

CALIFORNIA'S LARGEST GIFT SHOW KEEPS GROWING



SAN FRANCISCO INTERNATIONAL GIFT FAIR

FEBRUARY 18-21, 2012

MOSCONE CENTER, SAN FRANCISCO, CA

INVITATION TO EXHIBIT

Find out what buyers and exhibitors alike are talking about. The momentum keeps building for the SFIGF as new exhibitors join the mix — drawn by the show's increasing ability to attract more and more buyers from throughout the entire state of California, the Western region and the nation.

DRAWING DECISION-MAKERS, BUYING GROUPS, LEADING ASSOCIATIONS FROM THE WEST AND BEYOND

The Museum Store Association (MSA)...the California Association of Hospitals and Health Systems (CAHHS)...Wineries....Chain Stores....Resorts....Department Stores....Specialty Stores...the numbers and types of buyers attending SFIGF just keeps growing.

AMONG THE BUYERS WHO REGULARLY ATTEND SFIGF INCLUDE:

Alta Bates	Des Ides	Lavish	Robert Mondavi Winery
Ambiance	Domus	Monterey Bay Aquarium	Sacramento Zoo
Aquarium of The Pacific	Draeger's	Museum of Craft & Folk Art	Sak's
Aramark	Earthworks	Napa General Store	San Jose Museum of Art
Baccara Resort & Spa	ETC	Napa Sonoma NV	Santa Barbara Museum of Natural History
Big Pagoda Co	Fiddlesticks	Nest	Santa Cruz Seaside Co
Brinton's	Field Museum Chicago	Nevada Museum of Art	Seattle Art Museum
Cabin Fever Utah	Filoli Garden	Oakland Zoo	SF Asian Art Museum
Calistoga Ranch	Francis Ford Coppola Presents	Olive Press, The	SF Ballet
Carmel Bay Co	Gallo Winery	Palace of Fine Arts	SF MOMA
Chatom Vineyards	Gap/Old Navy	De Young Museum	SF Opera
Chico Paper Co	Gardener, The	Paper Source Chicago	SF Zoo
Cliff House Gift Shop	Getty Museum	Paper Trails Chicago	Sur La Table
Cliff's Variety	Ghirardelli	Partington Ridge	Tabula Rasa UT
Columbine	Global Exchange	Philadelphia Museum of Art	Tassels
Copperfield's	Great Acorn Co, The	Portland Museum of Art	Terrestra
Cost Plus World Market	Hearst Castle	Oregon	Tiller Digs
Cranberry Scoop	Homescapes Carmel	Portland Zoo Oregon	Under One Roof
Crocker Art Museum	Kennedy Watson WA	Pottery Barn	University Art Center
Dandelion	Kumquat Art & Home	Pottery Planet	Williams Sonoma
David M Brian	LACMA	Puppets On The Pier	Zinc Details
Davis Ace		Rainbow Grocery	



SAN FRANCISCO INTERNATIONAL GIFT FAIR

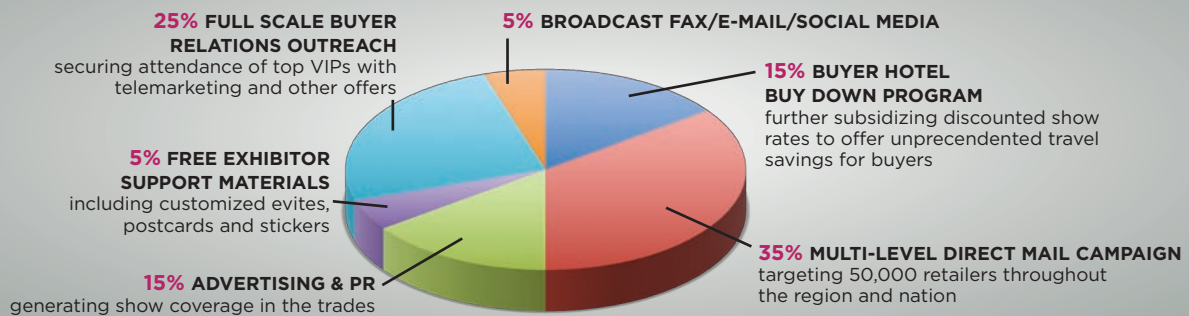
FEBRUARY 18-21, 2012 MOSCONE CENTER, SAN FRANCISCO, CA

A REGION RICH IN NEW BUSINESS OPPORTUNITIES

We know you have a choice when it comes to trade show participation. When making your decision, consider some of these facts point to just a few of the many business growth opportunities this show and location offer:

