December 8, 2018 5:00PM 11:00PM
- Saturday December 9, 2018 4:30PM 11:00PM
- Sunday December 10, 2018 4:30PM 10:00PM
- Sunday December 16, 2018 4:30PM 10:00PM
- Friday, December 21, 2018\*\* 5:00PM 11:00PM
- Saturday, December 22, 2018 4:30PM 11:00PM
- Sunday, December 23, 2018 4:30PM 10:00PM
- Monday, December 24, 2018 4:30PM 10:00PM
- Tuesday, December 25, 2018 4:30PM 10:00PM
- Wednesday, December 26, 2018 4:30PM 10:00PM
- Thursday, December 27, 2018 4:30PM 10:00PM
- Friday, December 28, 2018 5:00PM 11:00PM
- Saturday, December 29, 2018 4:30PM 11:00PM
- Sunday, December 30, 2018 4:30PM 10:00PM
- Monday, December 31, 2018 4:30PM 11:00PM
- Tuesday, January 1, 2019 4:30PM 11:00PM
- Wednesday, January 2, 2019 5:00PM 10:00PM
- Thursday, January 3, 2019 5:00PM 10:00PM
- Friday, January 4, 2019 1 5:00PM 11:00PM
- Saturday, January 5, 2019 4:30PM 11:00PM
- Sunday, January 6, 2019\*\* 4:30PM 10:00

## **EXHIBIT SPACE GUIDELINES**

1. All business dealings are to be conducted within the confines of the assigned exhibit space, not in the aisles/streets.
2. No exhibit displays shall extend into the aisles. Aisles must be kept clear of all merchandise.
3. Inside signage must not exceed the 8' pipe & drape. If your exhibit is against a wall signage can go as high as 10' as long as it is not blocking an air vent in the wall.
4. Exhibit space should be clean and kept clear of all garbage, empty boxes/containers and product storage.
5. Each exhibit must be manned during show hours by the applicant or their designated representatives.
6. ALL exhibits must be open on time and must not close early.
7. Tables must be professionally covered and draped to the floor.
8. Products must be professionally displayed.
9. Hand written signs are strictly prohibited
10. Refund policies must be posted in the exhibit space at all times.
11. Pets are not allowed on the festival grounds or in the parking area under any circumstances.
12. Exhibitors are responsible for payment of all state and local taxes.
13. Management, at its discretion will issue warnings that may result in removal should the above guidelines not be adhered to.
14. If for any reason, exhibitor booth location changes per exhibitor's contract and exhibitor is not able to relocate booth and goods within the agreed upon designated time, all liability is waived, should the Vendor Coordinator have to move goods on behalf of the exhibitor.

## **PRODUCT GUIDELINES**

1. Items not in the category for which applied will not be permitted in the show.
2. Exhibitors may only show and sell work from the category in which they have been accepted. Any items of work not listed in the application, and/or not created by the exhibitor must be removed from the show. Management will prohibit the installation and operation of any exhibits not meeting its approval.
3. Exhibitor must be on time and have their booth operating for the full daily schedule. Booths cannot open late or close early at any time.
4. All articles and displays must be in good taste with no reference to race, ethnic, gender, sexual, or religious prejudice. No obscene items will be allowed.
5. All materials must be in compliance with all applicable laws, rules, and regulations of the United States and the State of California. PLEASE SEE CONSUMER PRODUCT LAWS REQUIREMENTS BELOW.
6. Absolutely no LED toys or other LED items will be allowed to sell by any exhibitor other than ICEG.
7. The Festival reserves the right to remove any exhibitor(s) who do not comply with the above rules.

## **INSURANCE REQUIREMENTS**

1. Each Exhibitor must provide ICEG, Inc. with proof of general liability insurance of no less than \$1,000,000.
2. Name of insured business must match business name on this application.
3. Certificate of insurance must list International Culture Exchange Group, Inc. as an Additional Insured.

