



1. Company Information

Phone: (888) 705-6576

Fax: (410) 773-9442

**Mail To: J2L Events LLC,
c/o Philadelphia Inquirer
Travel Show, PO Box 1766,
Westminster, MD 21158**

Exhibiting Company Name _____

Billing Company Name (if different) _____

Primary Show Contact _____

Title _____

Address _____

Phone / Toll Free Phone _____

City / State / Zip / Country _____

Fax _____

Email Address _____

Website _____

2. Free Promotional Opportunities

• **Company Description on Website** - (provide up to 20 words) _____

• **Show Specials & Giveaways listing in Show Guide** - (provide up to 30 words) _____

3. Booth Selection (select top 3 locations. Every attempt will be made to accommodate requested space, but location cannot be guaranteed)

1st Choice _____ **2nd Choice** _____ **3rd Choice** _____ **Desired Pavilion Location:** _____
(i.e. Caribbean, International, Cruise, Mid-Atlantic, etc.)

4. Booth Rates (cost per 10'x10' booth)

Booth Includes: Carpeting, (1) 6ft draped table • (2) chairs • wastebasket • 7"x44" b/w company ID sign
• 1 column x 2" ad in the official show guide

Base Rate \$2,650 x # _____ of 10x10's = _____

Multiple Spaces \$2,500 x # _____ of 10x10's = _____
(4 or more spaces)

Premium Space Add \$250 x # _____ of 10x10's = _____

Partner Discount* (\$250.00) x # _____ of 10x10's = _____

*Company must be a member of one of our Industry Partners to receive. List which industry partner you're a member of: _____

Total Booth Cost: \$ _____

5. Extra Exposure Opportunities - Check all items you wish to sponsor. Please contact us for additional information or for more opportunities not listed below.

Logo Visibility On:

- Main Visitor Info webpage.....\$250
- Online Consumer Ticketing Confirmation **EXCLUSIVE!**.....\$750
- Co-Branding of Entrance Column Wrap **EXCLUSIVE!**.....\$3,500
- Website Banner Ad Rotation.....\$750
- Show Bag Sponsorship **EXCLUSIVE!**.....\$3,500
- Show Bag Insert.....\$500
- Hanging Booth Banner.....\$1,950
- Carpet Logo Decal.....\$750
- Lobby Takeover **EXCLUSIVE!**.....\$6,000

Total Extra Exposure Cost: \$ _____

6. Total Amount Due (add booth cost + extra exposure opportunities)\$ _____

7. Payment Options

A 50% deposit is due with the completion of this Exhibitor Contract in order to assign booth space. Final payments are due by October 31, 2010. Contracts received on or after October 31, 2010, full payment is due.

Check - Make payable to J2L Events LLC, in U.S funds and list Exhibiting Company Name on payment.

Credit Card Amex Visa Master Card

Amount to Charge _____

Card # _____ Exp Date _____

Name on card _____

Signature _____ Date _____

Wire Transfer: Date to be sent _____

Please contact us at (717) 634-5126 to obtain the wire transfer information & form • When sending your wire transfer, you must list your exhibiting company name on the wire and a confirmation must be sent to J2L Events within 1 week of the bank transaction.

8. Cancellation Policy

In the event the Exhibitor cancels or reduces their exhibit space, Exhibitor must do so in writing during the time period listed below and will be obligated to pay the following damages:

Time Period	Liquidated Damages
June 1-August 31, 2010	25% of exhibit space fees
September 1-November 30, 2010	50% of exhibit space fees
On/After November 30, 2010	No Refund

Contract Agreement

I, Exhibitor named above, agree to the Cancellation Policy and to abide by the provisions set forth under the Terms & Conditions governing the Philadelphia Inquirer Travel Show, all of which constitute a part of the Contract.

Signature _____ Date _____

The Philadelphia Inquirer Travel Show Exhibitor Contract is a binding agreement with named Company and J2L Events LLC.

Philadelphia Inquirer Travel Show Exhibitor Contract Terms and Conditions

1. Management and Exhibitor. The term "Show Management" as used herein shall define the personnel, its agents and event partners, including but not limited to J2L Events and The Philadelphia Inquirer acting on behalf of, or in concert with Management to produce this event. The term "Exhibitor" shall define the company and its personnel and agents selecting to participate in the exposition. Once Exhibitor has executed this agreement by means of a signature, all terms shall become binding.

2. Assignment and Location of Exhibits: The Exposition will be held at the location indicated on the previous contract page. Location assignments will be made solely at the discretion of show management and within reasonable time after receipt of this application. All measurements and exhibit space layouts shown on the floor plan are as accurate as possible, but Show Management reserves the right to make such modifications and change exhibit space assignments as may be necessary to adjust the floor plan at any time to meet the needs of Show Management, exhibitors and the exhibits.

