



Wednesday, September 22, 2010 – Friday, September 24, 2010

Finally, a show in the Western United States exclusively for the souvenir and resort merchandise industry... 1000's of the best lines and 1000's of retailers from across the country. Mark it on your calendar **September 22 –24, 2010**. Sign up early, space is limited and will be assigned on a first come-first served basis.

Targeted Markets

Direct Mail to over 35,000 Retailers, National Trade Advertising, Telemarketing to key buyers targeting: Souvenir Shops, Zoos & Aquariums, Casinos, Resort and Hotel Gift Shops, Lake, Mountain and Lodge Gift Shops, Coastal Resort Gift Shops, Ski Shops, Card and Specialty Stores, Mail Order Catalogs, Beach Shops, Surf Shops, Museums and Institutional Gift Shops, Fashion Accessory Stores, Theme Parks, Destination Areas

Product Exhibits

Destination, Resort & Tourist Merchandise, Souvenirs, T-Shirts, Beach Items, Coastal and Nautical, Lake, Mountain & Lodge, Ski Themed Products, Resort and Tourist Merchandise, Logo Products, Shell Items, Jewelry/Fashion Accessories, Toys/Games and Much More!

Booth Package

2 draped Tables, 2 chairs, wastebasket, booth I.D. sign, pipe and drape, **500lbs drayage per booth shipped in advance to designated advance warehouse** (Freight shipped to show site via common carrier and/or POV will be subject to material handling fees), directory listing, invitations & stickers.

Retail Advisory Board:

The Las Vegas Souvenir & Resort Gift Show also enlists the assistance of a retail advisory board to help build on the show's offerings. Urban Expositions met with the group during previous shows to gain feedback and will be looking to the group for ongoing input as we gear up for the 2009 edition. Board members include:

Aramark, Atlanta Zoo, Caesars/Harrah's, Canyon Flight Trading, Color Inc, Event Network, Grand Canyon Resort, HMS Host, Minnesota Zoo, Oakland Zoo, Sedgwick Zoo, Six Flags Corp., Space Needle LLC., Evelyn Hill-Statue of Liberty.

Cost

\$1,700 per 10' x 10' booth*

*Pricing reflects a discounted rate for payment by check, cash or money order.

Payment Schedule

Deposit (50%): due by March 1, 2010 or upon signing contract, whichever is later.
Final payment: due by June 1, 2010. Full payment is due for contracts turned after June 1, 2010.
Please make checks payable to Urban Expositions & include the code, LV10 on your check. Thank you.

When and Where

September 22 – September 24, 2010
Las Vegas Convention Center, Hall N-3
Las Vegas, NV

Exhibitor Move In

Monday, September 20, 2010 8 AM – 6 PM
Tuesday, September 21, 2010 8 AM – 6 PM

Show Hours

Wednesday, September 22, 2010 - 9:30 AM – 5 PM
Thursday, September 23, 2010 - 9:30 AM – 5 PM
Friday, September 24, 2010 - 9:30 AM – 4 PM

Exhibitor Move Out

Friday, September 24, 2009 – 4PM - Midnight

**For more information regarding exhibiting in the Las Vegas Souvenir & Resort Gift Show,
Please call Lisa Glosson at**

1-800-318-2238 ex. 334 or email lglosson@urban-expo.com

The Las Vegas Souvenir & Resort Gift Show is Owned and Produced by:
Urban Expositions

1690 Roberts Blvd, NW, Suite 111 Kennesaw, GA 30144
Phone: 678-258-EXPO (3976) Fax: 678-285-SHOW (7469)



The Las Vegas Souvenir & Resort Gift Show
Wednesday September 22 – Friday, September 24, 2010
Las Vegas Convention Center – Hall N3
 Produced by Urban Expositions, LLC
 Official Show Contract

1. CONTACT INFORMATION:

Firm: _____
 Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____ Country: _____
 Phone: _____ Fax: _____ CELL: _____
 Email: _____
 Website: _____

2. BILLING INFORMATION (IF DIFFERENT FROM ABOVE):

Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____

3. EXHIBIT SPACE: Number Of booth (s) requested _____

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

I would like to be beside or near the following companies: _____
 I do not wish to be near the following companies: _____