4. Certificate of insurance must be turned in with your application and available for review at your booth at all times.
5. If you employ help, you must provide a worker's comp. certificate.

## **ADDITIONAL FESTIVAL RULES**

1. Gas powered generators are strictly prohibited.
2. It is prohibited to move to any booth space that has not been assigned to you. Any relocation of an exhibitor to a booth location other than the one designated to the exhibitor must be pre-approved by the Exhibitor Manager.
4. ICEG, Inc. provides nominal after hours security for festival area with the understanding that ICEG, Inc., Cal Expo and the City of Sacramento is not, and will not be responsible in any way for loss or damage to participant's property. Exhibitors are responsible for their own personal and property liability.
5. Vehicles are NOT allowed in the festival area during show hours.
6. Coolers may be brought into festival area before daily opening only. No glass containers.
7. Pets are not allowed in the Festival area at any time. NO EXCEPTIONS. Please plan accordingly.
8. CALIFORNIA STATE/SACRAMENTO COUNTY SALES TAX at 8.5% must be charged on all sales. Exhibitors are solely responsible for collecting, reporting, and paying all sales taxes collected to the California Department of Revenue, Compliance Division.
9. Exhibitor agrees to comply with Consumer Product Law Requirements. If you would like more information please feel free to email us at [Gina@CultureExchange.us](mailto:Gina@CultureExchange.us).

ANY VIOLATION OF THE RULES AND REGULATIONS STATED IN THIS PACKET AT ANY TIME MAY RESULT IN THE LOSS OF EXHIBIT SPACE FOR THE DURATION OF THE SHOW WITHOUT REFUND AND THE EXHIBITOR MAY BE EXCLUDED FROM FUTURE SHOWS AT GLOBAL WINTER WONDERLAND.

## **PHOTO RELEASE POLICY**

You are agreeing to let the ICEG and all news media organizations to use photos and video images and/or likeness of you and/or your children or your booth/inventory for news, promotional purposes, and electronic materials now and in the future. No compensation will be given for the use of photo and video images taken during the event.

## **TERMS & CONDITIONS**

1. The purpose of this contract is to serve as an agreement between Global Winter Wonderland-Sacramento (ICEG), herein and hereafter referred to as ICEG, and the signed exhibitor hereafter referred to as Exhibitor, be they an individual, sole proprietorship, corporation, partnership and/or other entity hereafter referred to as Exhibitor. The overall purpose of this agreement is for ICEG, Inc. to sell exhibit space at ICEG, Inc.'s exposition commonly referred to as Global Winter Wonderland-Sacramento.
2. Exhibitor herein agrees that they will indemnify and hold harmless ICEG, Inc., its partners, officers, agents, all corporate officers as well as all employees from any and all lawsuits, financial claims, resulting from any and all

losses and/or injuries or loss to any company, person or persons, including all persons to whom Exhibitor may be liable under any Workmen's Compensation law from all and any losses, damages, lawsuits or any other damages including, but not limited to, loss of property, goods, lost profits, displays of merchandise, caused by the negligence of the Exhibitor while exhibiting at show.

