

Convened by Urban Green Council  
September 29 – 30<sup>th</sup>, 2010  
The Metropolitan Pavilion and Altman Building  
125 West 18<sup>th</sup> Street, New York, NY  
www.urbangreenexpo.com



## EXHIBIT SPACE APPLICATION AND CONTRACT

\_\_\_\_\_  
Company or Organization Name (as it should appear on materials)

\_\_\_\_\_  
Address

\_\_\_\_\_  
Address (continued)

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

\_\_\_\_\_  
Published Telephone Number

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
Web Address

\_\_\_\_\_  
Contact Person/ Title (to coordinate / receive all exhibitor materials & information)

\_\_\_\_\_  
Direct Phone

\_\_\_\_\_  
Email

Number of Booth/s Requested \_\_\_\_\_

Booth Choices: #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

Booth Fees (per 8 x 10' booth – check appropriate level):

- Returning Exhibitor registering before July 30, 2010: \$2,900  
 New Exhibitor or Returning Exhibitor registering after July 30, 2010: \$3,400  
 Chapter Sponsor eligible for and additional \_\_\_\_\_% discount (see below)

Platinum Sponsors: 25%  
Gold Sponsors: 15%  
Silver Sponsors: 10%  
Sustaining and Bronze Sponsors: 5%

**Total Booth Cost:** \_\_\_\_\_

**To reserve your space –  
complete form and  
mail with deposit check to:**

RD/GBE  
81 Big Oak Road, Suite 202  
Morrisville, PA 19067  
fax #: 215.428.9652

***Please make checks  
payable to:***

***Urban Green Council***

### FOR OFFICE USE ONLY:

Booth/s assigned \_\_\_\_\_

Cost \$ \_\_\_\_\_ Paid \_\_\_\_\_

Date \_\_\_\_\_ Payment Method \_\_\_\_\_

2<sup>nd</sup> Payment \$ \_\_\_\_\_

Date \_\_\_\_\_ Payment Method \_\_\_\_\_

\_\_\_\_\_  
Authorized Signature

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Please indicate which **add-ons** are of interested to you. *While supplies last only; please note items below may no longer be available.*

- Participation in Passport for Prizes (\$100)
- Product Showcase session – a 15 minute presentation of your products, services or company on the trade show floor (\$100)
- Corner Booth (\$100)

Please indicate if you would like to purchase a **Color Advertisement in the Conference Program:**

- Full Page: \$1,000
- Half Page \$750
- Back Cover \$2,000
- Inside Cover: \$1,500

**Products/services to be exhibited:** \_\_\_\_\_

Competitors that we  request booth separation from  wish to be near

(note: we will do our best to accommodate your request, but cannot guarantee it)

Company Description (for Urban Green Expo website) – 100 words or less: *email to:* [csmith@rdinc.net](mailto:csmith@rdinc.net)

*Due upon full payment of booth.*

**Total Charges (Total Booth Cost plus additional fees) \$** \_\_\_\_\_

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**For Validation of this contract you must:**

- Enclose payment to Urban Green Council with 50% of total charges. Payment must be received within two weeks of receipt of agreement.
- Agreements received after August 1, 2010 must be accompanied with full payment.
- Agree to pay the balance of charges by August 1, 2010
- Accept all terms and conditions appearing in this agreement.
- Agree that the space assigned shall be accepted by your company unless rejected within ten (10) days of notice.

*I have read and agree to the terms and conditions of this contract:*

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

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Print Name \_\_\_\_\_ Title \_\_\_\_\_

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Company \_\_\_\_\_

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## Terms and Conditions:

Exhibitor agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations; (ii) any rules or regulations of the facility where the exposition is held; (iii) the terms of all leases and agreements between Urban Green Council, and the managers or owners of said facility; (iv) the terms of any all leases and agreements between Urban Green Council and any other party relating to the exposition. Exhibitor shall not, nor shall Exhibitor permit others to do anything to the booth or do anything in the facility which would cause a difference in conditions from those previously approved by the insurance carrier of Urban Green Council or the owners or managers of said facility, which will in any way increase premiums payable by any of said parties, any such increase resulting from violations of this section.

**Refund Policy:** Exhibitors cancelling all or part of this agreement on or before June 30<sup>th</sup>, 2010 will receive a refund of 75% of payments received to date. Urban Green reserves the right to resell any sponsorship or exhibit space cancelled by an Exhibitor. There will be no refunds on cancellations received after June 30, 2010

Urban Green may cancel any exhibit space for non-compliance with the terms, condition, and regulations of this contract or for nonpayment of the space rental

**Booth Space Assignments:** Urban Green Expo show management will make every effort to assign booth space as requested. Exposition Management reserves the right to make the final determination of all space assignments in the best interest of the Exposition. Exposition Management reserves the right to accept or refuse an exhibitor application at its discretion. Exposition Management reserves the right to alter the exhibit floor plan or change space assignments in case of an emergency and/or in the best interest of the exposition. No contract will be in force until signed by Exposition Management.