- **The San Francisco Bay Area, which encompasses San Jose and the vibrant Silicon Valley technology hub, is the 5th largest urban area in the U.S.**
- **San Francisco is only 49 square miles, but has 214 historic landmark buildings, 10 historical districts and 65 museums.**
- **Union Square in San Francisco is among the nation's top four shopping areas.**
- **The Golden Gate Bridge celebrates its 75th anniversary in May of 2012. Plans are underway to transform the southeast plaza (San Francisco side) at the Bridge into a world-class destination featuring a new 75th Anniversary Pavilion. A boon for the gift industry!**
- **There are over 250 wineries in nearby Napa Valley.**
- **National Parks - Yosemite...Point Reyes National Seashore...Muir Woods National Monument...California is home to many of the nation's most popular parks.**

TARGETED MARKETING TACTICS DELIVER DESIRED RESULTS



SHOW WITH THE EXPERTS



Urban Expositions is a leading producer of gift, souvenir and resort merchandise trade shows. With a successful track record bringing buyers and sellers together in cost-effective and convenient settings like the San Francisco International Gift Fair, the company's growing roster includes the Philadelphia Gift Show, **Seattle Gift Show**, Boston Gift Show, Birdwatch America, Grand Strand Gift & Resort Merchandise Show, Ft. Lauderdale Gift Show, Galveston Gift & Resort Merchandise Show, Gulf Coast Gift Show at Ft. Walton Beach, Las Vegas Souvenir & Resort Gift Show, Smoky Mountain Gift Show, Ocean City Resort Gift Expo, Orlando Gift Show, and the invitation-only Gathering Event.

www.urban-expo.com

"Getting out of your region helps give your retail operation a fresh and different look. The SFIGF is a great show and a wonderful source for museum shops as well as other retailers."

—Julie Steiner, Barnes Foundation, Philadelphia, PA



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FEBRUARY 18-21, 2012 MOSCONE CENTER, SAN FRANCISCO, CA

THE BIGGEST AND BEST SELECTION IN THE WEST

You're in excellent company when you exhibit with 600-plus companies in nine easy-to-work categories on the show floor, including:



DESIGN - Design-led merchandise across all product categories. *Juried Section.*

Price: \$2835 per 10' x 10', \$1701 per 5' x 10'

Includes: 8' high side and rear white vinyl covered hard walls, four 50-watt halogen lights on a truss, electric to illuminate the lights, booth carpeting, booth ID street sign, one chair, waste basket, 1st night's vacuuming, directory listing, free invitations, on-site drayage.



GENERAL GIFT - Largest division of the show, including general giftware and accessories.

Price: \$2375 per 10' x 10', \$1425 per 5' x 10'

Includes: 8' high side and rear black pipe and drape walls, one 500-watt outlet, booth carpeting, one 7" x 44" booth sign, one chair, waste basket, 1st night's vacuuming, directory listing, free invitations, on-site drayage



HANDCRAFTED* - Artisans featuring individual/production craft in all media/categories. *Juried Section.*

Price: \$2250 per 10' x 10', \$1350 per 5' x 10'

Includes: 8' high side and rear black pipe & drape walls, four 50-watt halogen lights, electric to illuminate the lights, booth carpeting, one 7" x 44" booth sign, one chair, wastebasket, 1st night's vacuuming, directory listing, free invitations, on-site drayage.

*HANDCRAFTED PAVILION

Price: \$600 Interior Table, \$800 Exterior Table

Includes: 8' counter height table top display, stool, shared lights, carpet, wastebasket, ID sign, directory listing and free invitations.



HOME & GARDEN - Designs for in/outdoors, including furniture, wine region accents, decorative accessories.

