

California Gift Show @ L.A. Mart

Friday, July 16 - Monday, July 19, 2010

July 2010 Exhibitor Manual

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L.A. Mart 1933 S. Broadway Los Angeles, CA 90007 800.lamart4 lamart.com/gift

Quick Reference

1. Each 10x10 includes 150w of power. If you are going to exceed this, you must order and pre-pay. (Page 7 - Equipment Order Form)
2. Each exhibitor receives (1) chair and (1) waste basket. If you require additional, please use Equipment Order Form (Page 7)
3. Popular Customization Costs:
 - a. Paint 10x10 = \$675
 - b. Carpet w/o Padding = \$3.50 per sq. ft
 - c. Carpet w/ Padding = \$4.25 per sq. ft
 - d. Adjustable Wall Shelving = \$10 per lineal ft
(Page 8 – Booth customization Request)
4. Basic shipping materials (e.g. tape, boxes, bubble wrap, shrink wrap, etc.) will be available for purchase at end of show.
5. Loading dock restrictions: Crates should be no larger than 5' 10" high and 5' wide. Maximum weight is 2,000 pounds.

GENERAL SHOW INFORMATION

- **EXHIBIT HOURS**
 Friday, July 16, 2010
 9:00 a.m. – 8:00 p.m.
 Saturday, July 17 – Sunday, July 18
 9:00 a.m.-6:00p.m.
 Monday, July 19
 9:00 a.m. – 4:00 p.m.
 - **SHOW LOCATION**
 L.A. Mart, 2nd Floor
 - **ADVANCED FREIGHT DELIVERY**
 Monday, June 28, 2010 – Friday, July 2, 2010
 Tuesday, July 6, 2010 – Friday, July 9, 2010
 8:30 a.m. – 3:00 p.m.
 - **FREIGHT DELIVERY HOURS**
 Tuesday, July 13 – Thursday, July 15
 8:30 a.m. – 3:00 p.m.
 - **SET-UP HOURS**
 Tuesday, July 13 8:30 a.m. – 4:00 p.m.
 Wednesday, July 14 8:30 a.m. – 4:00 p.m.
 Thursday, July 15 8:30 a.m. – 4:00 p.m.
 - **DISMANTLING HOURS**
 Monday, July 19: 4:00 p.m. – 9:00 p.m.
 Tuesday, July 20: 8:00 a.m. – 4:00 p.m.
 - **MOVE-OUT HOURS**
Personally Owned Vehicles (POV's) Only:
 Monday, July 19: 6:00 p.m. – 9:00 p.m.
 Tuesday, July 20: 8:00 a.m. – 3:00 p.m.
- Common Carrier Pick-Up:**
 Tuesday, July 20: 8:00 a.m. – 3:00 p.m.
 Wednesday, July 21: 8:00 a.m. – 12:00 noon

SAVE MONEY!

1. **READ THE MANUAL CAREFULLY. Contents are arranged alphabetically.**
2. **Consolidate freight into a single shipment.**
3. **Observe deadlines for ordering equipment and labor to receive the pre-order discounts.**
4. **Obtain proper insurance for your merchandise, including transit to and from the show.**

EXHIBITOR SERVICES INFORMATION

• **BADGES**

[Exhibitor Registration/Badges:](#)

Register for your Exhibitor Badge online at <http://www.regtekreg.com/lagcexhib/Preregister.asp>.

Click on the registration link and completely fill out the online form. When completed, click “submit” and your bar code confirmation will appear. Print your 2-D bar code confirmation and bring to the Exhibitor Registration desk with your business card.

Exhibitor badges will be printed and issued on site. **Badges will NOT be distributed prior to move-in.**

Registration for Exhibitors: 1st Floor

Registration can also be completed on-site at the above locations. Avoid self-registration lines by registering online before Market.

For questions, please call Customer Service at (213) 763-5891.

Contractor Badges: The Exhibitor Service Desk on the 2nd floor will issue temporary badges, valid only for set-up and dismantling, to contractors on a daily basis.

• **BASIC SPACE SPECIFICATIONS & EQUIPMENT**

Space dimensions vary with location. The typical 100 square foot space has three perimeter walls and includes a 120 volt / 150 watt electrical outlet five track lights. **Each exhibitor receives blade signage, one chair, and one wastebasket.**

If you would like to have MMPI customize your space in any way that involves construction, painting, or flooring, please return the attached Customization form. While you may also contract an installer to do such work for you (as approved by Show Management consistent with the rules regarding Exhibitor Appointed Contractors), **all painting must be done by LA Mart staff.** (See separate heading below for rules pertaining to Exhibitor Appointed Contractors)

Please note that a Method of Payment form, including credit card information, is required of all exhibitors by Wednesday, June 23, 2010. No services, including freight delivery, will be provided without this information. See the Order Forms section of this manual for more information.

• **CLEANING**

All Market Spaces will be cleaned prior to the show at no charge. If you require additional cleaning services, complete and return the attached Equipment and Services order form.

• **CUSTOM SIGNAGE**

Custom signs and other special requests can be ordered from the following vendors:

Color Digital Graphics

Phone: (626) 363-8838

www.colordigitalgraphics.com

• **DIRECTIONS TO MART LOADING DOCK**

The entrance to the loading dock is located off Hill Street, on the East side of the building, between 21st St. and Washington – directly across the street from the courthouse.

DISMANTLING PROCEDURES

Exhibitors must break down their booths during the following posted hours.

Monday, July 19 4:00 p.m. – 9:00 p.m.
(Only POV’s will leave the floor Monday evening.)

Tuesday, July 20 8:00 a.m. – 4:00 p.m.

Important information on Dismantling:

Early Breakdown Penalty: Any company that begins dismantling before the assigned hours is subject to a \$1000 fine and will jeopardize their booth status.

