

california GIFT SHOW

July 22-25, 2011
FRI 9am-8pm Late Nite | SAT-MON
9am-6pm

2011 CALIFORNIA GIFT SHOW LA MART - JULY("SHOW") TEMPORARIES LEASE

1933 S. BROADWAY, SUITE 409 LOS ANGELES, CA 90007 (P) 213.763.5800 (F) 213.743.8986 californiagiftshow.com

Returning exhibitors Priority Space Reservation Deadline: January 24, 2011

FINAL PAYMENT DUE: June 24, 2011

LATE SIGNUP (fee will apply): June 1, 2011 - July 21, 2011

EXHIBITOR INFORMATION LEASE WITH MART TRADE SHOW, LLC (LANDLORD)

Company: _____ Website: _____
Contact: _____ Title: _____
Address: _____ City/State/Postal: _____ Country: _____
Telephone: _____ Fax: _____ Email : _____
I would like to exhibit in: _____ Sales Agent: _____

Booth # _____ Total Sq Ft: _____ @\$ Per Square Foot: 15.00 Total Space Rental: \$ _____

I would like a corner booth (Corner charge \$175): _____

Type of Products: _____

Country of origin: _____

your products currently represented in a permanent showroom at L.A. Mart? Yes No
s, please specify showroom name and showroom number: _____

My Competitors are: _____

I exhibit at the following markets: _____

METHOD OF PAYMENT

Enclosed is our payment to MART TRADE SHOW, LLC ("Landlord" or "MMPI"). Signing of this lease application binds me/ us to the payments as stated above. We acknowledge receipt of a copy of the Rules and Regulations ("Rules") for the Show which shall become part of the contract created upon Landlord's acceptance of this application as if they were to set forth herein

I/We agree to abide by the Rules of all the future shows. I/We understand that Landlord reserves the right to reject any and all lease applications at any time for any reason or no reason at all; to reclaim any space; to have any of our representatives removed from the property for failure to conform to the Rules; to re-allot the space; and to re offer requested space when available.

Except in instances where a lease application is denied prior to the Show, all payments are non refundable and non transferable. A late payment fee of 5% of the total booth price will be assessed for failure to pay by the due dates.

Deposit and an authorized signature are REQUIRED. After booth assignment, this agreement cannot be cancelled, refunded, or transferred to another market.

- Check or Money Order.** Make payable to MART TRADE SHOW, LLC and send to MMPI, 222 Merchandise Mart Suite 470, Chicago, IL 60654, ATTN: Exhibitor Relations (All returned checks will be charged a \$25 fee)
- Credit Card.** Complete the following to authorize payments to your credit card (Visa, MasterCard & American Express accepted)

Credit Card Number _____ Expiration Date _____ VCode(3 digit code on the back of card) _____

Billing Zip Code _____ Name that Appears on Card _____

Submission of this lease binds us to the following payment schedule. Payments must be made as follows in order to receive the re-sign rate. The rack rate will be charged for the entire booth cost if any payment is not pay as required herein. NO EXCEPTIONS. By submitting this lease, you authorize MMPI to charge the credit card provided on the dates below (no invoice or reminder will be sent prior to charging). ALL PAYMENTS ARE NON REFUNDABLE AND NON TRANSFERABLE

30% payment due on or before February 28, 2011 **35% payment due on or before** April 22, 2011 **35% payment due on or before** June 24, 2011

Authorized Signature _____ Date _____

PAYMENT & CREDIT CARD GUARANTEE

MMPI requires that you provide the credit card authorization above to guarantee payments in connection with the show. For your convenience and without further authorization, we will use this authorization and charge your card for failure to make subsequent payments by deadlines as well as for other services including labor, material handling, or any additional and unpaid charges incurred at the Show. All payments are non-refundable and non-transferable.

I understand that by signing above I will automatically receive information about the MMPI services or events related to the event or service for which I am registering by fax, regular mail, email, phone (including pre-recorded phone messages that may include marketing content).

- Please check here if you would like to receive information about other MMPI events or special offers by fax, regular mail, e mail phone (including pre-recorded phone messages that may include marketing content)
- Please check here if you would like MMPI to share your contact information with trusted third parties in whose products or services MMPI believes you may be interested. You understand that if you select this option, these unaffiliated third parties may send you advertising material by fax, regular mail, email, phone (including pre-recorded phone messages that may include marketing content).

TO FAX APPLICATION 213.743.8986

KS7048