



Southwest Farm and Ranch Classic  
 P.O. Box 6638 • Lubbock, TX 79493  
 806.798.7825 • 806.798.1290 (f)

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# 2010 APPLICATION AND CONTRACT FOR EXHIBIT SPACE

Sixth Annual Southwest Farm and Ranch Classic  
 Lubbock Memorial Civic Center, Lubbock, Texas

One Booth	Two Booths
100 sq ft.	200 sq ft.
10' W x 10' D	20' W x 10' D
\$475.00	\$950.00

Additional booths over 2 are \$450.00 each. Booth size may vary depending on location.

## 2010 DATES

Tuesday, February 9  
 Wednesday, February 10  
 Thursday, February 11

### PLEASE PRINT OR TYPE

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_

Contact Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Company Website \_\_\_\_\_

Person to Receive All Correspondence Regarding Exhibit \_\_\_\_\_

Company Name for Booth Sign and Exhibitor Listings \_\_\_\_\_

Description of Product/Service to be Displayed \_\_\_\_\_



Please Reserve \_\_\_\_\_ Booth(s) at a Total Cost of: \$ \_\_\_\_\_

Amount of Deposit Enclosed (50% of Above Total) \$ \_\_\_\_\_

Check Attached (Make Payable to: Southwest Farm and Ranch Classic) \$ \_\_\_\_\_

Card Type (Check One):       VISA                       MasterCard

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Authorized Signature \_\_\_\_\_



Please Rank Your Preferred Exhibit Location by Booth Number

Choice #1 \_\_\_\_\_ Choice #2 \_\_\_\_\_ Choice #3 \_\_\_\_\_

### RULES

- \* Reserved space is for exclusive use of client.
- \* No brokering or subletting of space permitted.
- \* Exhibitors purchasing multiple booth spaces will be given preference.
- \* Balance due 10/02/09. If balance is not received in full by 10/02/09, your location is subject to cancellation or reassignment.

THANK YOU

**\* PLEASE \***

Make a copy of **BOTH** sides of the completed application for your records and send the original to:

Southwest Farm and Ranch Classic  
 P.O. Box 6638  
 Lubbock, TX 79493

806.798.7825  
 806.798.1290 (fax)  
 swclassic@suddenlink.net  
[www.swclassic.com](http://www.swclassic.com)

## EXHIBITOR AGREEMENT

### **WE AGREE to all of the following requirements:**

We agree all exhibits and materials will be in place by 8:00 p.m. February 8, 2010, will remain in place until 5:00 p.m. February 11, 2010 and will be removed completely from the building no later than 9:00 p.m. February 11, 2010.

We agree there will be no motors, vehicles, or equipment operating in the exhibit areas during the three days of the show and we will inform our exhibit workers to that effect. Vehicles displayed indoors will meet all city Fire Marshal regulations. Vehicles and tractors will contain less than ¼ tank of fuel and battery cables for ignition systems will be disconnected. No motors emitting fumes will be started indoors during the show hours.

Exhibitors shall not injure, mar, mark, paint, or deface the exhibit area in any manner. The exhibitor is liable for any and all damages that may be caused to the building, or other property in connection with their exhibit. Exhibitor agrees to pay for all damages to the facilities if any damage occurs. Exhibitor agrees to keep exhibit area clean during the show, and will remove all debris and exhibit materials after the show.

Show management reserves the right to decline or prohibit any exhibit, which in its opinion is not in keeping with the character of the general exhibits and purpose of the show; this includes personal conduct, clothing or costumes, printed material, video or audio presentations, souvenirs or anything that is, in the opinion of show management, undesirable, objectionable, or inappropriate.

We agree to accept the assignment of the space from Show Management. Space for the show will be assigned in the order that requests are received. Tentative booth assignments will be held for only one week following the initial contact, during which time a contract/application with payment must be received or the space will be reassigned. Show Management reserves the right to relocate exhibitors or modify the floor plan should it be deemed necessary at any time. Additional policies may be outlined in detail in the exhibitor packet materials.

We agree to indemnify and hold harmless Southwest Farm & Ranch Classic and all of its owners, officers, affiliates and subsidiary companies and all of their owners, officers, affiliates and subsidiary companies against any and all losses, damages, expense, cost, charge, liability, claims and demands occurring to, resulting from, or connected with our exhibit, and/or demonstration, and/or presentations. Sponsor/Owner Companies, their officers, and all affiliates and subsidiary companies shall have no liability to an exhibitor if the sponsor(s) postpones or cancels the Southwest Farm & Ranch Classic show because of Acts of God, accident, fires, or interruptions of whatever nature beyond the sponsor's control. Sponsor/Owner Companies, officers, and all affiliates and subsidiary companies assume no responsibility for the safekeeping of any property used with our exhibit, and/or demonstration, and/or presentation, and we acknowledge that such property is solely our responsibility.

We hereby warrant and represent that we will maintain a comprehensive general liability insurance policy with limits of not less than \$1,000,000 (One Million Dollars) for all bodily injury and damage arising out of a single occurrence, including coverage for the indemnity and hold harmless herein. Prior to the show commencement, we will provide evidence of such insurance coverage by mailing a current Certificate of Insurance to the show office at the address listed below.

We acknowledge responsibility, ability and willingness to pay any invoices within 30 days of the date of invoice and understand that a \$20.00 per month late fee may be added for invoices not paid by the due date. I agree to be liable for reasonable legal and collection expenses should it ever become necessary to incur such expenses for Southwest Farm & Ranch Classic to secure payment for any reason. I further understand that should my check be returned for insufficient funds or stop payment, a \$50.00 service fee will be applied and all aforementioned collection expenses would also be applicable.

We agree as Exhibitor Representative, the signer of this Application and Contract for Exhibit Space shall be the official representative and shall have the authority to act on behalf of the exhibitor in all matters relating to the show.

I acknowledge having read this Exhibitor Agreement, understand its terms, and agree to abide by all show policies.

Signed \_\_\_\_\_ Printed Name \_\_\_\_\_ Date \_\_\_\_\_

**Copy of both sides of this completed agreement and application for your records, and send the original to:  
Southwest Farm & Ranch Classic, Attn: Monica Hightower, P.O. Box 6638, Lubbock, TX 79493  
Show Office: (806)798-7825 or toll free (888)818-9250  
Show Fax: (806)798-1290**