



Americana & Antiques @ the Pier

Pier 92 • 55th St. & 12th Ave. • NYC

JANUARY 21-22, 2012



Exhibitor Number _____

FOR OFFICE USE ONLY

B R

JP112

BOOTH SIZE _____

BOOTH AREA _____

FEE _____

CIRCLE 1ST & 2ND BOOTH PREFERENCES.

Walls, draperies, electricity, tables, chairs and showcases are NOT included in the booth fees except where noted. Order forms for additional equipment will be mailed and will be available online at a later date.

Booths will be 9' or 10' deep as noted on your confirmation

- Check here for Corner, \$75 additional
- Check here for double corner or endcap booth, \$200 additional

TRADITIONAL PIER BOOTHS (NOT including WALLS or DRAPES)

| FRONT BOOTH SIZES | | CENTER BOOTH SIZES | | REAR BOOTH SIZES | |
|-------------------|--------|--------------------|--------|------------------|-------|
| 20' | \$1250 | 20' | \$1000 | 20' | \$775 |
| 16' | \$1150 | 16' | \$900 | 16' | \$700 |
| 12' | \$1000 | 12' | \$775 | 12' | \$625 |

BOOTHS with WALLS (8' high white papered WALLS, Sidewalls extend to 8' depth)

| FRONT w/ WALLS | | CENTER w/ WALLS | | REAR w/ WALLS | |
|----------------|--------|-----------------|--------|---------------|--------|
| 20' | \$2450 | 20' | \$2175 | 20' | \$1950 |
| 16' | \$2175 | 16' | \$1950 | 16' | \$1800 |
| 12' | \$1900 | 12' | \$1675 | 12' | \$1525 |

★
**STILL
2007
Prices!**

Same booth rent as 2007



I, the below signed exhibitor, hereby apply for exhibition space at the above named event managed by Stella Show Mgmt. Co., Inc. and agree to pay the booth rent in full.

★ By initialing here I state that I have read and agree to the terms set forth in the hold harmless clause on the following page.

INITIAL HERE

EXHIBITOR'S SIGNATURE _____ **DATE** _____

PRINT NAME _____ **2nd BADGE NAME** _____

MERCHANDISE DESCRIPTION Paraphrase your merchandise in four fields or less for booth placement, website, exhibitor list, publicity:

_____, _____, _____, _____

WEBSITE: www. _____ E-mail: _____ @ _____

TRADE NAME _____

MAILING ADDRESS _____

STREET OR BOX NUMBER CITY STATE ZIP

PHONE: Business () _____ - _____ Can we give this phone number to customers? Yes No

Home () _____ - _____ Can we give this phone number to customers? Yes No

Cell () _____ - _____ Can we give this phone number to customers? Yes No

FAX () _____ - _____

NY SALES TAX # _____

PLEASE SIGN and fill out 2nd BADGE NAME AND MERCHANDISE DESCRIPTION every time.

All other info is on file. Fill out address, phone, etc. only if there has been a change since your last show.

Exhibitor Number: _____

DEPOSIT \$200
(\$100 non refundable)

Convenient pay over time schedule now available

PAYMENT INFORMATION

- **\$200 DEPOSIT** (\$100 non-refundable) due at time of application submission
- **50% OF BALANCE** (after deposit) DUE on SEPT. 1, 2011
- **Remainder of BALANCE DUE on DEC. 15, 2011** - Pay full balance by Sept. 1st - 5% discount

Deposit Check# _____ Check Date _____

Charge DEPOSIT NOW, 50 % ON SEPTEMBER 1 and BALANCE ON DECEMBER 15

Charge DEPOSIT NOW, and BALANCE ON SEPTEMBER 1 5% DISCOUNT

Charge DEPOSIT ONLY to credit card Charge BALANCES ONLY to credit card on due dates

Credit Card Number Visa MC AMEX _____ Exp. Date _____

Name on card: _____ Cardholder's Signature: _____

MAKE CHECKS PAYABLE TO: Stella Show Mgmt. Co., 277 Fairfield Rd., Suite 321, Fairfield, NJ 07004 Ph 973-808-5015, FAX 973-808-6806, email: info@stellashows.com

Cancellation charges on page 2 (reverse)

Hold Harmless Clause

The exhibitor agrees to pay the booth rent in full by the due date or 30 days prior to the move-in date, whichever comes first.