PRODUCT DESCRIPTION FOR BOOTH PLACEMENT: _____

4. PRICING PACKAGE:

Cost: \$ 1,700.00 per 10' x10' booth. Single Corner \$250.00 premium
 Pricing reflects a discounted rate for payment by check, cash or money order.
Booth Package: 2 Draped tables, 2 chairs, wastebasket, booth I.D. sign, pipe and drape, 500 lbs. drayage per booth shipped in advance to designated advance warehouse (freight shipped to show site via common carrier and/or POV will be subject to material handling fees), directory listing, invitations & stickers.

5. PAYMENT SCHEDULE:

Deposit (50%): due by March 1, 2010
Final payment: due by June 1, 2010
Full payment due with contracts submitted after June 1, 2010.
Mail payments to: 1690 Roberts Blvd, NW, Suite 111, Kennesaw GA 30144.
Please make checks payable to Urban Expositions. Include the code LV10 on your check.

A cancellation fee of 50% of the total exhibit space will be applied for cancellations 90 days or more prior to the show opening. A cancellation fee of 100% of the total exhibit space will be applied for cancellations less than 90 days prior to the show. Exhibit space assignment cannot be made without the required payment. Exhibit space reservation cannot be guaranteed if payment schedule is not maintained. By signing this agreement the exhibitor agrees to receive fax and e-mails correspondence from Urban Expositions.

Signature: _____

(See "Terms & Conditions")

Date: _____

PLEASE RETURN THIS CONTRACT TO Lisa Glosson at:
FAX: 678-285-7469
MAIL: 1690 Roberts Blvd, NW Suite 111, Kennesaw GA 30144
EMAIL: lglosson@urban-expo.com
Phone: 678-370-0334 or 800-318-2238 ext. 334

TERMS AND CONDITIONS

1. **CONTRACT:** This Application, Properly Executed by applicant (Exhibitor), shall, upon written acceptance by Urban Expositions, LLC (herein after called Show Management), constitutes a valid and binding contract.
2. **ASSIGNMENT OF SPACE:** It is understood by Exhibitor that space will be assigned to Exhibitor by Show Management at Show Management's sole discretion. Notification of space assignment shall be mailed to Exhibitor. After assignment, space location may not be changed, transferred or canceled except on written request and with the subsequent written approval of Show Management. Space assignments may be revoked or changed by Show Management if Exhibitor fails to meet payment deadlines. The size and location of Exhibitor's space may, at Show Management's election, differ from show to show. Notwithstanding and aforementioned, Show Management reserves the right to relocate Exhibitor. Show Management will make every effort by phone, fax and mail to notify Exhibitor of such relocation. Show Management assumes no responsibility whatsoever for exhibitor's goods, products or fixtures before, during or after the show.

