

ROCKFORD HOME SHOW, "ISC" EXPO

Exhibit Space Application

FEBRUARY 18-19-20, 2011

DATE _____

Application is hereby made to Showtime Productions, Inc. for exhibit space at the above named exhibit. This application, when accepted by Showtime Productions, Inc. as indicated by their signature on this application, will constitute our contract with Showtime Productions, Inc. for exhibit space.

FIRM NAME _____ BY _____ TITLE _____

ADDRESS _____ PHONE: () _____ FAX: () _____

CITY _____ STATE _____ ZIP _____ E-MAIL _____

EXHIBITOR SPACE RATES

10' X 10' CORNER BOOTHS.....\$655 (Add'l booths \$540)
 10' X 9' CORNER BOOTHS.....\$655 (Add'l booths \$540)
 10' X 6' CORNER BOOTHS.....\$485 (Add'l booths \$395)
 14' X 10' BOOTHS (2 AVAILABLE).....\$810 * on floor plan
 14' X 9' BOOTHS (3 AVAILABLE).....\$775 * on floor plan
 13' X 10' BOOTHS (3 AVAILABLE)..\$795 * on floor plan
 13' X 9' BOOTHS (4 AVAILABLE).....\$765 * on floor plan

18' X 12' (1 AVAILABLE).....\$1260 * on floor plan
 18' X 10' (2 AVAILABLE).....\$1125 * on floor plan
 18' X 8' (1 AVAILABLE).....\$ 940 * on floor plan
 ALL OTHER 10' X 10', 9', 8'.....\$605 (Add'l booths \$540)
 ALL OTHER 10' X 6's\$ 425 (Add'l booths \$395)

UNIQUE SHAPED BOOTHS

BOOTH'S #108....#110....#142....#144....#156....#154...\$510
 DRAPED BOOTH HAS 8' BACK WALL & 3' SIDE RAILS

NO REDUCED RATE ON ADDITIONAL CORNER BOOTHS

1st CHOICE BOOTH # _____

2nd CHOICE BOOTH # _____

A DEPOSIT OF 50% MUST ACCOMPANY YOUR APPLICATION. The balance must be paid prior to January 01, 2011. Cancellation and refunds will be made up to midnight, January 01, 2011. After that time and date, no refunds will be made for cancellation. A \$50.00 minimum processing fee will be assessed on all cancellations.

WE PLAN TO EXHIBIT THE FOLLOWING PRODUCTS AND BRANDS _____

ELECTRICAL CHARGES: Electrical charges are \$59.00 for one drop, up to (1500 watt) drop and \$40.00 for each add'l drop. Exhibitors supply extension cords within booth. 110 Volts . 220 Volts 3 phase \$170.00. **IMPORTANT: Advise if voltage drop may effect equipment.**

OF OUTLETS REQUIRED 1, 2 or 3 _____

ELECTRIC WILL BE USED FOR: (TV, LIGHTS, ETC.) _____ AMPS REQUIRED (IF YOU KNOW) _____ Electric Due _____

BOOTH DRAPE COLORS FOR THIS YEARS HOME SHOW WILL BE RED AND WHITE

Wooden Table (Unskirted). 30" high x 8' 6' 4' CIRCLE SIZE	\$29.00	Quantity _____	Amount Due _____
Table Skirting-----3 sides Blue White Red Gold CIRCLE COLOR	\$33.00	Quantity _____	Amount Due _____
Table Skirting-----4 sides Blue White Red Gold CIRCLE COLOR	\$42.00	Quantity _____	Amount Due _____
Skirted Table 42" high x 8' 6' 4' Blue White Red Gold CIRCLE SIZE & COLOR.	\$56.00	Quantity _____	Amount Due _____
Standard Padded Folding Chairs.	\$ 9.00	Quantity _____	Amount Due _____
High Bar Chairs	\$26.00	Quantity _____	Amount Due _____
Carpet 10' X 9' Blue Red Gold CIRCLE COLOR .. NO CARPET IN WEST HALL	\$57.00	Quantity _____	Amount Due _____
Carpet 20' X 9' Blue Red Gold CIRCLE COLOR .. NO CARPET IN WEST HALL	\$85.00	Quantity _____	Amount Due _____
Carpet Padding 10 x 8	\$22.00	Quantity _____	Amount Due _____
Easel - Limited Number	\$20.00	Quantity _____	Amount Due _____
Miscellaneous.			Amount Due _____
FORK LIFT. ONE TIME CHARGE FOR MOVE-IN & MOVE-OUT.	\$35.00		Amount Due _____

FOUR PASSES, GOOD FOR THE ENTIRE SHOW GIVEN TO EACH BOOTH.....ADDITIONAL
WEEKEND PASSES \$8.00, QUANTITY _____ ONE DAY PASSES \$4.00, QUANTITY _____ Total Passes \$ _____

NOTE: ALL WEEKEND & ONE DAY PASSES MUST BE PURCHASED BY FRIDAY, FEB18TH. AFTER THIS DATE ONLY GENERAL ADMISSION TICKETS CAN BE PURCHASED.

Total Fixture/Electric Due \$ _____
 Total Exhibitor Space Due \$ _____
 Grand Total Due \$ _____
 50% OF GRAND TOTAL DUE JUNE 1ST TO RESERVE BOOTH \$ _____

BALANCE DUE PRIOR TO JANUARY 1, 2011 \$ _____

*All fixture orders must be made 5 days prior to set up dates. Any order taken during set up is subject to a \$5.00 additional fee per item.
 ** ALL TABLES MUST BE SKIRTED! This is to cover the table legs and merchandise that would be stored under the table.
 ***10 DAYS PRIOR TO SHOW, ALL PAYMENTS MUST BE IN CASH, CERTIFIED CHECK OR MONEY ORDER.