3. Payment Policy: A 50% deposit of the total amount is due upon signing the Exhibitor Contract and must be sent to show management with a copy of the original signed contract. Final payments are due by October 31, 2010. Contracts received on or after October 31, 2010 — FULL PAYMENT of the total fee above is due immediately upon signing the Exhibitor Contract.

4. Cancellation Policy: (a) In the event the Exhibitor cancels all or part of the exhibit space contracted for herein, the Exhibitor must do so in writing, by certified mail, and will be obligated to pay the following amounts: for cancellations received between June 1, 2010 and August 31, 2010, 25% of the exhibit space fees are due; cancellations received between September 1, 2010 and November 30, 2010, 50% of exhibit space fees are due; and cancellations received on or after November 30, 2010, 100% of the exhibit space fees are due. (b) If exhibit space is not occupied by the Exhibitor by the opening time of the Exhibition, Exhibitor shall be deemed to have canceled the exhibit space contracted for and Show Management shall have the right to use such space as it deems appropriate and the Exhibitor shall pay all amounts which would have been due, upon the terms of subparagraph (a) above, if Exhibitor had canceled this contract as of such date. (c) If the Exhibitor does not make full payment when due upon the terms of this contract, Show Management may terminate this contract and the Exhibitor shall be responsible for payment to of all amounts which would have been due, under the terms of subparagraph (a) above, if the Exhibitor had canceled this contract as of the date of such default. (d) Except as Exhibitor's rental obligation may be reduced in accordance with the terms set forth in subparagraph (a) above, the Exhibitor shall be responsible for payment of the total exhibit space rental fee if the Exhibition is canceled, delayed or relocated, in whole or in part, as a result of strike, civil disorder, acts of war, acts of God, or any other cause of any kind whatsoever, not within Show Management's control. If show management, due to fault of its own, cancels the Philadelphia Inquirer Travel Show, and provided Exhibitor is not in default of this Contract, show management shall refund to the Exhibitor all exhibit space fees paid to date under this Contract by Exhibitor. Show Management reserves the right to reject or to revoke the acceptance of any Exhibitor at any time in its sole discretion.

5. Use of Exhibits: Height regulations for 10' x 10' booths are 8' high on the backwall and 8' high on the sidewalls, extending no further than 4' from the backwall. Beyond 4' from backwall, maximum height of a sidewall is no more than 4'. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. (a) Except in certain limited circumstances involving parent corporations, their wholly-owned subsidiaries, and sister corporations, when approved in writing in advance by Show Management, Exhibit shall not assign, sublet or share the space allotted. (b) Any firm or organization not assigned exhibit space will be not permitted to solicit business within the exhibit area. (c) Permission to hang signs or erect exhibit spaces higher than 8 feet must first be obtained in writing from Show Management, which will confirm the available height for specific exhibit locations. (d) No portion of any exhibit space sign or carpeting may extend over or beyond assigned floor space. Interference with the light and space of other exhibitors is prohibited. Booths and aisles must be kept clear for safe access throughout show hours. (e) Display material exposing an unfinished surface to neighboring exhibit spaces is not permitted and must be finished at the Exhibitor's expense. (f) Show Management reserves the right to restrict exhibits which, because of noise, method of operation, materials or for any other reason become objectionable, and also to prohibit or to remove any exhibit which, in the sole opinion of Show Management, may detract from the general character of the Exhibition as a whole, or consists of products or services inconsistent with the purpose of the Exhibition. In the event of such restriction or removal, Show Management shall not be liable for any refunds or other exhibit expenses. (g) The use of sound systems is permissible, provided that they are not audible more than 3 feet into the aisle or into neighboring exhibit spaces, and that the sound is directed into the Exhibitor's exhibit space or vertically. Show Management shall have absolute control over the implementation of this regulation, the intent of which is that sound system shall not be audibly objectionable to neighboring Exhibitors. (h) Exhibitor is solely responsible for obtaining the necessary licenses for all usage of music or video. (i) Exhibitor is responsible to allocate staff to supervise and manage their booth. Booths must be staffed at all times during open Expo hours. (j) Exhibitors cannot begin to break down their exhibits prior to the close of the show.

6. Marketing: Any use of the Philadelphia Inquirer Travel Show logo in exhibitor promotions shall be approved by show management in advance. Exhibitor shall not make use of the name Philadelphia Inquirer Travel Show and its respective registered trademarks or logos without prior written approval from show management. Such approval shall not be unreasonably withheld.