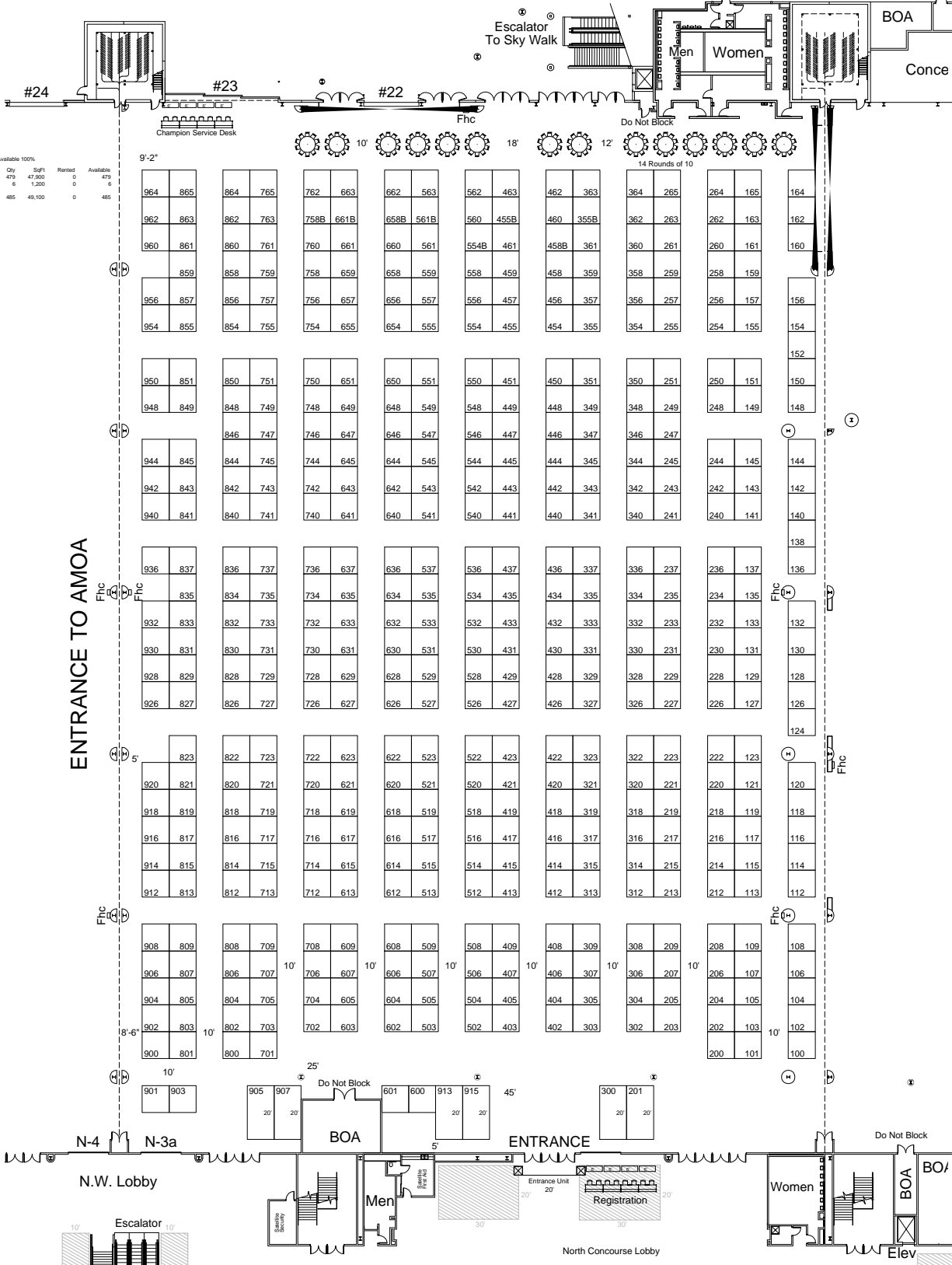
In assigning exhibit space, Show Management shall carefully consider and at its sole discretion weigh collectively such factors (NOTE--factors are not presented in priority order nor to be construed to be weighed or prioritize) as:

