

Booth # \_\_\_\_\_

# New Living Expo

## Booth Reservation Contract

April 14- 16, 2023  
San Rafael Civic Center

Booth Name: Maximum of 35 characters, including spaces. For website directory only.

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Booth Description: Different wording than your booth name is strongly recommended  
Maximum number of characters is 35, including spaces.

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Contact \_\_\_\_\_ Alternative Contact \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Street Address to send Program Guides (No PO Boxes) \_\_\_\_\_

Phone (Business) \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

List products or services to be exhibited, including Multi-Level or Network Marketing company(s)

\_\_\_\_\_

Free program guides, posters and postcards are available to vendors **within 60 miles** of San Rafael  
Program Guides come in bundles of 50. Please send Program Guides Quantity \_\_\_\_\_  
Promotional Posters (11x17) Quantity \_\_\_\_\_ Promotional Post Cards (4x6) Quantity \_\_\_\_\_

**A NON-REFUNDABLE DEPOSIT OF 50% OF TOTAL COST OF BOOTH IS REQUIRED WITHIN 7 DAYS OF RESERVATION**

**2023 Pricing: Corner booth - \$2000 Aisle booth - \$1600 Table - \$1000  
Tent - \$1000.**

\$50 for an optional, expanded booth listing, viewable online only. Electricity is FREE for 500 watts.

Cost of Booth \$ \_\_\_\_\_ Credit cards: M/C, Visa, Discover, Amex  
Zip Code associated with card \_\_\_\_\_

Deposit \$ \_\_\_\_\_ Card# \_\_\_\_\_

Expanded booth listing \$50 \$ \_\_\_\_\_ Exp Date \_\_\_\_\_ 3 digit code \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_ Name on Card \_\_\_\_\_

Balance Due \$ \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Your signature indicates that you agree to the terms & conditions as stated on pages 1-3 of the contract*

**Each booth comes with the following: 8'x10' (except where noted on floor plan) Tables are 5'x10' 8' tall, pipe and drape at the back & 3' tall along the 2 sides, a 6' draped table, 2 chairs, and a booth listing on Expo website.**

1. Deposits & Cancellations: All Exhibitors must pay a non-refundable deposit of at least 50% of the total rental charge within 10 days of placing a reservation in order to maintain a booth reservation. In the event of an Exhibitor cancellation at least 30 days prior to the opening day of the Expo, any monies paid over and above the 50% deposit amount before discount will be credited toward future Expos. Exhibitor setup will not be permitted unless Sponsor has received signed contract(s) and all fees are paid. In the event of an Exhibitor **cancellation less than 30 days** prior to the opening day of the Expo, all monies paid will be forfeited. Booth Payments, including mailed checks, are due in full and must be received by **March 15, 2023**. Credit cards on file will automatically be charged the booth balance on or after March 15, 2023, unless prior arrangements are made.
2. Agreement Terms: If payment is not made by the Exhibitor as per this agreement, New Living Expo may cancel this agreement and release said exhibit space without notice of refund. By acceptance of this agreement, the Exhibitor expressly releases New Living Expo from any and all liability for damage, injury, or loss to any person or goods which may arise from the rental and occupation of booth space. Signature acknowledges acceptance of terms located on this page and the next.
3. Setup times/breakdown times: Thursday, April 13 from 12-7:30 PM & Friday, April 14, from 8 -2PM. The show opens to the public at 2 PM on Friday, April 14. At that time, all booths must be ready. Breakdown will begin at 7 PM on Sunday, April 16, and continue until 11pm. Exhibitors who have not broken down by midnight will be charged \$500 per hour. 2023 exhibit hours at the Event Center are as follows: Friday, April 14, 2-9 PM, Saturday, April 15, 10-8 PM, and Sunday, April 16, 11-7 PM.
5. Product/Service Eligibility: Sponsor reserves the right to determine the eligibility of any product, company and/or service in the booth area. It is the responsibility of the Exhibitor to inform the Expo of any product, service or claim which does not comply with the regulations of the FDA or any other State or Federal regulatory agency and/or which is considered experimental. Exhibitor is strictly prohibited from having or selling on-site any substance or product considered being illegal. Consequences for any such action will be solely borne by the Exhibitor and may be cause for expulsion.
6. Reservation Form & Info Kit: All products and services to be sold, offered or referred to during the New Living Expo must be included on the reservation form. No sublet or split booth space shall be permitted without prior written agreement with Sponsor. A detailed information kit will be emailed to each Exhibitor. This kit will contain information on electrical, drayage, shipping, and extra tables, chairs, extra badges.
7. Booth Contents & Badges Policy: Sponsor will provide a 8'x10' (except where noted on map) booth, a 6' draped table, two chairs, Free 500 Watts, and four (4) exhibitor badges for booth employees. Additional badges can be purchased (1 for \$15, 4 for \$30, 10 for \$75, 25 for \$150). No exchanging badges at Exhibitor Check-in during show, Pick up badges at the show.
8. Aisles and Exits, as designated on approval show plans, shall be kept clean, clear, and free of obstacles. Booth construction shall be substantial and fixed in position in specified areas for the duration of the show. Easels, signs, etc., shall not be placed beyond the booth area into the aisles or lobby areas or on ceiling or columns, etc. Interior furnishings and materials shall not be located so as to obstruct or block exit ways, fire and safety devices or equipment. Working height restrictions within the hall are **8 feet**. Distribution of samples and literature is strictly limited to the confines of the Exhibitor's booth. Also, voice and/or music amplification must be kept to a sufficiently low volume so as not to disturb other exhibitors or attendees.
9. Booth Décor: No painting of signs, displays or other objects is permitted in the building. No adhesive-backed (stick-on) decals or similar items, excluding nametags, may be used in the building. You can bring whatever you would like for floor covering. Leave booth clean upon move-out or a charge will apply