Price: \$1875 per 10' x 10'

Includes: 8' high side and rear black pipe and drape walls, one 7" x 44" booth sign, directory listing, free invitations, on-site drayage.



TREASURES TO GO PACKAGE 1 (Cash & Carry, Fine Jewelry without tables) - Fine and fashion jewelry, fashion accessories and other treasures - all available for immediate delivery to the trade.

Price: \$2375 per 10' x 10'

Includes: Black pipe and drape back and side walls, one 500-watt outlet, booth carpeting, one 7" x 44" booth sign, one chair, waste basket, 1st night's vacuuming, directory listing, free invitations, on-site drayage.



TREASURES TO GO PACKAGE 2 (Cash & Carry, Fine Jewelry with 3 tables)

Price: \$2560 per 10' x 10'

Includes: Same as Package 1 plus choice of three draped tables (4', 6' and/or 8').



VINTAGE COLLECTION - Vintage, antique and one-of-a-kind items appropriate for display/resale - all available for immediate release to the trade and restocked daily. *Three day show.*

Price: Call for pricing.

Includes: 8' high side and rear black paper and drape walls, one 7" x 44" booth sign, one chair, waste basket, directory listing, free invitations, on-site drayage.

GLOBAL SHOWPLACE



SFIGF expands its selection of ethnic styles, original artisan designs, home accents, jewelry and fair trade products from around the world.



WORLD STYLE HANDCRAFTED - International artisans showcasing ethnic crafts in all media/categories. *Juried Section.*

Price: \$2250 per 10' x 10', \$1350 per 5' x 10'

Includes: 8' high side and rear black pipe & drape walls, four 50-watt halogen lights, electric to illuminate the lights, booth carpeting, one 7" x 44" booth sign, one chair, wastebasket, 1st night's vacuuming, directory listing, free invitations, on-site drayage.



MUSEUM - High quality designs across a wide ranges of categories, including educational merchandise, books to calendars, jewelry, folk art and more. *Juried Section.*

Price: \$2705 per 10' x 10', \$1623 per 5' x 10'

Includes: 8' high side and rear Euro Style hard wall, four 50-watt halogen lights, electric to illuminate the lights, booth carpeting, one booth ID street sign, one chair, waste basket, 1st night's vacuuming, directory listing, free invitations, on-site drayage.