NOTE: Exhibitors may hand-carry small items, but will not be permitted to use handcarts, flatbeds, or dollies. Exhibitors will jeopardize their booth status if found using the aforementioned equipment.

It may take several hours for all empty containers to be returned. Should any exhibitor, its agents, or contractor fail to remove their property by 12:00 noon on Wednesday, July 21, the exhibitor shall indemnify the Show with respect to any claim thereby occasioned. Management shall be entitled, but not obliged, to remove such materials at the exhibitor’s expense. Show Management reserves the right to specify the time at which individual exhibits shall be removed.

Spaces that have been marked, taped, velcroed, stapled, painted, or papered must be repaired, replaced, or returned to its original state. Repair charges will be assessed on time and materials.

ELECTRICAL SERVICES

All electrical services will be provided and installed by The Merchandise Mart. See the Equipment and Services Order Form.

Electrical equipment must conform to Los Angeles code requirements.

1. Zip cords, taps, extension cords over 6’, clamp lights or track lights are not permitted. All extension cords must be 3-wire, grounded, multiple outlet power strips.
2. All wiring or flexible cords shall be 3-wire, "hard usage approved", 12-gauge, grounded, multiple power strips unless a component part of an assembly approved under Los Angeles Electrical Code.
3. Christmas tree lights are permitted only with the use of a GFI cord. GFI cords must be rented through MMPI.
4. All fixtures must be UL listed, though this does not ensure passage of Los Angeles Electrical Code.
5. Only MMPI light tracks and fixtures are to be used.
6. MMPI reserves the right to review all other lighting and electrical to ensure it meets Los Angeles Electrical Code and Building Code. Additional charges may be assessed.

EQUIPMENT AND SERVICES

See “Order Forms” for a listing of equipment and services available. For questions regarding these services, call (213) 763-5891.

EXHIBITOR APPOINTED CONTRACTORS

It is the exhibitor’s responsibility to see that their agents abide by the "Rules and Regulations of the Exhibition". EACs must return the "Exhibitor Appointed Contractor" form before they can begin work on the tradeshow floor.

CONTRACTOR GUIDELINES

Exhibitors who wish to employ EACs should make known to them the guidelines to be followed as urged by the Exhibit Designers & Producers Association, plus the following qualifications to those guidelines:

1. The EAC shall be given the right to provide services requested of them by an exhibitor in set-up and dismantling on the show floor, and shall have the right to utilize qualified employees registered in advance.
2. The EAC shall adhere to the rules and regulations in this manual.
3. The EAC shall possess a valid public liability and property damage insurance policy for at least \$2,000,000. The certificate of insurance must name L.A. Mart L.L.C., Merchandise Mart Properties, Inc., Merchandise Mart L.L.C., 350 North Orleans L.L.C., Vornado Realty Trust and Vornado Realty L.P. as additional insured.
4. The EAC shall have a true and valid work order from an exhibitor in advance of the show move-in date and shall not solicit business on the show floor or during move-in or move-out dates.
5. The EAC will share with MMPI all reasonable costs related to their operation including overtime pay for stewards, restoration of the exhibit space to its initial condition, etc.
6. The EAC shall cooperate fully with MMPI, especially with regard to the efficient utilization of labor.

FOOD SAMPLES

A permit is required by the Health Department for any exhibitor giving away food samples. You must notify the L.A. Mart by June 7, 2010, if you plan on distributing samples from your booth. There is an additional \$50 permitting fee that must be paid in advance. Please call the operations department at 213 763 5891 if you plan on distributing food samples.

FLAME PROOFING

All materials used for draping or decorations must be labeled as FIRE RESISTANT or treated with a flame retardant solution. Questionable material may be subjected to a flame test.

<http://www.fabricflameproofingco.com/>

Toll-Free Phone: (800) 783-6123

office@fabricflameproofingco.com

• **FLORAL**

To order floral for your space, please contact:

Flowers of Beverly Hills

9170 W. Olympic Blvd.
 Beverly Hills, CA 90212
 Tel: (310) 271.7117

• **FREIGHT DELIVERY**

Tuesday, July 13 – Thursday, July 15

8:30 a.m. – 3:00 p.m.
 (See Shipping Section for address)

The dock will be open to accept common carriers and POV's during the above hours. Any merchandise received outside these hours will either be refused or charged at a rate of \$55.00 per cwt.

POV's (Personal Owned Vehicles)

Once you pull into the loading dock, you will be directed which bay to pull into. Then our material handlers will unload your freight and bring it up to your Market Space. This is why it is important to label each crate, box or piece coming into the LA Mart. Once your freight is unloaded you will need to park your vehicle while your freight is being delivered to your space.

COMMON CARRIERS

Please instruct your carrier to get in line before 3:00 p.m. and not withdraw from the line until freight is unloaded. As long as you are in line by 3:00 p.m., your merchandise will be unloaded and brought to your Market Space.

• **FREIGHT MOVE-OUT**

POV'S

Monday, July 19	4:00 p.m. – 9:00 p.m.
Tuesday, July 20	8:30 a.m. – 3:00 p.m.

COMMON CARRIERS

Tuesday, July 20:	8:30 a.m. – 3:00 p.m.
Wednesday, July 21:	8:30 a.m. – 12:00noon

Carriers must be checked in by 12:00 noon on Wednesday.

• **INSURANCE**

Please review the Rules and regarding proper insurance for persons and property.

• **INTERNATIONAL SHIPPING**

If you need assistance with international freight and customs arrangements, contact the following:

Yellow Freight – International Shipments
 Tel: (800) 610-6500
 Option 4
www.yrc.com

• **LABOR**

Any labor personnel working in your booth must be one of the following:

- 1) Your own company personnel.
- 2) Exhibitor appointed contractor. EAC's must comply with guidelines regarding EAC's. See *Exhibitor Appointed Contractors* heading for additional information.
- 3) MMPI Labor. To order labor, please refer to the Installation/Dismantle Labor Request Form.

