International Christian Retail Show 2010

First-Time Exhibitor Debut Avenue

Application for Exhibit Space

STEP 1 *This information will appear in all Show publications **EXACTLY** as typed

Company _____ Letter to Alphabetize by _____

Address _____

City _____ State _____ ZIP _____ Country _____

Phone _____ Fax _____ Toll Free _____ website URL _____

Company Rep _____ Email address _____

Mktg. Manager: _____ Email address _____ ☐ Email Updates

Sales Manager: _____ Email address _____ ☐ Email Updates

STEP 2 **Booth Space Information:**

(See #6 in Terms & Conditions for Amenities)

	Member	Nonmember
Price per 8'x6' booth	☐ $1400	☐ $1650

STEP 3 **Select Your Primary Product Category** ☐ Bibles, Books, & Resources ☐ Gift & Specialty Items ☐ Entertainment ☐ Retail Support

STEP 4 **List 10 Christian Retail Accounts (Attach a Separate Sheet) or Submit a Supplier Membership Application (If not a Supplier member.)**

Required to process application. Applications without accompanying list or Supplier Membership Application can NOT be processed.

***The term Christian retail shall be considered to mean a retail establishment:**

1. Having an inventory not less than 75% of which at any given time consists of Bibles, Christian books, Christian music, church supplies and related Christian merchandise,
2. In operation from a commercially zoned place of business,
3. Open at least 40 hours per week,
4. With an exterior sign visible to passersby,
5. Advertising to and serving the general public in a manner consistent with typical retail operations,
6. With the usual overhead incidentals of retail business, including but not limited to ownership of the place of business or payment of rent that is relative with area land values, and payment of salaries consistent with other retail operations in which business expenses are substantially paid from proceeds acquired through retail operations.

STEP 5 **Product Categories (To be listed on Show web site and in onsite program.)**

☐ **Apparel**	☐ **Computer Software**	☐ **Home School Resources**	☐ **Stationery & Cards**
☐ **Bibles**	☐ **Curricula**	☐ **Jewelry**	☐ **Store Supplies, Services, & Fixtures**
☐ **Books**	☐ **Distributor**	☐ **Magazines**	☐ **Video**
☐ **Children's Products**	☐ **Framed Art & Home Décor**	☐ **Music**	
☐ **Church Supplies**	☐ **Gifts**	☐ **Spanish-Language Product**	

STEP 6 **The undersigned hereby expressly represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Exhibitor named above and acknowledges that he/she has read and accepts all the terms on the reverse of this contract as well as the Exhibitor Rules & Regulations.**

Print Name _____ Signed _____ Date _____

STEP 7 **Payment Info: (Deposit of $600 must be submitted for application to be accepted) Exhibit Cost: $1400 for CBA members**

☐ **I have enclosed my check for $_____ (Made Payable to 'CBA' and in U.S. funds drawn on U.S. bank)**

☐ **Please charge to my credit card** ☐ **VISA** ☐ **MasterCard** ☐ **American Express** ☐ **Discover**

Cardholder's Name (please print) _____

Card # (must include to process form) _____ **Exp. Date** _____

Cardholder Signature _____

STEP 8 **CBA Acceptance**

CBA hereby accepts Exhibitor's Application for Exhibit Space and agrees to be bound by the Terms & Conditions set forth in the Application and in the Rules and Regulations incorporated therein by reference.

By _____ Date _____

(Vice President and COO, CBA)

CBA USE: CBA ID#_____ Date Rec'd _____ Ck#_____ Amt_____ Chgd/Rpt_____ Batch # _____

Terms & Conditions for Debut Avenue area*

1. **Eligibility:** Exhibit space in the Debut Avenue area is available to First-Time Exhibitors for their first International Christian Retail Show only.
2. **Deposit:** Payment of the deposit of **$600** accompanies this Application.
3. **Payment of Exhibit Space*:** Full payment is due prior to placement on exhibit floor. An offer letter will be sent to exhibitor regarding the allocation of exhibit space. Upon receipt of signed offer letter and balance payment CBA will confirm booth placement number. Total cost for exhibit space is $1400 per space for members. An additional $250 per space will be charged if exhibiting company is a nonmember.
4. **Exhibitor Schedule*** (schedule is subject to change)*:

• **Setup:**	**Sunday, June 27, 2010**	**8:00 am – 6:00 pm**
• **Show Hours:**	**Monday, June 28, 2010**	**8:30 am – 6:00 pm (soft close until 6:30 pm)**
	Tuesday, June 29, 2010	**8:30 am – 6:00 pm (soft close until 6:30 pm)**
	Wednesday, June 30, 2010	**8:30 am – 4:00 pm**
• **Teardown:**	**Wednesday, June 30, 2010**	**4:00 pm – 12 midnight**
	Thursday, July 1, 2010	**8:00 am – 4:30 pm**