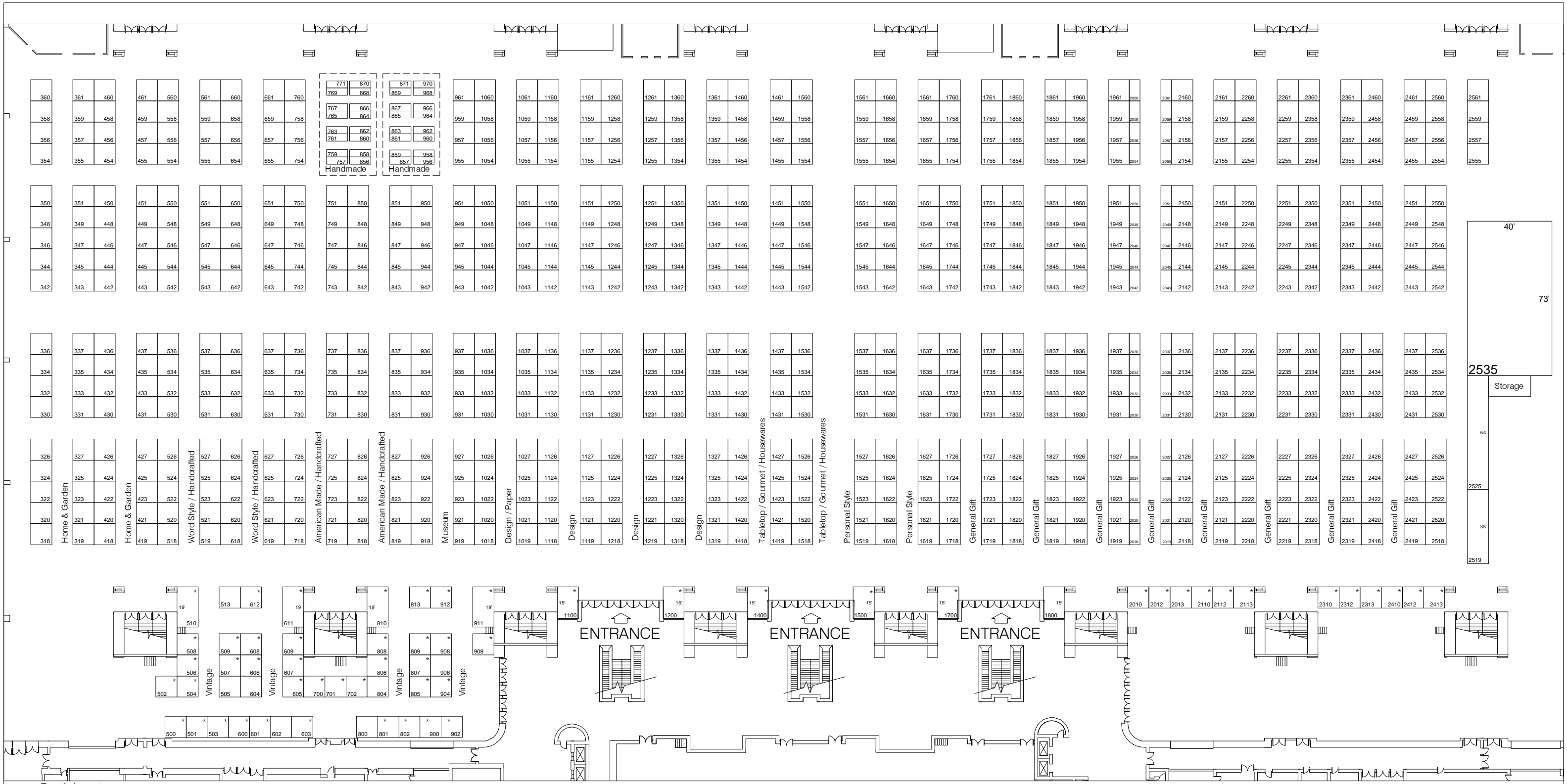
VILLAGE ARTS - Eclectic mix of international crafts, jewelry and accents, including designs available for immediate delivery.

Price: \$2375 per 10' x 10'

Includes: Black pipe and drape back and side walls, one 500-watt outlet, booth carpeting, one 7" x 44" booth sign, one chair, waste basket, 1st night's vacuuming, directory listing, free invitations, on-site drayage.

SAN FRANCISCO INTERNATIONAL GIFT FAIR FAST FACTS

WHEN:	FEBRUARY 18-21, 2012	
HOURS:	Saturday, February 18, 2012	9 am - 6 pm
	Sunday, February 19, 2012	9 am - 6 pm
	Monday, February 20, 2012	9 am - 6 pm
	Tuesday, February 21, 2012	9 am - 3 pm
WHERE:	Moscone Center 747 Howard Street San Francisco, CA 94103	
MORE INFO:	www.sfigf.com 800.318.2238 or 678.285.3976	



Booth Inventory
Tuesday, August 23, 2011

Dimension	Size	Qty	SqFt
3'-5"x10'	34	26	888
3'-6"x10'	35	6	210
5'x10'	50	36	1,800
10'x10'	100	816	81,600
10'x15'	150	6	900
10'x19'	190	4	760
10'x35'	350	1	350
10'x54'	540	1	540
40'x73'	2,920	1	2,920

Totals: 897 89,968

AS OF 08-23-2011

* LAST IN / FIRST OUT

Floor Plan Subject to Fire Marshal Approval

1 OF 1
SHEET: TBD
JOB NO.: STEVENAGUILAR
DRAWN BY: STEVENAGUILAR
SCALE: NTS
DATE: 07-10-11

San Francisco International Gift Show
August 2012
Moscone Center
South
Level One
San Francisco, CA

