



Springfield EXPO Center – 635 E. St .Louis St., Springfield, MO

<b><u>Show Dates and Hours</u></b>	<b>Show owned and managed by:</b> Lake Life Expo, LLC 363 Harbor Lane Branson, MO 65616 Contact: Brian Wright 417.213.3004 Bob Cox 417.338.2828
February 2, 2024 1:00 PM – 7:00 PM	
February 3, 2024 10:00 AM – 7:00 PM	
February 4, 2024 10:00 AM – 4:00 PM	

**2024 LAKE LIFE EXPO EXHIBITOR APPLICATION**

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

Company Contact: \_\_\_\_\_ Cell #: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

Company Name you want to appear on Signage, in Show Program, on Website (if different from above) \_\_\_\_\_

Description of Products or Services Displayed \_\_\_\_\_

*Application is made for the following Exhibit Space. (Management will make every effort to assign space, subject to prior applications.) The undersigned EXHIBITOR certifies that the printed matter on this Application & Contract for Exhibit Space constitutes the entire agreement between the parties and has been read and that the terms and conditions set forth herein are fully understood and shall constitute a binding contract when this instrument is signed.*

**EXHIBITOR SPACE**

10' x 10' Booth @\$600 Location \_\_\_\_\_ **TOTAL DUE \$** \_\_\_\_\_

10' x 20' Booth @\$975 Location \_\_\_\_\_

**Booths include:**  
 3' draped side wall dividers, 8' rear wall drape, skirted 6' table, chairs, waste basket, complimentary wireless internet connection, custom exhibitor credentials, standard 120V 10A electrical service, temporary City of Springfield business license during event

**PAYMENT POLICY**

**Please return signed exhibitor application with full payment no later than December 15, 2023**  
**Make checks payable to:**  
**Lake Life Expo, LLC 363 Harbor Lane Branson, MO 65616**

Application and assignment of space is subject to approval by Lake Life Expo, LLC. Exhibitor application, and payment, is due December 15, 2023. All payments are subject to rules and regulations below.