AGREEMENT AND SHOW RULES:

Exhibitor shall not assign, sublet or apportion the whole or part of the space assigned him, unless otherwise arranged with Show Management. All orders for future delivery and/or distribution of advertising materials must be conducted in a dignified manner within confines of exhibitors booth. Showtime Productions, Inc. reserves the right to reject an application prior to the show or to remove any material it deems not in keeping with the image of the show. NOTE: The producers, staff, and/or the Indoor Sports Center will not be responsible for the safety of exhibits, exhibitors, or their employees against robbery, theft or damage by fire, or any other cause, or injury to any person or article. In all cases, the exhibitors wishing to insure their goods must do so at their own expense. It is agreed that the exhibitors will indemnify and hold harmless the producers, staff and/or Indoor Sports Center from all liabilities arising out of the negligence of the exhibitor. This application must be submitted, bearing the authorized signature, accompanied by deposit payment to: **SHOWTIME PRODUCTIONS, INC., P.O. BOX 4372, ROCKFORD, ILLINOIS 61110-0872, PHONE (815) 877-8043, OR FAX (815) 877-9037. Web Site: www.showtimeproduction.net**

EXHIBITOR WILL CARRY APPROPRIATE LIABILITY INSURANCE TO COVER THE ABOVE INDEMNIFICATION AGREEMENT AND A COPY SENT TO SHOWTIME PRODUCTIONS, INC. ASK INSURANCE COMPANY TO FAX OR MAIL..FAX #815 877-9037.

EXHIBITOR SIGNATURE _____ DATE _____

We hereby accept the above application **FOR OFFICE USE ONLY**

Exhibit Space Assigned _____ Booth Price \$ _____

Date _____ By _____ Showtime Productions, Inc.

A DETAILED TIP SHEET WILL BE SENT 2 - 3 WEEKS PRIOR TO SHOW WITH MOVE-IN TIMES

SET-UP....We will have exact times for area's to move in. Your cooperation in following these instructions is essential and will be mailed prior to the show.

SHOW HOURS

Friday, FEBRUARY 18 4:00 p.m. to 8:00 p.m.
 Saturday, FEBRUARY 19..... 10:00 a.m. to 7:00 p.m.
 Sunday, FEBRUARY 20 11:00 a.m. to 5:00 p.m.

No Exhibitor to dismantle their exhibit before 5:00p.m. SUNDAY

EXHIBITS SENT TO THE INDOOR SPORTS CENTER "ISC".

Must be marked for the shipper to deliver set-up day - **FEBRUARY 17TH, 2011 ONLY.**

If there is any problem with this, contact Showtime Productions, Inc.

SHIPPING ADDRESS: Indoor Sports Center

C/O Rockford Home Show 8800 E. Riverside Blvd., Loves Park, IL 61111

COMPRESSED GAS: To prevent escape to the ceiling, helium filled balloons and similar objects are not permitted to be distributed inside the "ISC". If balloons are to be used for display, they must be properly secured. If balloons do escape to the ceiling, additional cleanup fees may be charged. **NO HELIUM BALLOONS PERMITTED AS HAND OUTS.**

COMBUSTION ENGINES: Fuel tanks shall not exceed 1/4 tank or 5 gallons (whichever is less) of fuel. Fuel tanks and fill opening are to be closed and locked so as to prevent tampering. The electrical system shall be de-energized by the removing of the battery, the cables or disconnecting the cables and covering with electrical tape or other insulating material.

FREE FOOD AND DRINK: If this is your product line, you may give a "Taste" away. Check with Showtime for proper "Taste" sizes before the event. **HEALTH DEPT FOOD PERMIT** is required. For Health Permit forms call Showtime, 815.877.8043. Gas powered cooking devices and grease laden vapor devices (deep fryers) are prohibited from use in the facility. Booths containing cooking and warming devices **MUST HAVE FIRE EXTINGUISHER** readily available for use. Fire extinguishers must be fully charged and in operable condition.

LODGING ACCOMODATIONS

Lodging facilities are 5 minutes from the "ISC"

HOST HOTEL

EXHIBITORS SPECIAL RATE.....\$59.00 PER NIGHT INCLUDES

HOT BREAKFAST 6am - 9am M-F, 7am-10am Sat.-Sun.

HEATED INDOOR POOL, WHIRLPOOL SPA & FITNESS CENTER

FOR RESERVATIONS CALL (815) 229-8200

YOU MUST MENTION SHOWTIME PRODUCTIONS FOR THE REDUCED RATE

Features & Amenities

- High speed internet.
- Complimentary breakfast.
- Free weekday USA Today.
- Guest laundry
- In-room coffee maker with coffee, complimentary bottled water, iron & ironing board, hair dryer and shampoo.
- Express check-out.
- Free cable/satellite movies, news & sports.
- Guest voice mail & free local calls.



Directions

From I-90 exit State St./Business 20. Turn left on E. State St., then left one block, on N. Lyford Rd.

5 minutes from "ISC EXPO".

662 North Lyford Road
 Rockford, Illinois 61107

Phone: 815-229-8200 * Fax: 815-229-8220



DIRECTIONS TO "ISC" : I-39/90 TO RIVERSIDE BLVD EXIT. EAST ONE MINUTE (TO FIRST STOP SIGN) ON LEFTOR LEFT ON E. STATE THREE BLOCKS. RIGHT ON PERRYVILLE TO RIVERSIDE BLVD. RIGHT ON RIVERSIDE BLVD TO "ISC".