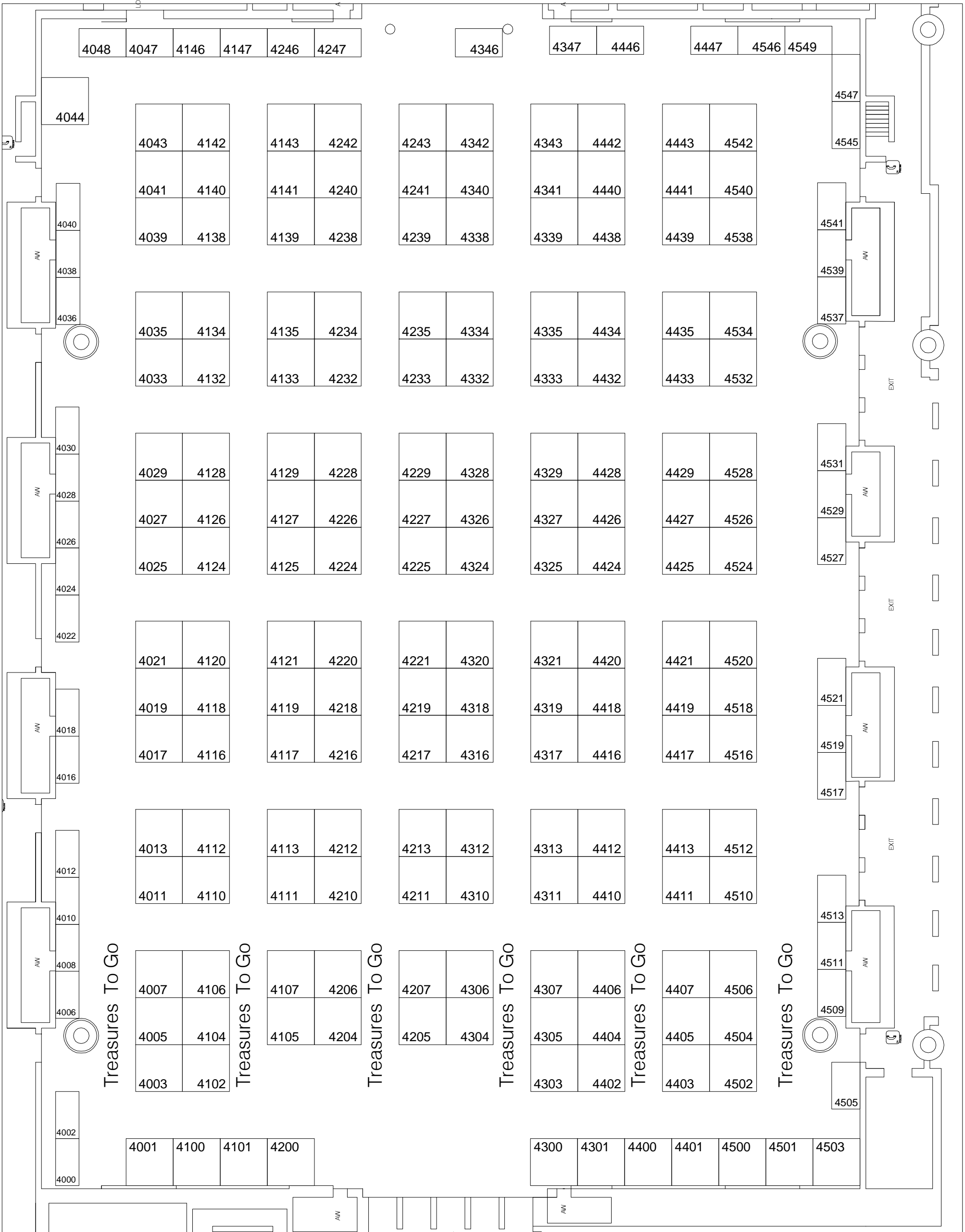
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THE EXPO GROUP
Your Single Source Solution®
5931 CAMPUS CIRCLE DR, IRVING, TEXAS 75063
VOICE: (972) 580-9000, FAX: (972) 753-0008

REVISIONS BY:	DATE	DESCRIPTION

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FLOOR PLAN PENDING FIRE MARSHAL APPROVAL

ESPLANADE
ENTRANCE

Inventory as of 07/11/2011

Dimension	Size	Qty	SqFt
5'x10'	50	16	800
6'x10'	60	27	1,620
10'x10'	100	168	16,800
Totals:		211	19,220