3. ICEG, Inc. makes no promises and/or guarantees, whether expressed or implied, regardless of any marketing information concerning the profitability and/or overall attendance of this show for the Exhibitor and/or the amount of attendees expected to attend the show.
4. Exhibitor agrees that the Exhibitor and the Exhibitor's duly authorized representative(s) shall be in the exhibit area at all times during the regularly scheduled daily hours of the show in which the exhibit area is open to the public and shall be on said premises during all such hours to receive any and all notices and instructions from ICEG, Inc. representatives.
5. Exhibitor herein states that they agree, understand and hereby states that using the space they secure with this contract at ICEG, Inc.'s exposition for another or different business or display, other than the one they are contracting for, will result in termination of this agreement and give the ICEG, Inc. the rights to re-enter and repossess the exhibit space as designated in this agreement.
6. Exhibitor shall make no alterations in or changes to the exhibit space provided without permission of ICEG, Inc.
7. All Exhibitors are fully liable for any and all losses, injuries and/or accidents to themselves and any other person caused by them in anyway. Every Exhibitor exhibits at his own risk in every respect, and should take steps to insure themselves against any loss or damage, however caused. No liability for such losses, injuries, or accidents will be incurred by ICEG, Inc. ICEG, Inc. will provide floor security service during the show but does not warrant total liability for Exhibitors booth during the show. ICEG, Inc. further assumes no responsibility should an Exhibitor experience any loss or damage that may result directly or indirectly from the collapse of its exhibit whatsoever.
8. Exhibitor hereby agrees to indemnify and hold harmless ICEG, Inc., the owner and manager of the exhibition venue from and/or against any claim loss or liability as a result of an Exhibitor's construction, engineering or maintenance of an unsafe exhibit or display. It is Exhibitor's responsibility to have all adequate insurance to cover any and all claims or liability, should damage or claims be made.
9. Exhibitor understands and agrees that, in order to attract and entrust the public to go to this show, there must be an appropriate assortment of exhibits of proper quality with good variety within the show. ICEG, Inc. reserves the right to reassign booth space in order to improve the distribution, quality and varietal assortment of exhibits for the good of the show.
10. Exhibits may not at any time during show make loud noise(s) nor may they have any methods of operation or materials that for any other reason become objectionable to the show attendees and/or the show's management team who may also prohibit or remove any exhibit which, in the opinion of ICEG, Inc., may detract from the general character of the show. Also, Exhibitor may not display products or services that are not appropriate for the show. This reservation includes persons, things, conduct, printed material or anything of a character which ICEG, Inc. determines is objectionable. In the event of such restriction or removal, ICEG, Inc. shall not be liable for any refunds or other expenses.
11. Insurance: Please refer to the "Insurance Requirements for Vendors and Contractors" information in this packet.
12. Cancellation Policy – If an Exhibitor is unable to participate and ICEG, Inc. is notified at least 30 days in advance of exhibiting and no later than October 21, 2018, ICEG, Inc. will attempt to resell the space. If the space is resold, a refund will be made less \$100.00 administration fee, with the following exceptions:
  - A. Space cannot be resold to a suitable replacement, NO REFUND.

B. Space is resold for less than the total balance due, NO REFUND.

C. Cancellation is requested after October 21, 2018 - NO REFUND of any funds held by ICEG, Inc. Any funds deemed Approved for refund will be returned no later than January 31, 2019.

D.ICEG, Inc. assumes no responsibility whatsoever should a show be cancelled, delayed or relocated as a result of any Act of God including but not limited to natural disasters, or any 'act of man' not limited to those that are the result of a strike, riot, civil disorder, etc. The Exhibitor shall be responsible for payment for exhibit space regardless. All exhibit space must be occupied and ready for proper presentation no later than 1 hour before the scheduled public show opening time on that date or said exhibit space will be considered cancelled and become property of ICEG, Inc.

13. ICEG, Inc. shall have the right to terminate this contractual agreement with or without cause upon giving Exhibitor twenty-four (24) hours' notice in writing of its intention to do so.

14. Exhibitor herein and hereby warrants that they and their business will have at the time of the show proof of all current, valid and necessary permits, licenses and/or approvals required, such as but not limited to, business licenses, a sellers permit or tax ID number, collecting and paying all city, state or local taxes, license fees including food permits or any other charges due to any governmental agency.

15. Exhibitor agrees to restrict and only operate said exhibit space within boundaries of their booth space and only in said space, according to the rules and regulations specified in this agreement and incorporated herein by reference. Said rules and regulations are promulgated by ICEG, Inc. for the safe and efficient operation of the show and as such that ICEG, Inc. reserves the final and absolute right to interpret the rules and regulations, arbitrarily settle and determine all matters, operations and differences in regards thereto or otherwise out of, or connected with the show.