To provide you with increasingly better service while efficiently utilizing our labor staff, please adhere to the following guidelines. Any exhibitor who has pre-ordered labor must check in, by their requested start time, at the Service Desk. Any exhibitor requiring labor services may also request labor at the Service Desk.

Once you have checked in with the Service Desk staff, we will send a laborer to your Market Space. Please keep the following in mind:

- Starting time can be guaranteed only in those instances where personnel are requested for the start of the working day, which is 8:00 a.m., and only for orders placed by the deadline date.
- All labor must be signed in/out at the Service Desk.
- All other orders will be filled, as labor is available.
- Exhibitors not checked in by their requested starting times during installation/dismantling, are subject to a charge of ½ the total time ordered, per man ordered, unless we receive written cancellation 24 hours prior to the starting time.

All orders for dismantling labor must be confirmed no later than 10:00 a.m. on Friday, July 16, 2010.

If you have any additional questions regarding labor options, please call (213) 763-5891.

• **MATERIAL HANDLING**

Material handling involves receiving freight during move-in, delivering it to your booth, removing empty containers and returning them after the show, and loading materials for outbound shipping. This service, also known as drayage, is included in your booth package. Additional charges will be applied for any late or oversized shipments. Please refer to "Shipping and Material Handling" for additional information.

• **PEDESTALS**

To purchase pedestals or exhibits for your booth display, please see C & H store equipment or visit their website at www.chstore.com.

• **PHOTOGRAPHY, VIDEOTAPING &**

BROADCASTING

Photographing, videotaping, filming, or sound recording is prohibited without the prior written consent of Show Management. Permission should also be obtained from individual exhibitors prior to the filming of their exhibit.

• **RULES & REGULATIONS**

Exhibitors are advised to carefully read the Terms and Conditions at the end of this manual. In addition, special attention should be given to the rules outlined below.

1. Exhibitor badges are required at all times.
2. A representative of the exhibiting company should be in the booth during show hours.
3. Public address or microphone systems may not be used in a booth smaller than 400 square feet arranged in a square. Exhibitors using TV monitors or demonstrating mechanical or electrical equipment should ensure that noise levels do not cause an annoyance to their neighbors. Show Management reserves the right to determine acceptable levels of noise.
4. Adhere to all Fire Department, Exhibit Construction and Show Requirements specified in the *Rules & Regulations*.
5. Any exhibitor breaking down their booth prior to the show closing (Monday, July 19 at 4:00 p.m.) will be fined \$1000. Please arrange travel accordingly.

• **SECURITY**

Show security will be on duty 24 hours a day from move-in to move-out, but cannot and should not be counted on to provide more than a presence to inhibit theft. The show hereby gives formal notice that the show and its management, its agents and its official vendors neither offer nor accept responsibility for exhibitors' property of any kind.

To further provide for the security of merchandise in your booth, we advise you to staff your space at all times, and not to leave valuables unattended.

• **SERVICE DESK**

The Service Desk can respond to questions about shipping, materials handling, and billing, and assist you in placing orders for booth services or equipment.

• **SET-UP PROCEDURES**

Set Up Hours:

- | | |
|---------------------|-----------------------|
| Tuesday, July 13: | 8:30 a.m. – 4:00 p.m. |
| Wednesday, July 14: | 8:30 a.m. – 4:00 p.m. |
| Thursday, July 15: | 8:30 a.m. – 4:00 p.m. |

All exhibits must be set up by 4:00 p.m. on Thursday, July 15, 2010. Exhibits not set up by this time may be set up by Show Management and assessed a fee. No construction, arranging or setting up of exhibits – including deliveries or moving of products are permitted during show hours.

Exhibitors placing labor orders on-site should expect to

wait until labor becomes available.

NOTE: Exhibitors may hand-carry small items, but will not be permitted to use handcarts, flatbeds, or dollies. Exhibitors will jeopardize their booth space if found using the aforementioned equipment. Refer to Shipping and Materials Handling, below, for labor rates, based on inbound weight.

• **SHIPPING**

General Shipping Guidelines

1. Consolidate all freight—booth, merchandise, literature, etc.—into one shipment.
2. Clearly label all packages with show name; company name and booth number. Remove all old labels.
3. **Any crates larger than 5' 10" high and/or 5' wide, or any crates weighing over 2000 pounds, will not be delivered to the 2nd floor. Any oversized crates will be held at the loading dock for unpacking. Special charges will be applied and your booth set-up will be delayed.**
4. Create a detailed inventory sheet of every item you are shipping or bringing to the show. Be able to provide the number of units, item descriptions (i.e. cartons, cases, crates, and/or individual items) and weight for all shipments being delivered to the Show.
5. All shipments should include piece count to ensure proper tracking, manifesting, and delivery of freight.
6. Insure your merchandise against theft, damage, and loss from the time it leaves your facility until it returns.

• **OPTION I Advance Shipments To Dock**

Goods may be shipped to arrive between **Monday, June 28 – Friday, July 2, 2010 and Tuesday, July 6 – Friday, July 9**. Collect or uncrated shipments cannot be accepted. **Freight will be in your booth when you arrive.**

Temporaries @ L.A. Mart®
 (Your Company Name)
 (Your Space Number-Floor #)
 c/o LA Mart
 1933 South Broadway
 Los Angeles, CA 90007

• **OPTION II Direct Shipments to Dock**

Shipments should arrive between **8:30 a.m. and 3:00 p.m. on Tuesday, July 13 – Thursday, July 15, 2010**. Instruct your carrier to arrive early and not withdraw from the line until your merchandise has been delivered.

