2027 TWO PAGE VENDOR APPLICATION

SELECT **ONE SHOW** BELOW PER VENDOR APPLICATION:

WOMEN'S HEALTH AND BEAUTY EXPO
Beauty | Fashion | Health | Home

□ GLENDALE, AZ	JUNE 5	GLENDALE CIVIC CENTER
□ TUCSON, AZ	JULY 31	DOUBLETREE HOTEL-REID PARK
□ GILBERT, AZ	SEPTEMBER 18	GILBERT DOUBLETREE HOTEL
□ LAS VEGAS, NV	OCTOBER 23	SANTA FE STATION HOTEL-CASINO
□ SCOTTSDALE, AZ	OCTOBER 30	SCOTTSDALE HILTON RESORT
□ MESA, AZ	NOVEMBER 13	MESA CONVENTION CENTER

Mail Exhibitor Application and Make Checks Payable to:
SEI, Inc.
10516 E. Superstition Range Rd.
Gold Canyon, AZ 85118
Vendor Line: 602-625-3000
E-Mail: info@WomensHealthAndBeautyExpo.Com
Website: WomensHealthAndBeautyExpo.Com

Vendor Booths are Assigned In the Order Received

READ VENDOR INSTRUCTIONS ON PAGE THREE

VENDOR MOVE-IN: 7:30 a.m. to 10:00 a.m.

SHOW HOURS: 10 a.m. to 3 p.m.

VENDOR SHOW SET-UP AND MOVE-IN DETAILS ON WEB SITE

CONTACT NAME	COMPANY NAME	BRAND NAME
ADDRESS	CITY/STATE	ZIP CODE:
PHONE #	CELL #	
E-MAIL	WEB ADDRESS	

Application and Deposit Fee (non-refundable) **SELECT THE FEE THAT CORRELATES WITH YOUR BOOTH REQUEST BELOW:**

Options:	**TABLES**	**CHAIRS**	**CHECK PAYMENT**	**CREDIT/DEBIT PAYMENT**	**TOTAL**
Non-Profit (501C3) Table (Non-Profit Certificate Required)	1	2	$240	$260	
Flex Table (Sales/Non-Sales) See Description on Page 3	1	2	$325	$345	
10' X 8' Sales Booth	1	2	$385	$405	
20' X 8' Sales Booth	2	3	$670	$690	
30' X 8' Sales Booth	2	3	$870	$890	
20' X 16' Sales Booth	2	4	$980	$1000	
Electrical Outlet $90.00 (Optional)					
Corner Booth Premium Location Upgrade $55.00 (Optional)					
Pipe/Drape Backdrop $65.00 (Optional)					
$25.00 Door Prize Pre-Pay Option or Bring Gift Card to Event					
NOTE: FINAL BOOTH FEES DUE 60 DAYS PRIOR TO SHOW DATE				**TOTAL DUE:**	
LESS $100.00 DEPOSIT RECEIVED ENCLOSED PER SHOW NOTE: $100.00 DEPOSIT IS INCLUDED IN TOTAL AMOUNT.					
				BALANCE DUE:	

☐ Check Payment ☐ Cashier's Check/Money Order ☐ Debit/Credit Card ☐ Zelle

☐ Please Charge any balance due to credit/debit card below 60 days prior to show date.

Credit/Debit Card Number:_____Expiration Date:____/____Sec. Code:____

Authorized Cardholder Signature:_____Date Signed: _____

2027 Vendor Rules and Regulations (Signature Required)

THE APPLICANT (Show Vendor) Agrees to hold harmless Specialized Events, Inc. (SEI, Inc.) from any and all claims, demands, suits, damages, liability, loss, expenses and attorney fees which may arise out of any action of failure to act of the applicant **(VENDOR)** or any of its employees, representatives, or assignees including but not limited to, claims of damages or loss of property, injury, harm or death to the person or any of the **VENDORS** or any of its employees, representatives or assignees. Vendors are encouraged to insure themselves against all loss and claims and hold SEI, Inc. harmless from all claims and liabilities. Additionally, the applicant, agent, employee, or assignee shall not hold SEI, Inc. or Show Venue or Show Location Staff or Management accountable for or liable in the case of fire, water, earthquake, hurricane, tropical storm, venue utility disruption and other acts of God or any accident or loss.