16. ICEG, Inc. makes absolutely no warranties with respect to limitations on the quantity of competitor's spaces at the show including but not limited to, the types of goods offered, and/or services.

17. ICEG, Inc. with this contract states that they are only selling floor space at said exposition and does not agree herein to provide any embellishments to said booth space including but not limited to decorations, demonstrations, signs, advertisements and/or display aide with the exhibit space, including but not limited to electricity, gas, telephone/fax lines, water, waste disposal, carpets, tables, chairs and signs. All of the above listed must be completed by ICEG, Inc. approved contractors only.

18. By signing this agreement Exhibitor agrees that in the event Exhibitor fails to comply in any material respect with the terms and conditions of this agreement that ICEG, Inc. shall retain all monies paid.

19. Both parties herein and hereby agree that under no circumstances will ICEG, Inc. be responsible, or accept any liability for lost profits, lost wages or expenses that may occur to any of Exhibitor's employees and/or servants whatsoever.

20. No part of the venue may be painted, cut, changed and/or damaged, in any way, nor can any of the property of the venue be moved, nor can any barrier be interfered with, nor shall any fitting or exhibit be in any way attached to any part of the venue building structure. If any damage is done, the Exhibitor is fully liable to the owner of the property. All material used to decorate an exhibit must be flameproof. All wiring must conform to the N.E.C. Safety Rules and codes of all governmental agencies. Exhibitors must comply with all the rules and regulations set forth by the exhibit hall, ICEG, Inc., and state or local officials.

21. Every term contained in this contract is severable from every other term. If any item should be judged unenforceable, it shall not affect the enforceability of other terms outlined in this contract. If legal action must be taken by ICEG, Inc. against an Exhibitor to enforce any provision of this contract, Exhibitor shall pay ICEG, Inc. reasonable attorney's fees, costs, plus simple interest at the rate of ten percent per year from the date of default until payment in addition to any other proceeds as granted by a court of law or an acceptable arbitrator.

County where legal action will be taken can be Alameda County, California and/or Sacramento County, California solely at the discretion of ICEG, Inc., regardless of where Exhibitor is located.

22. ICEG, Inc. reserves the right in its absolute discretion to change the dates, location and times of the exhibition, the hall and the location of the space and shall not be liable to the Exhibitor for any loss, damage, cost or expense incurred by the Exhibitor in consequence of any such change. ICEG, Inc. shall have complete discretion to determine the dates and times when the exhibition shall be opened to the Exhibitor and the public. Nothing herein contained shall be deemed to preclude or restrict the right of ICEG, Inc. from time to time to make any alterations or amendments to the annexed plan without the consent of the Exhibitor provided that the area of space shall not be less than that specified.

23. Exhibitor agrees to indemnify ICEG, Inc. against any claim or action by any of its purchasers arising out of any failure by the Exhibitor. ICEG, Inc. is not responsible for any products or services sold by an Exhibitor at the show or post-show for any reason.

24. Exhibitor shall not remove or add any items not listed on their application or displays during the course of the exhibition without the approval of ICEG, Inc.

25. Exhibitor shall not feature in their booth any contest raffle or auction during the course of the event without the approval of ICEG, Inc.

26. In terms of promotions with media that are co-opted with Exhibitor and/or ICEG, Inc. and all media that are doing promotion will not be responsible in any way for the failure of Exhibitor to supply prizes, promotional items, discounts, giveaways or other marketing materials promoted in conjunction with any promotions. The responsibility to deliver the above items or any other promotional item/s will be only the responsibility of each Exhibitor involved with the promotion.

27. Microwaves are not allowed in booths unless approved by Vendor Coordinator.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

PRINT NAME & TITLE: \_\_\_\_\_ COMPANY NAME: \_\_\_\_\_

BOOTH PARTNER SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_