DIRECT SHIPPING EXHIBIT SITE ADDRESS

Temporaries @ L.A. Mart®

(Your Company Name)
(Your Space Number-Floor #)
c/o LA Mart
1933 South Broadway
Los Angeles, CA 90007

their website at www.attwifi.com. Hard line, dial up telephone service is not available.

- **TIPPING**

Show Management requests that exhibitors do **NOT** tip labor. It is considered a destructive practice leading to a lack of rapport between management and labor.

- **TRAVEL**

Please contact Travel Planners at (800) 221-3531 to reserve the lowest available airfare and discounted rates at LA's finest, most conveniently located hotels. You will receive a discount on the lowest published price on American Airlines flights, the official carrier for the Temporaries @ L.A. Mart® (some restriction apply). Please refer to the travel section of this manual.

- **UPS/FED EX/SMALL PACKAGE SERVICES**

All packages will be received through the loading dock. **Please note that piece counts cannot be guaranteed for such shipments.** Where possible, exhibitors may avoid delays and extra charges by having express deliveries shipped to their hotel. Any packages received outside of the designated shipping schedule will be billed at a rate of \$55.00/cwt.

To avoid any extra charges, please adhere to the shipping schedule above. A handling charge of \$55.00 per cwt is applied to the following: shipments that arrive outside the designated schedule and oversized crates.

Dravage rates apply equally to deliveries by car.

Merchandise Mart Properties, Inc. is not responsible for loss or theft of materials after they have been delivered to your Market Space or after they have been picked up for loading out of the dock.

Outbound Shipping

Yellow Freight is the preferred shipper for the Temporaries @ L.A. Mart®. Airways Logistics is the official air freight and UPS agent. You may ship your materials from the show via any carrier. You are required only to contact your carrier, pack your materials and file a Bill of Lading with the freight desk. Merchandise Mart Properties, Inc. assumes no responsibility for shipments until they are collected from the exhibitor's booth. A representative of the exhibitor should remain with their property until this has been done.

Shipping to/from Other Shows

Yellow Freight Systems is the official carrier of the Temporaries @ L.A. Mart® and will accommodate consolidated shipments from Atlanta and Dallas. Contact the official carrier of the Atlanta Gift Show and Dallas Gift Show for questions and rate quotes.

For shipping options you can contact Yellow Freight Systems at (800) 610-6500 for advance questions and scheduling. Airways Logistics can be contacted at (866) 745-7515, contact Ed Andel.

- **SMOKING**

The LA Mart is a non-smoking facility.

- **STORAGE**

No storage facilities are available within The LA Mart. Packing materials may not remain on the show floor while the show is open. Flammable containers must be removed from the hall.

When your containers are empty, obtain "EMPTY" labels from the exhibitor service desk. Use the labels to mark your crates, boxes and containers with your company name and booth number. Leave the containers in the aisle. Labeled containers will be returned to you at the end of the show. **Do not store anything in these containers.** They will not be available, and are not in the care and custody of the show or any vendor.

- **TELECOMMUNICATIONS**

The LA Mart is an AT&T Wi-Fi hotspot. Please visit

DEADLINE: June 23, 2010

All exhibitors must complete a method of payment.

Booth Name: _____ Booth Number: _____

Address: (City/State/ZIP) _____

Ordered By: _____ Print Name: _____

Date: _____ Phone: _____ Fax: _____

CREDIT CARD (Required of all exhibitors)

For your convenience, we will use this for authorization to charge your credit card account for your advance orders, and any additional amounts incurred as a result of show site orders placed by your representative. These charges may include labor, equipment rental, material handling and any damages to the suite. An alternate method may be provided at show site.

AMERICAN EXPRESS

MASTERCARD

VISA

Account No: _____

Expiration Date: _____

Cardholder's Name: _____

Signature: _____

Billing Address: _____

City/State/Zip: _____

While we require a credit card of all exhibitors, you may elect to pay for services by cash, check, or with an alternate credit card. If you plan to provide an alternate method of payment at show site, check the appropriate box below. Pre-orders will be charged to the card number provided above unless payment accompanies the order. No orders will be processed until credit card information has been provided.

Pre-order rates apply only to orders received with payment before the July 23, 2010 deadline.

COMPANY CHECK (must accompany order)

Make Checks Payable to:
Merchandise Mart Properties, Inc.

We have read, understand and agree to all terms as described and have advised our show site representative accordingly.

Signature: _____

Print: _____

Date: _____

IF YOU PLAN TO USE AN EXHIBITOR APPOINTED UNION CONTRACTOR:

THIRD PARTY AUTHORIZATION

We understand and agree that we, the exhibiting firm, are ultimately responsible for payment of charges. In the event that the named third party does not discharge payment of the invoice prior to the last day of the show, charges will revert to the exhibiting company. All invoices are due and payable upon receipt, by either party. The items checked below are to be invoiced to the third party:

ALL SERVICES RENTAL FURNITURE

I & D LABOR SIGNS

MATERIAL HANDLING OTHER (Please specify)

THIRD PARTY AGENT:

Personal Credit Card Company Credit Card

AMERICAN EXPRESS

MASTERCARD

VISA

Account No.: _____

Expiration Date: _____

Cardholder's Name: _____

Signature: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Mail or Fax this form to:
California Gift Show @ L.A. Mart
Attn: Troy A. Campbell – Suite 542
1933 S. Broadway
Los Angeles, CA 90007
Ph. 213.763.5891 Fax 213.763.5848

Mail or Fax this form to:

California Gift Show @ L.A. Mart
Attn: Troy A. Campbell – Suite 542
1933 S. Broadway
Los Angeles, CA 90007
Ph. 213.763.5891 Fax 213.763.5848

California Gift Show @ L.A. MART®
Exhibitor Services

DEADLINE: June 23, 2010

If you need additional equipment or services, complete and return this form.