APPLICANT PAYMENT REQUIREMENTS: A NON-REFUNDABLE DEPOSIT in the amount of $100.00 must be included in the form of a check, money order or credit card. Within 60 days of a show date the entire booth fees are due at the time of application. Complete credit card information must include: account number and associated required information ie. Account Number, Security Number (Back of Card), Complete Statement Billing Address (If different from address provided) and Authorized Signature. Booths will NOT be secured without all required information and/or payment. Balances for all fees are due 60 days prior to the first event show date. If you pay by credit/debit card you agree to not dispute the charge against your credit card for the amount listed in your contract plus a $20.00 processing fee. No Refunds. All Sales Are Final. A vendor who has submitted a Vendor Application with fee, but cancels (no matter what time) is not subject to receive a refund. By providing a required signature, you are authorizing the charge against your credit card for the requested deposit and balance. A late entry fee of $20.00 will apply if final booth fees are not paid 60 days prior to show date. Number of Participants: SEI, Inc. makes no guarantee of participation, attendance or sales results. SEI reserves the right to change show venues & dates. Vendor Applicant agrees that show management has not predicted, nor quoted anticipated show attendance or sales expectations.

CANCELLATION: A vendor who has submitted a Vendor Application with fee, but cancels (no matter what time) is not subject to receive a refund. At the discretion of SEI, Inc. booth fees can be transferred over to the next available show (if space is available) upon agreement from SEI, Inc. Verbal cancellations are not accepted. SEI reserves the right to cancel a VENDOR APPLICATION in the event of any violation of specific rules and regulations, WITHOUT REFUND. A fee of $40.00 will be assessed for returned checks.

VENDOR SET-UP/VENDOR MOVE-OUT INSTRUCTIONS:
Instructions for vendor set-up and move-out for each specific show location is located on the web site: WomensHealthAndBeautyExpo.Com..

SALES TAX: (Where applicable)
Sales Tax must be collected on all items sold. Vendors must have valid licenses prior to show and for payment of all applicable taxes and fees. Floor selling or soliciting is prohibited except from inside exhibitor booths.

VENDOR REGISTRATION: All vendor employees and authorized representatives must register and obtain an exhibitor badge before entering show floor. Vendor Badges must be worn during show set-up and during all show hours. No exceptions.

NON-DISPARAGEMENT: Vendors shall not disparage SEI, Inc., or its employees. For the purpose of this section, "disparage" shall mean the making of any negative statement, whether written or oral. Vendors agree and acknowledge that this non-disparagement provision is a material term of this agreement. In the event that an Vendor breaches this section of this agreement, SEI, Inc. will be entitled to liquidated damages in the amount of 25% of the agreed upon total amount due for space rental as recompense for damage to SEI's reputation, standing, and loss of revenue.

ENTIRE AGREEMENT: This printed means of communication contains the entire agreement between the parties relating to the subject matter hereof. The parties have made no contracts, representations or guarantees relating to the subject matter hereof which are not included herein. Modifications of this contract will void the entire contract unless made in writing and signed by both parties.

MASSAGE THERAPISTS: Any massages, chair or otherwise, are only permitted by being a City or County licensed massage therapist whichever applies. The individual(s) performing the massage must have their appropriate license during the event. Any and all fines imposed by the authorities will be paid by the Exhibiting Company as listed in Vendor Application.

VENDOR RESPONSIBILITIES:
Displays inside vendor booths must be attractive, neat, and orderly displayed during all show hours. Vendors shall not display products and or items for sale inside cardboard boxes. **VENDOR must** protect the show venue and property from damage done by the Vendor, its employees, staff and agents. Nothing may be tacked, taped, stapled or nailed in any way attached to facility property. Repair costs will be assumed by the exhibitor.

PROHIBITED: Balloons, Paint and Spray Cans.
FLAMMABLE MATERIALS: No combustible decorations or drape materials shall be used inside show venue. All materials must be flame-retardant. As directed by the fire ordinance in all state and city municipalities.

EXCLUSIVITY: SEI, INC, will provide exclusivity when possible to all-home party plan and MLM companies based on information provided on exhibitor application ie. name of company, name brand being sold in vendor booth.

ARRANGEMENT OF VENDOR BOOTHS: Must be confined within the perimeter of booth space rented. Vendor personnel and or staff may NOT work the aisles. Back drops must not exceed 8 feet. Booth designs shall not interfere or obstruct with the exhibits of others. Vendors will not exceed or extend beyond the 8 foot depth of assigned booth space. No vendor exhibit shall lean or rest against an adjacent booth.

VENDOR ITEMS NOT COVERED HEREIN:
S E I , I n c . shall rule upon all matters or issues not covered herein regarding disputes, or problems which may arise pertaining to issues not specifically covered and/or agreed upon in the foregoing content of this contract, and such ruling, when made, shall be binding both on the VENDOR and SEI, Inc.

CO-LOCATION OF SHOW: S E I , I n c . reserves the right to co-locate (share) the Women's Health and Beauty Expo within the same venue as other shows owned and managed by SEI, Inc. ie Health and Wellness Expo etc.

VERBAL MARKETING: Verbal marketing which extends beyond rented booth space is strictly prohibited.

