

APPLICATION

# CountryLiving FAIR

The pages of *Country Living* magazine come to life!  
**April 27-28-29, 2012**  
 Travis County Expo Center  
**Austin, Texas**



For Office Use

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EXHIBITOR # \_\_\_\_\_  
 Show Code: CL 412  
 Booth Size: \_\_\_\_\_  
 Booth Area: \_\_\_\_\_  
 Fee: \_\_\_\_\_

Special Requests:

Please indicate your booth preference. If you require a size or shape booth not listed below or special equipment, describe it in the special request area and we will send you a quote.

**CIRCLE BOOTH CHOICE:**

**The Great Big Show Barn - 10'x10' \$750 10'x15' \$1125 10'x20' \$1500**

Spaces are all under cover and on pavement, in a huge, lit, open sided barn. The paved spaces in the show barn are appropriate for many types of vendors - crafts, antiques, artisans, gifts - and will be loosely grouped by type. There are no dividing walls between the booths. The show barn will also have an activity stage, a harvest market area and the *Country Living* General Store.

\_\_\_ Corner space \$100 additional \_\_\_ Electric Outlet \$100

**Pickers Market In The Show Barn - 20x20 \$900** Spaces are on packed dirt in the barn -

Appropriate for booths of large furniture, garden, architectural (no glass allowed - vendors may lay carpet - electric not available for Pickers Market) \_\_\_ Corner space \$100 additional

**Antiques In The Arena - 20'x20' Tailgate \$900  
 20'x40' Tailgate \$1800**

All booths are on the floor area of a 6000 seat arena that is well lit and air conditioned. The arena will also have an activity stage and the *Country Living* Cafe restaurant. Electric is not available for tailgate spaces.

\_\_\_ Corner space \$100 additional

**15'x15' \$600** Perimeter booths - drive in to load - no vehicle

at exhibit - no corners - electric available

\_\_\_ Electric Outlet \$100

Stella Show Mgmt. Co., Travis County & the city of Austin, Country Living Magazine and the undersigned exhibitor agree to the following terms: The exhibitor agrees to present an exhibit of a quality consistent with the standards of this event and to obey all regulations and laws of the state of Texas and the County of Travis. In addition, the exhibitor agrees to price all merchandise and accompany all sales with a sales slip. Set-up of booths must be complete at show opening and must remain set-up and open for business until show closing. Booths and aisles must be kept clear for safe access throughout show hours. Stella Show Mgmt. Co. reserves the right to demand removal by Exhibitor of any items which may not be in keeping with the shows image. Stella Show Mgmt. Co. reserves the right to make the rules and regulations it deems proper and necessary. The Exhibitor agrees to accept such rules and regulations and any interpretation as is set forth by Stella Show Mgmt. Co. All municipal, state and federal requirements in connection with sales must be fulfilled. All draperies, table covers, and display materials must be fire retardant. This contract cannot be assigned without the prior written consent of Stella Show Mgmt. Co. No booths may be shared without the prior written consent of Stella Show Mgmt. Co. The use of porters, if available, to assist unloading and loading is at Exhibitor's own risk. Travis County & the city of Austin, Country Living Magazine and/or Stella Show Mgmt. Co. shall not be liable for any resulting damage or claim. Travis County & the city of Austin, Country Living Magazine and/or Stella Show Mgmt. Co., 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 Travis County & the city of Austin, Country Living Magazine and/or Stella Show Mgmt. Co. and assumes all liability for loss or damage to Exhibitor's property entrusted to the premises. Exhibitors shall hold Travis County & the city of Austin, Country Living Magazine and/or Stella Show Mgmt. Co. harmless and shall indemnify Travis County & the city of Austin, Country Living Magazine and/or Stella Show Mgmt. Co. 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. I agree to abide by all of the policies of the Travis County & the city of Austin, including that there are no pets allowed on the premises. CANCELLATION POLICY: A minimum cancellation charge of \$100 applies to all cancellations. Prorated schedule of cancellation charges is available upon request. The undersigned exhibitor applies for exhibition space at the above named show, encloses deposit herein and agrees to pay booth rent in full. Until you have received written communication from Stella Show Mgmt. Co. that your application has been accepted, this is not considered a binding contract. All contracts are subject to cancellation by Stella Show Mgmt. Co. up to 48 hours before the event date due to unforeseen circumstances or necessary business accommodations.

**EXHIBITOR'S SIGNATURE** \_\_\_\_\_

DATE \_\_\_\_\_ Permanent Exhibitor # \_\_\_\_\_

PRINT NAME \_\_\_\_\_

**2nd BADGE NAME** \_\_\_\_\_

TRADE NAME \_\_\_\_\_

Helper Name(s) if known: \_\_\_\_\_

**MERCHANDISE DESCRIPTION**

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

WEBSITE: www.\_\_\_\_\_ E-mail: \_\_\_\_\_@\_\_\_\_\_

Additional info for marketing (i.e. your specialty, special skill or a specific item) \_\_\_\_\_

Attach, Enclose or Send PHOTOS for Publicity: \_\_\_\_\_

**IF NEW TO STELLA SHOWS, PLEASE ALSO FILL IN THE THE FOLLOWING**

**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 ( ) \_\_\_\_\_ - \_\_\_\_\_

TEXAS SALES TAX # \_\_\_\_\_

Price range of items or description of services: \_\_\_\_\_

Show(s) previously participated in: \_\_\_\_\_

Dealer Reference: \_\_\_\_\_ Show Promoter Reference: \_\_\_\_\_

**MONTHLY VETTING SCHEDULE**

Vendors will be vetted once a month for appropriateness to event and as space and category allows. You must include a booth image from a recent show as well as pictures of items be considered. Do not send samples. Applications received by the 1st of each month will receive notice of status either way in towards the end of the same month. (i.e. Nov. 1 - notice end of Nov., Dec. 1 - notice end of Dec., etc., until category or event is fully) Vendors who exhibited at either 2011 OH or GA fair will be accepted without vetting if application is received by November 15, 2011 and acceptance has been approved by *Country Living* magazine. Applications of prior vendors received after November 15th will be subject to vetting with new applicants. Management reserves the right to reject applicants without explanation to preserve the image of the event and to balance types of exhibits.

**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: \_\_\_\_\_

*There is no fee to be vetted. Deposit will not be applied until accepted.*

- **\$200 DEPOSIT (\$100 non-refundable) due at time of application submission**
- **50% OF BALANCE (after deposit) DUE on JANUARY 15, 2012**
- **Remainder of BALANCE DUE on MARCH 15, 2012**

Deposit Check# \_\_\_\_\_ Check Date \_\_\_\_\_

Charge DEPOSIT NOW, 50% ON JANUARY 15 and BALANCE on MARCH 15

Charge DEPOSIT ONLY to credit card  Charge BALANCE ONLY to credit card on due date

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**

**There is no deadline for applying to the fair. Applications are considered until the fair is full.**

**PAYMENT INFORMATION**

**DEPOSIT \$200**  
 (\$100 non refundable)

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.