1 OF 1

SHEET: TBD

JOB NO. Steven Aguilera

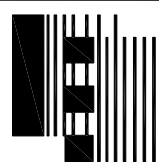
DRAWN BY: Steven Aguilera

SCALE: NTS

DATE: 07-11-11

San Francisco International Gift Fair
2012
Moscone Center
Esplanade
San Francisco, CA
Dates

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SAN FRANCISCO INTERNATIONAL GIFT FAIR

Saturday, February 18 through Tuesday, February 21, 2012 • Moscone Center – South Hall
OWNED AND MANAGED BY URBAN EXPOSITIONS, LLC

Official Contract for Exhibit Space • For priority placement, please return by ASAP

1. CONTACT INFORMATION:

Company: _____ Contact: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Ext: _____ Fax: _____

Cell: _____ Email: _____

Website: _____

2. BILLING INFORMATION: (Please provide if different from above)

3. EXHIBIT SPACE: Booth size requested: _____

I would like to be beside or near the following companies: _____

I do not wish to be near the following companies: _____

Endcap (min. 4 booths) Corner Booth Inline Booth

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

PRODUCT DESCRIPTION FOR BOOTH PLACEMENT: _____

4. PRICING PACKAGE: All Divisions - Corner Premium - \$250.00

PLEASE CHECK CATEGORY/SIZE YOU WOULD LIKE TO APPLY TO. *Denotes juried section

Design*	Museum*	Tabletop/Gourmet/Housewares	Home & Garden
<input type="checkbox"/> \$2,835 per 10x10	<input type="checkbox"/> \$2,705 per 10x10	<input type="checkbox"/> \$2,250 per 10x10	<input type="checkbox"/> \$1,875 per 10x10
<input type="checkbox"/> \$1,701 per 5x10	<input type="checkbox"/> \$1,623 per 5x10	<input type="checkbox"/> \$1350 per 5x10	

General Gift	Personal Style	Treasures To Go (Cash & Carry)	Village Arts (Cash & Carry)
<input type="checkbox"/> \$2,375 per 10x10	<input type="checkbox"/> \$2,375 per 10x10	<input type="checkbox"/> \$2,560 per 10x10 with 3 tables	<input type="checkbox"/> \$2,375 per 10x10
<input type="checkbox"/> \$1,425 per 5x10	<input type="checkbox"/> \$1,425 per 5x10	<input type="checkbox"/> \$2,375 per 10x10 without tables	<input type="checkbox"/> \$1,425 per 5x10

American Made Handcrafted	World Style Handcrafted	Handcrafted Pavilion	Vintage Collection* (Three Day Show)
<input type="checkbox"/> \$2,250 per 10x10	<input type="checkbox"/> \$2,250 per 10x10	<input type="checkbox"/> \$800 table	<input type="checkbox"/> \$1,000 per 10x10
<input type="checkbox"/> \$1350 per 5x10	<input type="checkbox"/> \$1350 per 5x10		

PAYMENT SCHEDULE: Deposit (50%): due by October 1, 2011 or upon signing, whichever is later. All applications submitted past initial deadline date must include a 50% deposit. Booth assignments will not be final until 50% deposit is received.

Final payment: due by December 5, 2011. Full payment due with contracts submitted after December 5, 2011.

5. **Booth Packages:** Booth packages vary per category. Please carefully review the package that applies to the category that you choose. Description of booth packages are outlined on enclosed information. **Mail payments to: 1690 Roberts Blvd. NW, Suite 111, Kennesaw GA 30144.** Please make checks payable to **Urban Expositions**, and please state for SF212.

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. By signing this agreement the exhibitor agrees to receive fax and e-mails correspondence from Urban Expositions.

Signature: _____ Date: _____

Typing your name here authorizes as an official signature.

PLEASE RETURN THIS CONTRACT TO: URBAN EXPOSITIONS

FAX: 678-831-4584 or 678-285-7469 MAIL: 1690 Roberts Blvd, NW Suite 111, Kennesaw, GA 30144 PHONE: 800-318-2238

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.