SMOKING: Always prohibited.

TEAR DOWN. Vendors may not under any circumstances (except emergency) begin dismantling booths prior to the close of the show. Vendors must await the "OK" from show management that the public has 100% vacated the show venue in order to open any large overhead doors and OK the use of carts, wagons, power jacks etc. on the show floor.

DOOR PRIZE(S) OPTION #1 Vendors may pre-pay for a 25.00 Gift Card in advance of event(s) to be given away as an attendee door prize. **OPTION #2** Vendors may provide $25.00 Gift Card or Product the day of the event.
ELECTRICAL. Vendor understands that each electrical outlet is limited up to 500 watts. It is advised to check electrical items being used to avoid any power outages. Vendors are responsible for all other supplies ie. Extension cords.
PARCELS/SHIPMENTS. It is advised that parcels & shipments arrive on Vendor Set-Up Day. Vendors are responsible for charges to hold, store or deliver to an exhibitor booth.
TWO PAGE VENDOR APPLICATION. Incomplete Vendor Applications will not be accepted. Vendor Application must be completed and signed. (both pages).

I have read and agree to abide with all vendor terms.

Authorized Signature Below:

_____

VENDOR APPLICATION INSTRUCTIONS AND TABLE/BOOTH DESCRIPTIONS

1. **SELECT WHICH SHOW YOU ARE APPLYING TO BECOME A VENDOR**
2. **COMPLETE THE VENDOR INFORMATION SECTION FULLY**
3. **SELECT A TABLE/BOOTH OPTION (See Descriptions Below)**
4. **SELECT ANY OPTIONS ie. Electric Outlet or Pipe and Drape Backdrop**
5. **SELECT PAYMENT OPTION AND INCLUDE TOTAL AND BALANCE DUE**
6. **INCLUDE $100.00 DEPOSIT or PAYMENT IN-FULL. BALANCE DUE 60 DAYS PRIOR TO EVENT.**
7. **IF PAYING BY CREDIT/DEBIT CARD INCLUDE ALL PAYMENT INFORMATION**
8. **IF PAYING BY CREDIT/DEBIT CARD, SIGNATURE REQUIRED BY CARD HOLDER ONLY**
9. **REVIEW VENDOR RULES AND REGULATIONS AND SIGN BOTTOM OF PAGE TWO**
10. **SUBMIT BOTH PAGES WITH SIGNATURES ON PAGE 1 (Credit Card) AND PAGE 2 @ BOTTOM.**

BOOTH/TABLE DESCRIPTIONS

NON-PROFIT (501C3) TABLE ONLY (IRS Certificate Required) Includes Table and Two Chairs
To be used by non-profit organizations only. THIS IS NOT A BOOTH.

FLEX TABLE Includes Table and Two Chairs
This option is specifically for vendors who are SELLING, TAKING ORDERS or NOT SELLING product at the expo but DO NOT require the space of a 10x8 Booth. THIS IS NOT A BOOTH.

10X8 SALES BOOTH Includes Table and Two Chairs
This Sales Booth Option is for vendors selling product/services inside their booth space. Vendor is allowed to provide their own additional tables/chairs if desired. Ideal for MLM Vendors and Small Business Owners.

20X8 SALES BOOTH Includes 2 Tables and Three Chairs
This Sales Booth Option is for vendors selling product/services inside their booth space. Vendor is allowed to provide their own additional tables/chairs if desired.

30X8 SALES BOOTH Includes 2 Tables and Three Chairs
This Sales Booth Option is for vendors selling product/services inside their booth space. Vendor is allowed to provide their own additional tables/chairs if desired.

20X16 SALES BOOTH Includes 2 Tables and Four Chairs
This Sales Booth Option is for vendors selling product/services inside their booth space. Vendor is allowed to provide their own additional tables/chairs if desired.

VENDOR SHOW SET-UP/MOVE-IN DETAILS
Vendor Set-Up Details are listed on the website at: WomensHealthAndBeautyExpo.Com Under the MORE Tab.

VENDOR DOOR PRIZE REQUIREMENT

All Vendors are required to purchase a DOOR PRIZE (Gift Card) in advance of event valued at $25.00. (see LINE ITEM on Vendor Application) All Door Prizes are given away throughout the day at the expo by the show organizer.

TABLE SIZES:
Table Sizes Vary by Venue Location and By Availability. Most Common Table Sizes are 6' x 30" AND 8' x 30".

VENDOR BOOTH ASSIGNMENTS

Booths are assigned in the order received. It is recommended to apply as early as possible.

HAVE QUESTIONS?

We're here to assist you between the hours of 8:30 a.m. and 5:00 p.m. MST. Mon-Fri. You may call 602-625-3000 or E-Mail: info@WomensHealthAndBeautyExpo.Com