## EXHIBITOR RULES & REGULATIONS

- 1. SHOW MANAGEMENT:** "Lake Life Expo" is produced and managed by Lake Life Expo, LLC, hereinafter referred to as "LLE". All decisions regarding space assignment, nature and style of exhibits, floor management, hours and interpretation of rules and regulations shall be made by LLE.
- 2. CHARACTER OF EXHIBITS:** Only products and services directly related to recreational boating, lake lifestyle, lake home, cabin or condo living, outdoor recreation, and accompanying services or products are eligible for display. All exhibits must be in good taste. Exhibitors shall conduct their business within their assigned space only. No explosives, fuels or highly combustible matter is permitted in any booth or exhibit. LLE reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in keeping with the best interest of other exhibitors and/or LLE.
- 3. INDEMNIFICATION:** Exhibitor agrees to indemnify, defend and save harmless LLE, the Springfield EXPO Center and their respective managers, officers, sponsors, employees, agents, successors, and assigns from any suit, claim, damages, demands, expenses, judgments, and liabilities including reasonable attorney fees, for personal injury, property damage or for loss of use of property by whomsoever sustained on or about the Exhibitor's display or exhibition space or arising in any manner out of Exhibitor's participants in the show. Furthermore, Exhibitor agrees to indemnify, defend and save harmless LLE, the Springfield EXPO Center and their respective managers, officers, sponsors, employees, agents, successors, and assigns from any loss or damage including reasonable attorney fees, to Exhibitor's property utilized in connection with Exhibitor participation in the show and the utilization of the staging area.
- 4. SUBLEASING:** Exhibitors may not sublease, assign or apportion their space. No more than one firm may exhibit in a single space without written permission of LLE.
- 5. SALE OF MERCHANDISE:** The sale of goods for delivery at the show under a "cash and carry" program will be permitted subject to applicable show regulations. Exhibitors are responsible for the collection and remittance of all applicable sales taxes, licenses and/or permits. No beverages or food shall be for sale or given for free at booths or in bulk space areas.
- 6. ACTS OF GOD:** In case the show shall not be held due to acts of God, circumstances beyond the LLE's or Springfield EXPO Center's control, or any other reason whatsoever, then this lease for space to the Exhibitor shall be terminated. In such case, the limit of claim for damage and/or compensation by the Exhibitor shall be the return to Exhibitor all payments made by the Exhibitor after deduction of the pro-rata share of any expenses incurred on behalf of said Exhibitor and LLE.
- 7. AMENDMENTS:** LLE shall have full power in the interpretation and enforcement of all rules and regulations, and the power to make such amendments thereto and such further regulations as considered necessary for the proper conduct of the show.
- 8. ELIGIBLE EXHIBITS:** Only products and services directly related to recreational boating, lake lifestyle, lake home, cabin or condo living, outdoor recreation and accompanying services or products are eligible for display. All merchandise, products, inventory, equipment, vehicles and vessels must be of new condition and current model year (2023/24). Any exceptions to the new merchandise requirement require prior approval from LLE.
- 9. EXHIBIT INSTALLATION AND REMOVAL:** Exhibit material and move-in guidelines will be received on dates to be announced. The exhibitor agrees to remove his display and equipment from the show location by Noon on the day following the show closing. *Kendall T-205, TC-19 or 105 adhesive tape to be used for carpet installation. Exhibitors will be billed for residue left on the floor if other tapes are used.*
- 10. FIREPROOFING AND SAFETY:** Each Exhibitor is charged with knowledge of all local laws, ordinances and regulations pertaining to health, fire prevention and public safety.
- 11. NO LOUDSPEAKERS:** No loudspeakers, music or amplification of any kind that disrupts adjoining exhibitors, aisles or common space will be allowed. Music and/or amplified content, regardless of volume, that is not consistent with the family-based culture of the show is not permitted.
- 12. INSURANCE:** Insurance protection against public liability, theft or damage to Exhibitor's equipment must be paid for and carried by the Exhibitor. The Exhibitor is responsible for furnishing a proper certificate of insurance with liability, fire, theft and damage coverage if requested by show management. The exhibitor agrees to protect and keep harmless the show management from any and all claims that may arise from injury, loss or damage to property or persons, occurring inside or outside the show area.
- 13. LIABILITY:** The show management will not be liable to the Exhibitor, its employees, agents, or guests for any damage, loss or personal injury from fire, electricity, water, storm, smoke, theft or any other cause whatsoever.
- 14. EXHIBIT CARE:** Exhibits must be in order when the show opens and must be kept that way throughout the progress of the event. A representative of the Exhibitor must be on hand at all times during the hours the show is open. Subletting of space is prohibited. Exhibitor must remain set up until the ending of Lake Life Expo. Please do not break down early.
- 15. BOOTH SPECIFICATIONS:** Exhibits that obstruct the view of neighboring booths or the show in general are prohibited.
- 16. PRINTED MATTER:** Advertising material may be distributed in individual booths, but its distribution is prohibited anywhere else inside or outside the show area.
- 17. PAYMENT AND ALLOTMENT OF SPACE:** (1) The Show Management reserves the right upon reasonable advance notice to change the location of an Exhibitor's booth. (2) It is explicitly agreed by the Exhibitor that if he cancels his contract, all payments for space charges will be retained as liquidated damages. (3) If an Exhibitor fails to install his product in his assigned exhibit space within the time limit set for opening exhibits or fails to pay the space payments at times specified or fails to comply with any other provisions concerning his use of exhibit space, the show management shall have the right to take possession of said space. The Show Management reserves the right to utilize the said space in any manner deemed expedient in which case liquidated damages from the defaulting Exhibitor shall be deemed to be the rental price of space.
- 18. LEASE TERMINATION:** In case the show shall not be held for any reason whatsoever, the rental and lease of space to the Exhibitor shall be terminated. In such case the limit of claim for damage and/or compensation by the Exhibitor shall be the return to Exhibitor of the pro rata amount already paid for space by all Exhibitors who contracted for this specific event, less reasonable deductions for legitimate overhead expenses of this show. It is explicitly agreed that the Show Management shall be released from any and all other claims for damages that may result.
- 19. CARE OF EXHIBIT PROPERTY:** Exhibitors shall not injure or deface any property in the show area. When such damage appears, the Exhibitor is liable to the owner of the property so damaged.
- 20. CONTRACT REGULATIONS:** This Agreement shall not be altered, changed or modified except that it be done in writing and signed by both parties. All points not covered here are subject to a decision by the Show Management and become a part of this contract without further notice. By signing the space application the Exhibitor agrees to abide by rules, regulations and decisions of the Show Management.
- 21. EXHIBITOR USE OF MUSIC/INDEMNIFICATION:** Exhibitor agrees that it shall not perform nor have performed for it or on its behalf, either live or by mechanical means of playing by radio, television, VCR or any other means, any copyrighted musical composition at the show, unless exhibitor shall first have obtained authorization from the owner of the copyrights of all music to be performed, or from an agent of the owner, legally authorized to grant permission, or license for the public performance of the copyrighted music. Exhibitor shall indemnify, defend and hold harmless LLE, its officers, directors, agents and employees from and against any and all actions, claims, liabilities, damages, or expenses, including judgments, interest and attorney's fees which LLE may, at any time, or from time to time, subsequent to the date of this Agreement, sustain or incur, or become subject to relating to Exhibitor's breach of any of its warranties and representations contained herein or the performance or other use of any copyrighted music at the show.
- 22. PARKING:** Storage trailers, boat trailers, inventory and/or equipment are prohibited for display or storage or in the parking lots adjacent to the EXPO Center during show days unless previously authorized by LLE.

**I have read and agree to abide by the Show rules and regulations in this contract. Agreement must be signed or application will not be accepted.**

Signature \_\_\_\_\_

Date \_\_\_\_\_