Exhibitor Information

Booth Name: _____ Booth Number: _____

Ordered by: _____ Telephone Number: _____

Equipment	Preorder Rate (before 06/23/10)	On-Site Rate (after 06/23/10)	Quantity	Total
Table: 4' x 24"	\$40.00	\$50.00		\$
Table: 6' x 30"	\$50.00	\$60.00		
Table: 8' x 30"	\$60.00	\$70.00		
Chair: white, folding w/ seat cushion	\$25.00	\$31.25		\$
Riser: wooden, 11"x11"x4'	\$10.75	\$13.45		\$
Wastebasket	\$15.00	\$18.75		\$
			+8% rental tax	\$
		(A) Total Equipment		\$
Lighting				
Floodlight	\$37.50	\$42.50		\$
Spotlight	\$50.00	\$55.00		\$
			+8% rental tax	\$
		(B) Total Lighting		\$
Wattage				
151-500	\$93.75	\$93.75		\$
501-1000	\$181.25	\$181.25		\$
1001-1500	\$312.50	\$312.50		\$
1501-2000	\$455.00	\$455.00		\$
		(C) Total Power		\$

Electrical equipment must conform to City of Los Angeles code requirements.

1. Zip cords, taps, extension cords over 6', clamp lights or track lights are not permitted.
2. All wiring or flexible cords shall be 3-wire, "hard usage approved", 12-gauge, grounded, unless a component part of an assembly approved under Chicago Electrical Code.
3. Christmas tree lights are permitted only with the use of a GFI cord. GFI cords must be rented through MMPI.
4. All fixtures must be UL listed, though this does not ensure passage of Los Angeles Electrical Code.
5. Only L.A. Mart light tracks and fixtures are to be used.
6. L.A. Mart reserves the right to review all other lighting and electrical to ensure it meets City of Los Angeles Electrical Code and Building Code. Additional charges may be assessed.

HOUSEKEEPING	Dates	Price/sq. ft./Day	
Carpet Vacuuming-Night of (circle date)	07/16/2010	\$.32	\$
	07/17/2010	(D) Total Cleaning	
	07/18/2010		\$
		Total (A-D)	
			\$

Fax Number: _____

Mail or Fax this form to:
California Gift Show @ L.A. Mart
Attn: Troy A. Campbell - Suite 542
1933 S. Broadway
Los Angeles, CA 90007
Ph. 213.763.5891 Fax 213.763.5848

Exhibitor Appointed Contractor

DEADLINE: June 23, 2010

TO THE EXHIBITOR: Forward this Form to the contractor after completing the top portion.

If you plan to use the services of an independent set-up contractor or display house, rather than those services offered by The Merchandise Mart, Show Management must be notified, using this form, by the deadline date.

Booth: _____ Booth Number: _____

Ordered by: _____

Exhibitor Responsible at the Show Site: _____

Telephone Number: _____ Fax Number: _____

TO THE CONTRACTOR: Return this form with certificate of insurance to the address below by June 23, 2010.

Provide below the names of full-time employees who will be working in the Market Suite listed above, and the dates work is contracted for. Services provided must not conflict with existing labor regulations or contracts, and the independent contractor shall adhere to the regulations set up by Show Management regarding entrance.

This form, accompanied by a Certificate of Insurance showing possession of a public liability and property damage insurance policy of not less than \$2,000,000, and Workmen's Compensation Insurance to cover employees, must be submitted by the contractor and approved by Show Management or access will be denied. The certificate of insurance must name L.A. Mart, LLC, Merchandise Mart Properties, Inc., Merchandise Mart L.L.C., 350 North Orleans L.L.C., Vornado Realty Trust and Vornado Realty L.P. as additional insured. By submitting this form, the independent contractor named below hereby agrees to conform to guidelines contained in the exhibitor kit. If your client has not supplied to you a copy of the Exhibitor Guidelines, you may request a copy from Show Management.

Name of Contractor: _____

Name of Supervisor: _____

Address/City/State/Zip: _____

Phone Number: _____ Dates For Contracted Work: _____

Fax Number: _____

Name of Authorized Personnel _____ Name of Authorized Personnel _____

Name of Authorized Personnel _____ Name of Authorized Personnel _____

Name of Authorized Personnel _____ Name of Authorized Personnel _____

Mail or Fax this form to:

California Gift Show @ L.A. Mart
Attn: Troy A. Campbell – Suite 542
1933 S. Broadway
Los Angeles, CA 90007
Ph. 213.763.5891 Fax 213.763.5848

Labor Request Form

DEADLINE: June 23, 2010

Use this form if you will require assistance in installing or dismantling your display.

LABOR RATES PER HOUR (25% surcharge applied to orders received after 12/23/2009):

	Straight Time (8 am-4:30 p.m.: M-F)	Over Time (After 4:30 p.m.: M-F 8 am-4:30 p.m.: Sat)	Double Time (After 4:30 p.m.: Sat All day Sunday)
Carpenter	\$65.00	\$97.50	\$130.00
Electrician	\$65.00	\$97.50	\$130.00

***Double Time Rates also apply to carpenter labor after 6:30 p.m. Monday – Friday.**

All labor before 8:00 a.m. and after 4:30 p.m. Monday through Friday, and all hours Saturday, Sunday and holidays will be charged at the posted overtime and double time rates. (One (1) hour minimum per worker thereafter ½ hr. increments.)

Note: Starting time can be guaranteed only in those instances where personnel are requested for the start of the working day, which is 8:00am, and only for orders placed by the deadline date. All the other orders will be filled as labor is available. All labor must be signed in/out at the Service Desk. Exhibitors not checked in by their requested starting times are subject to a charge of ½ the total time scheduled, per man ordered (one hour minimum), unless we receive written cancellation 24 hours prior to starting time.