 - A. The size of exhibit space requested versus the overall space available for allocation to eligible exhibitors;
 - B. The need to accommodate and encourage the introduction of new products for the buyer's benefit;
 - C. The quality and creativity of the product displays;
 - D. The continuity and length of an Exhibitor's previous exhibit activity;
 - E. The size and shape of the space need as it relates to the effective display of an applicant's products for the convenience and benefit of the buyers;
 - F. The Exhibitor's commitment to aggressively promote buyer attendance both independently and in cooperation with Show Management; and
 - G. The need to balance traffic and promote buyer activity in all exhibit areas.
3. **PAYMENT OF FEES:** A minimum deposit of fifty percent (50%) per booth is required by Show Management with the application, no later than the deposit due date specified on the space application, which, upon acceptance, shall be non-refundable except under conditions stated in 4 below. The balance will be the final balance due date specified on the space application. Acceptance of deposited fees does not guarantee exhibit space in the show. There will be a twenty (\$20) service charge for all checks returned by the bank.
4. **REFUND POLICY:** Policy for written cancellations will be governed as follows (effective date of cancellation is upon receipt by Show Management): A cancellation fee of 50% of total exhibition space will be applied for cancellations 90 days or more prior to the show. A cancellation fee of 100% of total exhibition space will be applied for cancellations less than 90 days prior to the show. Show Management will implement an additional \$250 Administrative Fee for every contracted booth that is cancelled less than 90 days prior to the show. Exhibit space assignment cannot be made without required payment. Exhibit space reservation cannot be guaranteed if payment schedule is not maintained.
5. **DEFAULT:** A. Failure on the part of Exhibitor to meet payment deadlines as required herein shall entitle Show Management, at its election, to terminate this contract and retain all fees previously paid to Show Management. B. It is further understood that in the event of cancellation by Exhibitor, Show Management shall, at its discretion, reassign exhibit space assigned to Exhibitor without any obligation of refund to Exhibitor, except as provided in 4 above. C. Show Management reserves the right to prohibit, close, correct, remove or eliminate any exhibit or display or any part thereof including signs, printed matter, souvenirs, visuals and catalogs or any conduct, action, noise or activity which, in Show Management's corrective response is specifically covered in this contract or in the Rules & Regulations for Exhibitors attached hereto as Exhibit A and incorporated herein (the "Rules"). Show Management's rights as set forth in 5(C) include, without limitation, the cancellation of this lease, the closing of Exhibitor's exhibit or display of the Exhibitor's merchandise. In exercising its rights under this paragraph, Exhibitor agrees that Show Management shall have no liability whatsoever to Exhibitor. **D. Failure on the part of Exhibitor to set up booth space or fail to notify Show Management that Exhibitor cannot set up booth space by 6:00 p.m. on the last move-in day shall result in the forfeiture of exhibitor space. Show Management at its sole discretion shall attempt to contact Exhibitor prior to forfeiture of space but is not obligated to so do. In the event that Exhibitor arrives after booth space has been forfeited, Show management shall make every reasonable attempt to reassign Exhibitor booth space within the show.**
6. **RULES & REGULATIONS FOR EXHIBITORS:** The exhibitor shall abide by the Rules, together with any amendments thereto adopted by Show Management from time to time of which Exhibitor shall receive notice. Under unusual circumstances, and at its own discretion, Show Management may also make specific exceptions to or changes in, the Rules without necessarily establishing a precedent or applying the modification beyond the specific case involved. Show Management shall have final authority as to the interpretation of the Rules, and their application, and shall have the authority to establish penalties in the event of violations.