5. **Booth Size*:** Booth spaces shall be approximately 8 feet wide by 6 feet deep in size.
6. **Booth Amenities*:** The following items are included with each 8x6 booth space purchased:
   - 8' tall back pipe-and-drape, 3' tall side pipe-and-drape (Color will be chosen by CBA)
   - 7"x42" sign with company name
   - One (1) 6-foot wide by 30-inch high skirted table (Color will be chosen by CBA)
   - Two (2) side chairs and One (1) wastebasket
   - 3 exhibit floor badges
   - Free Preregistered Attendees List and Free Post-show Registered Attendees List
7. **Exhibiting Rules and Regulations*:** Exhibitor will abide by the provisions contained in the International Christian Retail Show 2010 Exhibitor Rules and Regulations (a copy of which has been provided to Exhibitor by CBA), which are incorporated in this Application as if they had been set forth herein in their entirety.
8. **Use of Space:** Exhibitor will not sublet or share its exhibit space with any other entity. Exhibitor will display and accept orders for its own products and products, which it stocks, ships, invoices, or represents in the regular course of its business.
9. **No Conflicting Activities:** Exhibitor will refrain from sponsoring or endorsing any activities during hours of announced, CBA-scheduled activities without prior written consent of CBA.
10. **Exhibitor Contract Is Not a Transferable Asset:** Neither the assigned booth space, nor any portion thereof, nor Exhibitor's interest therein shall be assigned or otherwise transferred by Exhibitor without prior written permission of CBA.
11. **Limitation of Liability:** Neither CBA, nor the CBA Exhibitors Advisory Committee, nor their respective officers, directors, agents, employees, or affiliates shall be liable to Exhibitor for any injury, loss, or damage to the person or property of Exhibitor, its officers, directors, agents, employees, or invitees, except to the extent that such injury, loss, or damage is caused directly and by substantial negligence on the part of CBA or its employees.
12. **Compliance With Applicable Laws and Indemnifications:** Exhibitor will strictly comply with all laws pertaining to its exhibition at CBA's Convention, including, but not limited to, laws pertaining to copyrights, trademarks, antitrust, promotions, and giveaways. Exhibitor will indemnify CBA and hold CBA harmless from any and all liabilities in respect of suits, proceedings, demands, judgments, damages, expenses, and costs (including, without limitation, reasonable attorneys' fees and costs and expenses incurred in the investigation, defense, or settlement of any claims covered by this indemnity) which CBA may suffer or incur by reason of participation in CBA's Convention by Exhibitor, its officers, directors, employees, agents, or representatives.
13. **Breach of Contract and Violation of Rules and Regulations:** Following acceptance and execution of this Application by CBA, any breach of the resulting contract by Exhibitor, its officers, directors, agents, or employees may, in CBA's discretion, result in immediate or future loss of Exhibitor's exhibiting privilege. Following execution of Exhibitor's Application by CBA, CBA's liability for breach of the resulting contract shall be limited to the space rental fee paid to CBA by Exhibitor. In no event shall CBA be responsible for consequential damages. Any bankruptcy filing of any kind by Exhibitor or Exhibitor's insolvency shall constitute a breach of this Application and the contract resulting from CBA's acceptance of this Application. Either party's waiver of or failure to exercise any right provided for in this Application shall not be deemed a waiver of any further or future right hereunder.
14. **Severability:** If any provision in this Application for Exhibit Space is determined by a competent authority to be unenforceable, all other provisions shall continue in full force and effect.
15. **Acknowledgment and Warranty:** Exhibitor acknowledges and warrants that the individual signing this Application for Exhibit Space on its behalf has been duly authorized to do so.

---

16. **Submission Instructions ~ Send completed applications to:**

CBA
Attn: International Christian Retail Show
9240 Explorer Dr
Colorado Springs, CO 80920

Phone: **719.265.9895**
Fax: **719.272.3510**
e-mail: **exhibits@cbaonline.org**
Web: **www.christianretailshow.com**

*** These Terms and Conditions apply exclusively to the Debut Avenue area of the exhibit floor and the information listed here supersedes any potentially conflicting information contained in the International Christian Retail Show 2010 Exhibitor Rules and Regulations.**

CBA USE: CBA ID#_____ Date Rec'd _____ Ck#_____ Amt_____ Chgd/Rpt_____ Batch # _____