Please indicate the service desired and number of personnel required.

INSTALLATION	No. of Personnel	Date	Start Time	*Estimated Duration
CARPENTER				
ELECTRICIAN				

*Type of work to be performed:

DISMANTLE	No. of Personnel	Date	Start Time	*Estimated Duration
CARPENTER				
ELECTRICIAN				

*Type of work to be performed:

Exhibitor Information

Booth: _____ Booth Number: _____
 Ordered by: _____ Telephone Number: _____
 Fax Number: _____

Mail or Fax this form to:
 California Gift Show @ L.A. Mart
 Attn: Troy A. Campbell – Suite 542
 1933 S. Broadway
 Los Angeles, CA 90007
 Ph. 213.763.5891 Fax 213.763.5848

Standard Booth Sign

DEADLINE: June 23, 2010

Each booth is provided with two 8-1/2" x 14" identification signs, installed by L.A. Mart personnel. If the form is not completed, we will use the company name listed on your contract.

PLEASE TYPE OR PRINT THE INFORMATION AS YOU WOULD LIKE IT TO APPEAR ON YOUR SIGN.

Booth Name: _____

Booth Number: _____

NOTE: Management reserves the right to modify or shorten copy in order to fit information within signage space constraints.

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Attn: Troy A. Campbell – Suite 542
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Lease Rules and Regulations

1. Tenant acknowledges that Merchandise Mart Properties, Inc. (herein "Show Management") is an agent of Mart Trade Show LLC ("Landlord"), and has been retained to perform all management, leasing and operational aspects of the Show, including but not limited to leasing space; setting up or altering market suites; producing the Show; providing construction, materials handling, equipment rental and security services; and coordinating marketing services, on behalf of Landlord during the Term of this Lease. Tenant acknowledges that all such services will be performed by or on behalf of Show Management and not Landlord.
2. Landlord reserves the right to alter or correct the current square footage and configuration of the market suite and the floor prior to the Show.
3. Tenant agrees to cooperate with any security programs adopted for the Building or the Show, including, without limitation, procedures and limitations established for the movement of personal property and persons into and out of the Building and the floor the market suite is on. Show Management specifically reserves the right to control ingress to and egress from the Show area at all times.
4. Landlord reserves the right in its sole discretion to change the Show dates, times and venue.
5. Landlord reserves the right to reject any and all applications for any reason or no reason at all; and to prohibit, close, correct, remove or eliminate any exhibit, part of an exhibit, product, sign, card, printed matter, souvenir, catalog, or other material, or any circumstance, conduct or action, or cause thereof, which is not suitable to or in keeping with the character of the Show or which violates these rules or law.
6. If Tenant or an employee or representative of Tenant is a current or former tenant of a property managed by Show Management, as a precondition to participation in the Show all accounts must be current and Tenant or such employee or representative must be in good standing in such property.
7. Tenant participation will be limited to those companies whose products are of specific interest to those attending the Show.
8. Payment for the space must be received in full prior to the Show. If payments are not made by Tenant as required, Landlord may at its option terminate this application without notice, or consider Tenant last in priority when assigning available market suites or, if a market suite has been assigned, reassign Tenant to a different market suite.
9. Landlord shall be entitled to close any market suite or exhibit at any time for failure by Tenant or any of its officers, agents, employees, or other representatives to perform, meet or observe any term or condition set forth herein, and such Tenant shall not be entitled to a refund of any part of any rent or fee.
10. Tenant shall not be entitled to a refund of any part of any rent or fees should it for any reason be unable to exhibit at the Show. Show Management reserves the right at any time to cancel the Show and in such an event the Tenant's sole remedy if the Show is not rescheduled, shall be a refund of any rent or fees paid to Landlord for a market suite.
11. Tenant may begin moving in and setting up its displays at the scheduled time and date in accordance with the Tenant Manual. All exhibits MUST BE COMPLETED prior to the opening of the Show. No construction, arranging or setting up of exhibits will be permitted during official Show hours or after the opening.
12. Tenant's market suite must be staffed during the specified hours of the Show with complete display intact. Tenant may not enter the exhibit area before one hour prior to the Show and must be out of the exhibit area at the close of the Show.
13. Show Management has the right in its sole discretion to set and change the official closing time of the Show at anytime before or during a Show. However, Tenant will NOT be permitted to dismantle displays before the official closing time. Tenant agrees not to disturb or begin packing exhibits or parts of their displays prior to the official closing time. Any Tenant who moves out of the exhibit area before the official close of market will forfeit exhibit space for future markets and agrees to pay an additional rental fee of \$1,000. Future participation is prohibited until this fee is paid in full.
14. No neon, flashing, or display lights will be permitted without prior written approval from Show Management. Tenant shall not open any windows or place anything against or near the windows.