7. **SUBLETTING PROHIBITED:** Subletting, licensing or sharing of space by Exhibitor, or use of space assigned to Exhibitor by anyone other than Exhibitor, is expressly prohibited. Exhibitor shall not display signs, issue literature, exhibit or permit to be exhibited in the space allotted to it any merchandise other than specified in the exhibit contract. Violation of the terms of this paragraph will result in immediate dismissal from the current show and exclusion from participation in future shows. No refund of exhibit fees will be made.
8. **SAMPLE SELLING POLICIES:** *In keeping with the wholesale nature and intent of the show, the sale of samples or merchandise for delivery at point of sale during the show is expressly prohibited and, therefore, no merchandise will be permitted to leave the exhibit floor. This does not apply to exhibitors that have been identified and approved by show management as immediate delivery (cash & carry) exhibitors, when exhibiting in Urban Expositions shows that have a designated area for immediate delivery/cash and carry. All booths must remain fully intact until the official close of show for the benefit of the buyers. Violations of the terms of this paragraph may result in immediate dismissal from the current show and exclusion from participation in future shows. No refund of exhibit fees will be made.*
9. **RELEASE & INDEMNIFICATION:** If the show or any part thereof is prevented from being held, is canceled by Show Management, or the exhibit space applied for herein becomes unavailable because of war, fire, strike, government regulation, public catastrophe, act of God or the public enemy or other cause. Show Management shall determine and refund to Exhibitor its proportionate share of the balance or the aggregate exhibit fee received which remains after deducting expenses incurred by Show Management and reasonable compensation to Show Management, but in no case shall the amount of refund to exhibitor exceed the amount of the exhibit fee paid. Neither Show Management nor any of its owners, officers, agents, employees and other representatives or advisors shall 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 any property of Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. Exhibitor hereby agrees to indemnify, defend, protect and hold Show Management and its owners, officers, agents, employees and other representatives or advisors harmless against any an all claims, demands suits, liability, damages, loss, costs, attorney fees, and expenses of whatever kind or nature that might result from or arise out of any action or failure to act of Exhibitor or any of its officers, agents, employees, invitees, or other representatives.
10. **COMPLIANCE:** The Exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and or owners of the property wherein the show is held. It is further agreed that the Exhibitor will abide by and comply with the rules and regulations concerning local unions having jurisdiction in the property wherein the show is held or with authorized contractors employed by Show Management.
11. **MISCELLANEOUS:** You have provided your fax and/or email to Urban Expositions as part of the exhibitor application process. Urban Expositions does not use customer lists for any activities not associated with our shows. Periodically, messages, containing information, updates and special offers about this or other Urban Expositions Shows will be sent to you at this email or fax number. You will have the opportunity to be removed from these lists when/if you receive messages.
12. **EXHIBITOR INSURANCE:** Exhibitors are urged to obtain exhibition insurance through their own insurance company to cover their personnel, exhibit material and equipment for the duration of move-in, show days, and move-out including public liability, property damage, fire and theft, etc.
13. These Terms & Conditions supersede any and all previous negotiations, understandings, brochures, procedures, rules and practices that may have governed the conduct of the show. In signing this contract, Exhibitor acknowledges that there are no representations between Show Management and the Exhibitor other than those contained in this contract.