7. Liability and Insurance: Show Management, Pennsylvania Convention Center and/or The Philadelphia Inquirer their agents and employees, shall not be responsible for any loss, theft, or damage to the property of the Exhibitor, his employees or representatives. Furthermore, Show Management, Pennsylvania Convention Center and/or The Philadelphia Inquirer, their agents and employees shall not be responsible for any damage, illness or injury to Exhibitor personnel, agents or attendees. Exhibitor shall indemnify and hold harmless Show Management, Pennsylvania Convention Center and/or The Philadelphia Inquirer from all liability which might ensue from any cause whatsoever, including attorney's fees. Exhibitor agrees to maintain adequate insurance to fully protect Show Management, The Philadelphia Inquirer, its co-sponsors, contractors and Pennsylvania Convention Center and State of Pennsylvania from any and all claims which may arise in connection with the installation, operation and dismantling of the Exhibitor's display. Exhibitor will be required to pay for any damage caused by its employees or agents. Exhibitor MUST carry insurance naming J2L Events LLC, Pennsylvania Convention Center, State of Pennsylvania and The Philadelphia Inquirer as additional insured's on a policy containing no less than \$5 million for bodily injury, property damage and /or loss sustained in any one occurrence. Exhibitor must also carry vehicle liability insurance for any vehicle that is carried onto the facility premises. These Insurance requirements are state law and may not be waived at any time.

8. Security and Insurance: Show Management provides perimeter guard services during show hours as noted in the Exhibitor Service Manual and during the hours the exhibit areas are closed. Security for all Exhibitor equipment, materials and personnel remains the responsibility of the individual Exhibitor. Exhibitors should retain adequate coverage for theft, damage or any loss. Exhibitors are encouraged to have guards and insurance at their own expense. Exhibitor agrees to waive its right to subrogation against Show Management, its officers, directors and employees.

9. Care of Building and Equipment: Exhibitors or agents must not injure or deface the walls or floors of the building, the exhibit spaces, or the equipment of the exhibit spaces. When such damages appear, the Exhibitor is liable to the owner of the property so damaged. All materials used in decoration must be flameproof, electrical wiring must conform with the National Electric Code Safety rules and all other applicable rules, regulations, fire laws, electrical codes and other laws of the city in which the exhibition is located, and of any other governmental authority maintaining jurisdiction over the said exposition facility, which affect the installation, conduct and dissemble of the exhibit. Combustible materials or explosives are not permitted in the Exhibit Hall. The Exhibitor shall also comply with all reasonable requests of officials of the Exhibit Hall and Show Management with respect to the installation, conduct, and disassembly of its exhibit.

10. Compliance. Exhibitor assumes all responsibility for compliance with federal and local codes and all laws related to public safety, as well as facility regulations. Exhibitor is responsible to meet all requirements of the American with Disabilities Act. Wiring and decorating materials must all conform to local codes and fire regulations. Exhibitor assumes the responsibility to ascertain that all such codes and laws have been met, including issues related to facility services. Exhibitor is solely responsible to obtain all necessary permits and tax forms, including submitting any taxes or fees required by local, state or federal authorities.

11. Email Privacy Policy: We respect your time and attention by controlling the frequency of our mailings. We will never share, sell, or rent individual personal information with anyone without your advance permission or unless ordered by a court of law. Information submitted to us is only available to employees managing this information for purposes of contacting you regarding this event or sending you emails based on your request for information and to contracted service providers for purposes of providing services relating to this event. Each email sent contains an easy, automated way for you to cease receiving email from us. If you wish to do this, simply follow the instructions at the end of any email. If you have received unwanted, unsolicited email sent via this event or purporting to be sent via this event, please forward a copy of that email with your comments to abuse@inquirertravelshow.com for review.

12. Miscellaneous: Each Exhibitor, for itself and its employees, agrees to abide by this agreement and any amendment thereto, and cannot be assigned without the prior written consent of show manager. Exhibitor further acknowledges that Show Management reserves the right to reject, eject or prohibit any exhibit in whole or in part, or any Exhibitor or his representatives, without giving cause. If any provision of this Contract is held invalid or unenforceable under applicable law, such provision shall be ineffective, without invalidating the remaining provisions hereof. Although Show Management and Exhibitor each do business in various state jurisdictions, this contract shall be governed, construed and enforced in accordance with the laws of the State of Connecticut and its courts. In the event that it shall be necessary for Show Management to bring suit to enforce any or its rights hereunder, Show Management shall be entitled to recover all costs of such suits including reasonable attorney's fees.