15. No Tenant shall use any flammable decorations or covering for display fixtures and all fabrics or other material used for decoration or covering of tables shall be flameproof.
16. Tenant may, with prior written approval by Show Management, contract with outside union display houses or trimmers for set-up and installation. Tenant must supply the name and address of contractor/trimmer/display house, name of the supervisor to be in attendance, a certificate of insurance, and a statement that the service contractor/trimmer/display house will comply with all rules and regulations of the show or will forfeit his/her company's access to the Building. Tenant must employ members of the appropriate trade unions where required.
17. Tipping and cash payments for services are not allowed in the Building.
18. Tenant must confine its activities to its own market suites during Show hours.
19. Show Management reserves the right to refuse admission to any person or persons including children of tenants, their employees or representatives, attendees or visitors, in the interest of welfare and safety.
20. Tenant may not display or distribute signs, brochures, flyers, samples, advertising devices etc. outside its market suites. Tenant may not advertise in its market suite for spaces at any other buildings in which it may occupy space.
21. No Tenant or group of tenants may sponsor any event that conflicts with Show Management's sponsored programs during the Show. No sample sales are allowed during the Show.
22. Photography, filming, or electronic recording or transmission or use of any such related equipment in the Building by Tenant, groups or individuals other than Show Management is strictly prohibited.
23. Tenant shall not make noises, cause disturbances or vibrations, or use or operate any wireless device, electrical or electronic devices or other devices that emit sound or other waves, or cause disturbances, or create odors or noxious fumes, any of which may be offensive to other tenants and occupants of the Building or that would interfere with the operation of any device or equipment or radio or television broadcast or reception from or within the Building or elsewhere, and shall not place or install any projections, antennae, aerials or similar devices inside or outside of the market suite.
24. Any product/service that is not listed on the application or which does not relate to the purpose of the Show may not be exhibited in the Show. Tenant is not permitted to share its suites with other individuals, Tenants, manufacturers or representatives without Show Management's prior consent. No subletting is permitted.
25. Tenant shall timely provide to Show Management for listing in the Official Directory of the Show all lines of merchandise to be exhibited in its market suite. The Official Show Directory is a listing of merchandise being shown, and although strict precautions are taken in proofreading, Landlord and Show Management are not liable for any errors or omissions in Tenant listings, suite number(s), telephone numbers, company, and product listings. Tenants whose applications arrive after the deadline date will not be listed.
26. By signing an application for a market suite, Tenant agrees that Show Management, Landlord, the owners of the building, and their respective partners, directors, members, shareholders, trustees, officers, agents, employees, beneficiaries, insurers, successors, and assigns (hereinafter collectively the "Trade Show Entities") shall not be held accountable or liable for, and the same are hereby released from accountability or liability for, any damage, loss, harm, or injury to the person or property of the applicant and any of its partners, directors, members, trustees, officers, agents, employees, beneficiaries, successors, and assigns resulting from theft, fire, water, accident or any other cause and the Trade Show Entities will not obtain insurance against any such damage, loss, harm or injury. Tenant and the Trade Show Entities agree that all property of the Tenant is to remain in the Tenant's custody and control in transit to, from, and within the Building.
27. By signing an application for a market suite, Tenant agrees, except to the extent prohibited by law, to indemnify, defend and protect the Trade Show Entities, and each of them, against, and hold them harmless from, any and all claims, demands, suits, liability, damages, loss, costs, attorney fees, and expenses of every kind and nature, which may result from or arise out of any action or failure to act on the part of the applicant or any of its partners, directors, members, officers, agents, employees, beneficiaries, successors, and assigns, including but not limited to claims for damage or loss to property and for harm, injury or death to persons.
28. By signing an application for a market suite, Tenant agrees to purchase and keep in effect during the period when its property is in the Building and in transit to and from said premises, insurance against loss, damage or destruction to such property, however caused, for the full value of such property, and to cause the insurer to waive subrogation against the Trade Show Entities.
29. Landlord has the right to limit the suites assigned to any Tenant, and cannot guarantee suite assignment. There are no rights to sight lines or locations. All or any part of the market suite designated is subject to reassignment and rearrangement by Landlord for the purpose of consolidation of display space, expansion of the exhibit area, or for any reason, prior to commencement of the lease term. Tenant acknowledges that the particular suite and overall configuration of the designated suites may change from time to time prior to the Show. Any such reconfiguration may require the suite assigned to Tenant be reassigned and rearranged by Landlord. Landlord may also assign or reassign suites to Tenants as it deems to be