10. Security & Insurance: Although Sponsor will provide basic security at the San Rafael Center, insurance is the responsibility of the Exhibitor and is recommended. Sponsor is not responsible for replacement of lost or stolen goods. Exhibitors are responsible for obtaining their own general liability insurance for the show dates, including move-in and move-out. Exhibitors will indemnify Sponsor and the San Rafael Center for claims/suits arising between Exhibitors and attendees regarding booth rental.
11. Property Damage: Exhibitors are financially responsible for any damage caused to booths, decorations, or to any San Rafael Center property. Do not nail, screw, staple, pin, tack, tape, etc., any materials directly to the fabric.
12. Fire Safety: All federal, state and city regulations pertaining to fire and safety must be adhered to (i.e., all fabrics used in booth construction/decoration must be flame retardant). The following types of materials are considered acceptable for booth construction and decoration: wood, noncombustible materials as defined by San Rafael Fire Codes, "any material which will not ignite or actively support combustion in a surrounding temperature of 1,200 degrees Fahrenheit during an exposure of five minutes." Flame retardant treated materials and decorations: The following exhibits will require special approval, fire permits and/or fire extinguisher in booth: exhibits with canopies, umbrellas, or other horizontal extension that impedes sprinkler systems, and all exhibits having an open flame. Any exhibit employing flammable liquid, compressed combustible gas or highly combustible or explosive material is prohibited!
13. Resale Licenses: Exhibitors are responsible for meeting all city/state resale-licensing requirements. Exhibitors must comply with all San Rafael Center house rules.
14. Sampling: Any Exhibitor giving away or sampling food in his/her booth is responsible for Health Department permits, rules, regulations, and required equipment. Samplers of any food or powder that you want attendees to sample call our expo office for forms. Sampling permits are **due March 25** with fees made payable to Sponsor and not to the health department.
15. Smoking & Alcoholic Beverages: In order to comply with the smoking ordinance of the Department of Public Health, smoking is not permitted in the San Rafael Center. By law, individuals are not allowed to bring alcoholic beverages, which were purchased off premises, onto the San Rafael Center property.
16. Electricity: Free 500 Watts: Any electrical wiring which might come into contact with the partitions must be inspected and have adequate insulation to prevent electrical shock. Additionally, all cords must be 3 pronged grounded and must be UL approved. All power over 500 watts must be purchased from the in house directly, and we will send order forms to you by **March 1, 2023**.
17. No Helium balloons are allowed in the San Rafael Center, unless you pay a \$300 deposit, so if one flies away to the ceiling you lose the deposit.
18. No animals or pets are permitted in the building without prior approval with the exception of documented service animals.
19. Expo Conduct: Exhibitors agree to conduct themselves in a respectful, cooperative manner appropriate to the integrity of the attendees, fellow exhibitors, and show management staff.
20. Outside Causes: In the event that any outside cause, such as war, fire, weather, any Act of God, etc. prevents the Expo, the Management reserves the right to retain Exhibitor payments for expense compensation.
21. Compliance: Failure to comply with these rules and regulations may result in fines levied by Sponsor, San Rafael Center or Government agencies. Sponsor and San Rafael Center retain their right to close any exhibit that fails to cooperate with these policies.
22. Any questions or issues that are not covered in this contract shall be subject solely to the decisions of the Sponsor.