A minimum cancellation fee applies to all cancellations received by phone or in writing.

The prorated schedule of cancellation charges is as follows:

A minimum \$100 of show deposit is nonrefundable regardless of when cancellation is received.

Cancellations that occur 29 days to 14 days prior to event date must pay 50% of the full booth rent.

Cancellations that occur 13 days to 7 days prior to event date must pay 75% of the full booth rent.

Cancellations that occur less than 7 days prior to event date must pay the full booth rent.

Stella Shows credits, credit card or check refunds are up to the discretion of the show manager. In the case of most cancellations, there will be a credit created for another Stella Show to be used within one year.

The exhibitor agrees to exhibit for sale merchandise only of a quality consistent with the standards of the event and to obey all regulations and laws of the corresponding city and state. Stella Show Mgmt. Co., Inc. retains the right to demand removal of any items that may not be in keeping with the image of this event and to make rules and regulations it deems necessary and proper for the benefit of all participants.

The exhibitor agrees to affix price tags with descriptive information to all merchandise and accompany all sales with a sales slip.

The exhibitor agrees to complete the set up of their booth by the published show opening hour and to remain set-up and open for business until the published show-closing hour.

The exhibitor agrees to abide by all fire and safety regulations as set forth by Stella Show Mgmt. Co., Inc., the facility and the corresponding city and state. The exhibitor agrees to keep merchandise out of the aisles for safe access throughout show hours. The exhibitor agrees that draperies, table covers and other display materials used at this event will be fire retardant.

The exhibitor agrees that this contract cannot be assigned without the prior written consent of Stella Show Mgmt. Co., Inc., and that no booths may be shared without the prior written consent of Stella Show Mgmt. Co., Inc.

The exhibitor agrees that the use of porters, if available, to assist unloading and loading of merchandise is at the exhibitor's own risk.

Stella Show Mgmt. Co., Inc. shall not be liable for any resulting damage or claim. The exhibitor agrees to indemnify, protect and hold harmless the host facility and/or their members, officers, employees, agents and representatives, Stella Show Mgmt. Co., Inc., and their members, officers, employees, agents and representatives for any personal injury, property loss or damages of any nature suffered by any person as a result of the operation of the facility, Stella Show Mgmt. Co., Inc., and the exhibitors. Stella Show Mgmt. Co., Inc., its agents, officers or employees shall not be liable for property damage or personal injury to Exhibitor, its agents or employees, which may occur on or about any part of the subject premises, regardless of how such an injury or damage may have occurred.

Exhibitor waives any claim against Stella Show Mgmt. Co., Inc. and assumes all liability for loss or damage to Exhibitor's property entrusted to the premises. Exhibitors shall hold Stella Show Mgmt. Co., Inc. harmless and shall indemnify Stella Show Mgmt. Co., Inc. against all liability or expenses arising out of any claim of injury or damage to any person or property, together with all cost in connection with the defense thereto.

In the event exhibition spaces become limited or unavailable for any reason, then Stella Show Mgmt. Co., Inc.'s sole responsibility to any such affected exhibitor is to return the exhibitors deposit.

Stella Show Mgmt. Co., Inc. reserves the right to amend this contract as to particulars such as the date and location of the event when necessitated by conditions outside their control such as, but not limited to, construction, natural disasters, acts of God, acts of terrorism, war or weather.

The exhibitor additionally agrees to indemnify, protect, defend and hold harmless MMPI Piers LLC, Merchandise Mart Properties, Inc., Vornado Realty Trust, Vornado Realty L.P., The City of New York, Department of Small Business Services, New York City Economic Development Corporation, Apple Industrial Development Corp.; and their respective beneficiaries and their respective officials, officers, directors, beneficiaries, members, trustees, shareholders, partners, agents and employees (collectively, "the Protected Parties") from any and all liability, damage, actions, demands, judgments, claims, costs or expenses by reason of any injury either to person or property, sustained in or about the Premises or exits or entrances thereto, as a result of the operation of the Protected Parties, or the exhibitors.

The exhibitor further agrees that all personal property in or about the Premises or the Building shall be at the risk of the exhibitor only, and that the Protected Parties shall not be liable for any damage thereto or theft thereof.

EXHIBITOR'S SIGNATURE _____ DATE _____