Lease Rules and Regulations

- required by virtue of the availability of special services. If Tenant is assigned to these suites but does not require these services, it may be reassigned other suite locations at the discretion of Landlord.
30. If Tenant will be serving alcoholic beverages, as a condition to the granting of this Lease, Show Management must receive from Tenant or its caterer evidence of insurance satisfactory to Show Management showing that appropriate liability insurance or Dram Shop coverage indemnifying the Trade Show Entities and naming the Landlord, Show Management, and the building owners as additional insured parties has been procured and is in force.
 31. If Tenant shall fail or refuse to remove its property upon the expiration or termination of its Term hereunder, Landlord may treat such failure or refusal as conclusive evidence that Tenant has abandoned the property and Landlord may retain or dispose of all or any part of such property in any manner that Landlord shall choose. In no event shall Landlord become a bailee or trustee, or accept or be charged with the duties thereof (either voluntary or involuntary) of the property. If Show Management employees are required to remove or handle the property, a charge for the same at customary rates on a time and material basis will be payable by Tenant.
 32. Tenant shall not, without the prior written consent of Show Management assign or otherwise transfer any right under this Lease to any third party or allow any third party to operate from the market suite, and any attempt to do so shall result in automatic revocation of this Lease.
 33. Tenant must comply with all local, state, and federal laws, codes, rules, regulations and ordinances/fire regulations (collectively "Legal Requirements") in force from time to time affecting the market suite or Tenant's activities therein. Show Management shall have the full power to interpret and/or amend rules and to make any additional rules and regulations which in its discretion shall be in the best interest of the Show.
 34. Applications from outside the United States, no matter where they originate, will not be accepted unless accompanied by payment in U.S. dollars and paid by certified check, cashier's check, money order, Show Management approved credit card or wire transfer on a U.S. bank. Payments by wire transfer must include an additional amount of \$25.00 (subject to change and increases for international wires) to cover bank charges. If Show Management receives two (2) or more checks from Tenant which are returned by Tenant's bank for insufficient funds, Show Management may require that all checks thereafter be bank certified or cashier's checks. All bank service charges resulting from any returned checks shall be borne by Tenant.
 35. Tenant shall not, without the prior written consent of Landlord or Show Management in each instance obtained, make any repairs, replacements, decorations, alterations, improvements or additions to the market suite. Each suite must be left in its original condition. If Tenant shall fail or refuse to restore the suite to the above-described condition on or before the end of the exhibition period, Show Management may enter into and upon the suite and put the suite in such condition, and recover from Tenant Show Management's cost of so doing.
 36. Tenant agrees that the Trade Show Entities or any of them, shall not be liable to Tenant, or any of Tenant's employees, agents, representatives, customers or invitees or anyone claiming through, by or under Tenant, for any damages, including but not limited to all fees paid by Tenant, injuries, losses, expenses, claims or causes of action, because of any interruption, diminution, delay or discontinuance at any time in the furnishing of any services or operating, maintaining, repairing or supervising the Building when such interruption, diminution, delay or discontinuance is occasioned, in whole or in part, by repairs, renewals, fire, emergencies, improvements or additions, by any strike, lockout or other labor disputes, war, acts of God, by inability to secure gas, electricity, water or other fuel at the Building, by any accident or casualty whatsoever, by government action or order, by act or default of Tenant or other parties, labor or material shortages, transportation delays, or by any other cause beyond Landlord's or Show Management's reasonable control; nor shall any such interruption, diminution, delay or discontinuance be deemed an eviction or disturbance of Tenant's use or possession of the suites or any part thereof; nor shall any such interruption, diminution, delay or discontinuance relieve Tenant from full performance of Tenant's obligations under this Lease.
 37. Tenant shall pay all attorneys' fees and expenses of Landlord incurred in enforcing any of the obligations of Tenant under this Lease.
 38. If the suite or the Building (including machinery and equipment used in its operation) shall be destroyed or damaged by fire or other casualty then Landlord shall have the option to repair and restore the same with reasonable promptness; or elect to terminate this Lease as of the date of such damage.
 39. As applicable solely to retail shows, Tenant may sell food and prepare food for consumer consumption in a limited fashion in the Building in accordance with Building rules. All food sales and service of complimentary foods by Tenant to its guests must be done in full compliance with all applicable Legal Requirements.
 40. Tenant agrees to pay for all costs incurred prior to the move out date. All amounts due and payable from Tenant under this Lease or under any work order or other agreement relating to the suite, if unpaid when due, shall bear interest from such date until paid at the maximum legal rate of interest allowable by law.
 41. All rights and remedies under this Lease shall be cumulative and none shall exclude any other rights and remedies allowed by law. Tenants in violation of the above conditions, rules, and regulations governing the Show are subject to prompt disqualification from participation in this and future Shows. Tenant shall comply with all conditions, rules and regulations regarding the Show and with the requirements set forth in the Exhibitor Manual.
 42. The laws of the state where the Building is located shall govern the validity, performance and enforcement of this agreement. The invalidity or unenforceability of any provision of this agreement shall not affect or impair any other provision.
 43. If there is more than one Tenant herein named, all shall be jointly and severally liable for the payment of rent and the full and complete performance of all of the terms, covenants and conditions of this Lease.
 44. All telegraph, telephone, wireless devices, and electric connections which Tenant may desire shall be first approved by Show Management in writing, before the same are installed, and the location of all wires and the work in connection therewith shall be subject to the direction of Show Management.
 45. Tenant must list all furniture and fixtures to be taken from the Building upon a form furnished by Show Management. Such list shall be presented at the Service Desk for approval before acceptance by the security officer or elevator operator. All charges and fees must be paid before product can leave the floor.
 46. No bicycle or other vehicle and no animal (other than assistive dogs) shall be allowed in the suites, offices, halls, corridors or any other parts of the Building. Landlord shall at all times keep a pass key and be allowed admittance to the suite to cover any emergency, fire or other casualty that may arise and in other appropriate instances. Tenant shall not peddle, canvass, solicit or distribute handbills or flyers on or about the Property except as specifically authorized by Landlord. Tenant's suite may constitute a portion of a larger area which includes the suite, other areas for the exclusive use of other occupants, and common areas. Tenant may use such common areas on a non-exclusive basis in common with other occupants of the area. Tenant expressly agrees that such non-exclusive use of the area shall be subject to all of the terms, covenants and restrictions set forth in this Lease. There will not be a demising wall between the suite and other suites for the exclusive use of other occupants and Tenant expressly assumes the entire risk of damage or loss to, or theft of, any of its property placed in or upon the suite.
 47. In the event the Show involves the apparel industry, modeling of display merchandise will be permitted only in Tenant's assigned market suite. Model enclosures must be provided and will be at the expense of Tenant.
 48. Tenant accepts full and sole responsibility for any injury or damage to persons or property resulting from failure to distribute the placement of exhibit material to conform to the floor loading specification.
 49. No modification, waiver or amendment to this Lease shall be binding unless such modification, waiver or amendment is in writing and signed by both parties. Submission of this instrument for examination shall not bind Landlord or Show Management in any manner, and subject to all other rules and regulations, no obligation of Landlord shall arise unless and until Tenant has an assigned space in the Show.
 50. This Lease shall be subject and subordinate at all time to (a) any underlying master leases, and all modifications, amendments or renewals, currently in place or subsequently executed, and (b) any mortgages or deeds of trust affecting the Building.
 51. Tenant represents and warrants that it is not listed, nor is it owned or controlled by, or acting for or on behalf of any person or entity, on the list of Specially Designated Nationals and Blocked Persons maintained by the Office of Foreign Assets Control of the United States Department of the Treasury, or any other list of persons or entities with whom Landlord is restricted from doing business with ("OFAC List"). Notwithstanding anything to the contrary herein contained, Tenant shall not permit the Premises or any portion thereof to be used, occupied or operated by or for the benefit of any person or entity that is on the OFAC List. Tenant shall provide documentary and other evidence of Tenant's identity and ownership as may be reasonably requested by Landlord at any time to enable Landlord to verify Tenant's identity or to comply with any Legal Requirement.