LAS VEGAS SOUVENIR & RESORT GIFT SHOW SEPTEMBER 2010 LAS VEGAS CONVENTION CENTER, HALL N3

SOLD/UNSOLD as of 09/15/2009

0% - 0 SqFt Rented	Available 100%				
100% - 49,100 SqFt Available					
Dimension 10x10' 10x20'	Size 100 200	Qty 479 6	SqFt 47,900 1,200	Rented 0 0	Available 479 6
Totals:		485	49,100	0	485



*This floor plan is subject to fire marshal approval.



14701 Industry Circle
La Mirada, CA 90638
Phone: 714.735.3187
Fax: 714.228.0292

- Account Executive: Krystle Squyes
- Revision Date: 09.15.09
- Rev. # 02
- Drawn By: Bill Williams
- Scale: Fit To Page

Disclaimer
Every effort has been made to ensure the accuracy of all information contained on this floor plan. However no warranties, either expressed or implied are made with respect to this floor plan. If the location of building columns, utilities or other architectural components of the facility is a consideration in the construction or escape of an exhibit, it is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations.

Urban Expositions - Show Menu 2009 - 2010

Buyer Info Exh.Info

Birdwatch America - Georgia World Congress Center, Atlanta, GA January 8-9, 2010 Show Hours: Friday 9 AM – 7 PM, Saturday 9 AM – 4 PM	<input type="checkbox"/>	<input type="checkbox"/>
Boston Gift Show – Boston Convention & Exhibition Center – Hall C, Boston, MA March 21-24, 2010 - Show Hours: Sunday – Tuesday 10AM – 6PM, Wednesday 10AM – 2 PM	<input type="checkbox"/>	<input type="checkbox"/>
Emerald Coast Gift & Resort Show formerly the Panama City Gift & Resort Merchandise Show: Emerald Coast Convention Center. Ft. Walton Beach, FL October 18-20, 2009 Show Hours: Sunday-Monday: 9AM – 6PM, Tuesday 9AM – 5PM	<input type="checkbox"/>	<input type="checkbox"/>
Fort Lauderdale Gift Show - Greater Ft. Lauderdale/Broward County Conv. Center – Hall B/C, Ft. Lauderdale, FL (Replacing the Miami Beach Gift Show) August 28 - 31, 2010 – Show Hours: Saturday - Monday 10AM-5:30PM, Tuesday 10AM-3PM	<input type="checkbox"/>	<input type="checkbox"/>
Galveston Gift & Resort Merchandise Show - Galveston Island Conv. Center, Galveston, TX October 11-13, 2009 Show Hours: Sunday-Monday: 9:00 AM - 5:00 PM, Tuesday: 9:00 AM - 3 PM	<input type="checkbox"/>	<input type="checkbox"/>
Grand Strand Gift & Resort Merchandise Show: Myrtle Beach Conv. Center, Myrtle Beach, SC December 6-9, 2009 Show Hours: Sunday – Tuesday 9 AM – 6 PM, Wednesday 9 AM – 3 PM	<input type="checkbox"/>	<input type="checkbox"/>
Las Vegas Souvenir & Resort Gift Show – Las Vegas Convention Center, Las Vegas NV September 22-24, 2010 Show Hours: Wednesday - Friday 9:30AM - 5PM	<input type="checkbox"/>	<input type="checkbox"/>
The Market Place: Greater Philadelphia Expo Center, Oaks, PA Co-located with Market Square Buyers Wholesale Cash & Carry Mart February 6-8, 2010 Show Hours: Saturday 10 AM – 6PM, Sunday 9 AM – 6PM, Monday 9 AM – 5 PM	<input type="checkbox"/>	<input type="checkbox"/>
Material World: Miami Beach Convention Center, Miami, Florida April 21-23, 2009 Show Hours: Tuesday & Wednesday: 10:00AM – 5:00PM, Thursday: 10:00AM – 3:30PM	<input type="checkbox"/>	<input type="checkbox"/>
Material World West & Technology Solutions: Los Angeles Convention Center, Los Angeles, CA Sept. 30 - Oct. 2, 2009 Show Hours: Wednesday & Thursday: 9:00AM – 5:00PM, Friday: 9:00AM – 3:00PM	<input type="checkbox"/>	<input type="checkbox"/>
Ocean City Resort Gift Expo: Ocean City Convention Center, Ocean City, MD Oct. 31 - Nov. 3, 2009 Show Hours: Saturday – Monday 9:30 AM – 5:30 PM, Tuesday 9:30 AM – 2 PM	<input type="checkbox"/>	<input type="checkbox"/>
Orlando Gift Show and Orlando Cash & Carry Show- Orange County Convention Center, Orlando, FL July 25-28, 2009 Show Hours: Saturday – Monday 9:30 AM – 5:30 PM, Tuesday 9:30 AM – 3 PM January 15-17, 2010 Show Hours: Friday 9:00 AM – 6:00 PM, Saturday - Sunday 9:00 AM – 5:00 PM	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Philadelphia Gift Show: The Greater Philadelphia Expo Center, Oaks, PA January 16-19, 2010 Show Hours: Saturday – Monday 9 AM – 6PM, Tuesday 9 AM – 3 PM	<input type="checkbox"/>	<input type="checkbox"/>
San Francisco International Gift Fair (SFIGF): Moscone Center, San Francisco, CA February 6-9, 2010 Show Hours: Saturday – Monday 9:00 AM – 6:00 PM, Tuesday 9:00 AM – 4:00 PM July 31 - August 3, 2010 Show Hours: Saturday – Monday 9:00 AM – 6:00 PM, Tuesday 9:00 AM – 3:00 PM	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Seattle Gift Show: Washington State Convention and Trade Center, Seattle, WA January 23-26, 2010 Show Hours: Saturday – Monday 9:00 AM – 6:00 PM, Tuesday 9:00 AM – 4:00 PM	<input type="checkbox"/>	<input type="checkbox"/>

Please fill out this form fax or mail it to us and will send you the information on the show(s) you requested. Thank you!
1690 Roberts Blvd. NW, Ste. 111 – Kennesaw, GA 30144 – PHONE: 678.285.3976 - FAX 678.285.7469
www.urban-expo.com

Company:	Contact:		
Address:			
City:	State:	Zip:	Country
Phone:		Fax:	
Email:		Website:	
Product Description:			
Signature:			

You have provided your fax and/or email to Urban Expositions as part of the buyer information request form process.

Urban Expositions does not use customer lists for any activities not associated with our shows. Periodically, messages, containing information, updates and special offers about our shows will be sent to you at this email address or fax number. You will have the opportunity to be removed from these lists when/if you receive messages.