**Exhibit Booth Configuration:** Urban Green Expo will provide the following: a 10' wide x 8' deep standard booth; an 8' high back drape and 36" draped sidewalls. Due to the nature of the venue, some booths have columns located within the 8 x 10' booth parameter; see floor plan for location of columns. Standard in-line booths may not exceed a back wall height of 8', and no part of the exhibit or equipment may exceed a height of 4' in the front half of the booth. No exhibit is permitted to obstruct the view of adjacent booths. Exposition Management reserves the right to direct revisions, at exhibitor expense, of any exhibit that does not comply with these guidelines.

**Installation and Dismantling:** Until full booth fee has been received, Exhibitor will not be allowed to set up, nor will freight be delivered to booth. All exhibit set up must be completed by exposition opening, and no booth may be dismantled prior to the official closing.

**Responsibility:** If an Exhibitor fails to comply in any respect with the terms of this agreement, Urban Green will have the right, without notice to the Exhibitor, to offer said space to another partner, and /or to use said space in any manner. This will not be construed as affecting the responsibility of the Exhibitor to pay the full amount specified by the contract.

**Care of Building and Equipment:** Exhibitors and their agents shall not injure or deface the walls, floors, or any part of the exhibit building, or any booth materials and equipment of another exhibitor, contractor, or Exposition Management. When such damage appears, the exhibitor causing such damage is liable to the owner of the property so damaged.

**Use of Space:** Each exhibitor agrees to the following: Sale or Distribution of Merchandise Distribution of product/service literature may be made only within the booth space assigned to the exhibitor presenting such material. Organizations not assigned booth space in the Exposition Hall will not be permitted to solicit business. Only customary/ descriptive product literature and samples may be distributed to conference registrants. Food or drink may be distributed from exhibit booths only upon approval from Urban Green Expo show management.

**Subleasing Space:** Exhibitor may not assign, sublet or apportion space in whole or in part, nor exhibit any products or services other than those manufactured or handled in the normal course of his business, nor permit any agent or any exhibiting firm to solicit business in said space. Display Policies: Distribution of literature, promotional materials and samples must be confined within assigned exhibit space. Aisles cannot be used for exhibit purposes, displays, or distribution of materials. Promotional activities must be limited within the assigned exhibit space. Exhibitors are responsible for keeping aisles clear near exhibit space, and ample space must be provided for the safety of attendees.

**Labor:** In order to conform to union contract rules and regulations, it may be necessary for Exhibitor to use qualified union personnel for the various services required for installing and dismantling exhibits, and for material handling within the exposition. The handling, placing, or setting out of merchandise and/ or literature to be displayed does not require labor, and may be done by the Exhibitor.

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**Greening Practices:** It is understood that all Exhibitors will be sent greening guidelines that apply to Exhibitor activity. Upon receipt, all exhibitors must complete the exhibitor greening checklist indicating your company practices.. A compilation of exhibitor responses and summary of practices may be made available on the conference web site.

**Fire & Safety Codes:** The Exhibitor is responsible for knowledge of any compliance with all fire and safety codes established by exhibit facility. Booth decorations must be flame proofed, and all hangings must clear the floor. Electrical wiring must conform with all federal, state, and municipal government requirements, and with National Electrical Code Safety Rules. If inspection indicates that an Exhibitor has neglected to comply with these regulations or otherwise incurs fire hazards, the right is reserved to cancel at Exhibitor's expense all or such part of the exhibit as may be not in compliance.

**Americans With Disabilities Act:** Each exhibitor is charged with knowledge of all laws, ordinances, and regulations pertaining to the Americans with Disabilities Act (ADA). Compliance with the ADA is mandatory for all exhibitors, and the sole responsibility is that of the exhibitor so far as ADA relates to the exhibitor's space.

**Liability & Insurance:** The exhibitor is responsible for any claims arising out of its own negligence, or out of the negligence of its employees or agents. Exposition Management will endeavor to protect exhibitor property through contracted security personnel in the exhibit hall. The exhibitor shall be responsible for protecting its own property to its full value, either through purchased insurance or self insurance. Exposition Management will not assume responsibility for any loss or damage to exhibitor property. In holding the Exposition, Exposition Management does not act as the agent of the exhibitor, the facility, the General Service Contractor, or any other party. Claims against any party other than Exposition Management are to be submitted directly to the party involved. The exhibitor agrees to take all necessary steps, including hiring counsel, and paying all costs incurred due to any claims brought upon Exposition Management.

**Security:** Urban Green Expo, the show facility, and any other officer or staff member thereof will not be responsible for the safety of the property of the Exhibitor, his agents, or employees, from theft, damage by fire, accident, or any other cause. Exhibitor is required to provide all insurance and/or policy writers to cover all booth contents.

**Other:** Any matters not specifically detailed above shall be respectively determined by Exposition Management solely. These rules and regulations are drawn to provide exhibitors a regulated and successful exposition.